



Bucklegrove Holiday Park – supporting information

The holiday park industry is a very competitive one and one which has seen many changes since Bucklegrove first opened.

When, where, and how people are taking their holidays has changed significantly over the years with people wanting to take breaks throughout the year and not purely in what were viewed as traditional holiday periods. Times when people may have historically not travelled, such as Christmas, New Year and February half-term, are now popular, with many people looking for opportunities to explore new areas, spend time outdoors, and enhance well-being.

There are significant economic benefits for the park in being able to trade year-round. We have capacity on site for over 700 guests and provide accommodation that meets the needs of a wide variety of audiences. It makes little economic sense for us to have our units and touring grounds not being utilised throughout the year. We have invested heavily in the park infrastructure, and it is important we are able to maximise the opportunities to drive revenue from accommodation and the associated secondary spend that we are able to generate through our onsite facilities.

We have a Premises Licence that allows us to provide a wide range of regulated entertainment to our guests 12-months of the year and we have facilities such as an indoor swimming pool and outdoor hot-tubs that are proving increasingly popular during winter periods.

We believe we have an important role to play in the local tourism industry by helping to attract people to the area and opening year-round allows us to:

- offer employment opportunities to local people
- extend our purchasing with local suppliers
- assist in bringing people to the area, who in turn avail themselves of services and products offered by other local establishments and traders

We note that a number of similar parks in the near locality benefit from being able to open 12-months of the year and we believe it is important we are able to match such provision.

