

Static Caravan New Pitch Process	9th May 2017
To: The Leisure and Development Committee For Decision	

Linkage to Council Strategy (2015-19)	
Strategic Theme	Contributing to Prosperity Innovation and Transformation
Outcome	Providing services in more efficient ways
Lead Officer	Head of Tourism and Recreation
Cost: (if applicable)	N/A – will generate income

The purpose of this report is to present a proposed process for the administration of Council pitches that become available, and outline how the Council can secure best value from new customers seeking released static pitches within our holiday and leisure parks.

Background

There are 938 units currently on serviced pitches at Carrick Dhu, Juniper Hill, Cushendun and Cushendall parks, with demand exceeding supply at all locations. On vacation of any one of these pitches, an opportunity exists to fill this vacancy by upgrading and improving both the pitch and the unit provided. Officers believe that a beneficial method of achieving best value is to invite interested parties to tender for the right to manage the sale of pitches, static units and period of occupation.

Benefits to service

- Enables continuous reinvestment in new static units whenever pitches become available, creating ever-improving and attractive parks.
- New quality static units for incoming occupiers.
- Reduced concerns about aging infrastructure, e.g. health & safety of units.
- Generation of income for holiday and leisure park operation within Council.

Method

Once a pitch and/or a unit is relinquished, Council will issue the necessary administrative documentation to the preferred provider, who will handle all matters relating to the sourcing of a range of static units and the preparation of pitches. This will include, as appropriate:

- The removal of all installations from the pitch, unless considered suitable for re-sale on the pitch.
- The preparation, installation and commissioning of all resources required for the operation of a static caravan unit, including surfacing.
- The advertising of suitable static caravans appropriate to the pitch dimensions to the general public, along with the corresponding Licence Agreement period of occupancy and terms/conditions.

- The completion of all transactional details, guarantees and paperwork required by Council in order for the new occupier to take possession of the caravan and pitch.

The aim is that new caravans installed on Council's parks as a result of this arrangement will improve the appearance and aesthetics of a park, which will in turn increase demand. The successful tenderer will be able to set their own price for this provision, choose the caravans to be offered, and sell any additional installations as catered for in Council's Licence Agreement.

In order to ensure that all pitches are sold, Council will engage in a procurement process that will deliver a single uniform fee per pitch, plus a percentage figure of each sale completed, for every pitch that will be supplied by Council over the period of the award. At no time will the provider "own" any part of Council's estate, as their involvement will end with the issue by Council of the Licence Agreement to the new occupier.

Recommendation

That Council officials seek submissions from specialist operators in the static caravan sector as part of a competitive process to secure the right to act as vendor for the installation and sale of new static availability at the Council's holiday and leisure parks, subject to conditions agreed within the terms of appointment.