

Scrutiny Briefing Note

The Tourism and Visitor Economy Panel have asked to monitor progress on the following issue. This briefing contains the latest position as at November 2020.

Subject: Dedicated Motorhome parking/ site



This briefing note provides an update to members on proposals to explore options to provide a dedicated overnight motorhome parking site within the resort.

Options considered – to explore proposals for a council operated site, and to explore options for an operator run site within the resort.

Background

There is currently no dedicated overnight Motorhome parking or “Aire” sites within North East Lincolnshire.

We know in previous years there has been unofficial/ unauthorised use of grassed land adjacent to the Marine Walk car park (free to use), situated at the end of Meridian Road (off Kings Road), past the Day Chalets, in Cleethorpes.

The unauthorised use has often spilled out onto the hard-standing car park which has caused upset with car park users as they often are unable to use the car park.



Two seasons ago the Council erected new signage informing the use was not permitted, furthermore the car parks team have been visiting and issuing parking enforcement warnings and notices at Marine Walk and Thrunscoe Land (Lakeside) where regular Motorhomes visit, as these areas do not currently allow for permitted overnight parking.

This year, the Council has been approached on two separate occasions by representatives of the Motorhome community who have requested that the Council explore the opportunity for formal parking or a dedicated site. An informal discussion took place with a representative and Officers as well as sharing a plethora of information in support, showing how these 'Aires' are successful in other areas to look into whether formal parking or a site could be identified and managed by the Council or a private operator.

As part of this approach, the Motorcaravan Motorhome Monthly are very keen to provide media coverage for any site that is established in the area.

Progress

A meeting took place with Officers (Estates, Engine Operations and Car Parks) to confirm whether dedicated parking or a site was already being considered and if not, what the opportunities were. The meeting confirmed this had not been considered previously, but that the council were willing to explore options and discussion focused on two potential sites in Cleethorpes: the grassed land at Marine Walk or Thrunscoe Land Car Park.

Layout sketches were formed to give a representation of the number of pitches the sites could offer, taking into account of the Model Standards 2008 for Caravan Sites in England; Caravan Sites and Control of Development Act 1960 – Section 5
<https://webarchive.nationalarchives.gov.uk/20120920035001/http://www.communities.gov.uk/document/s/housing/pdf/modelstandards2008.pdf>

In particular the following section:

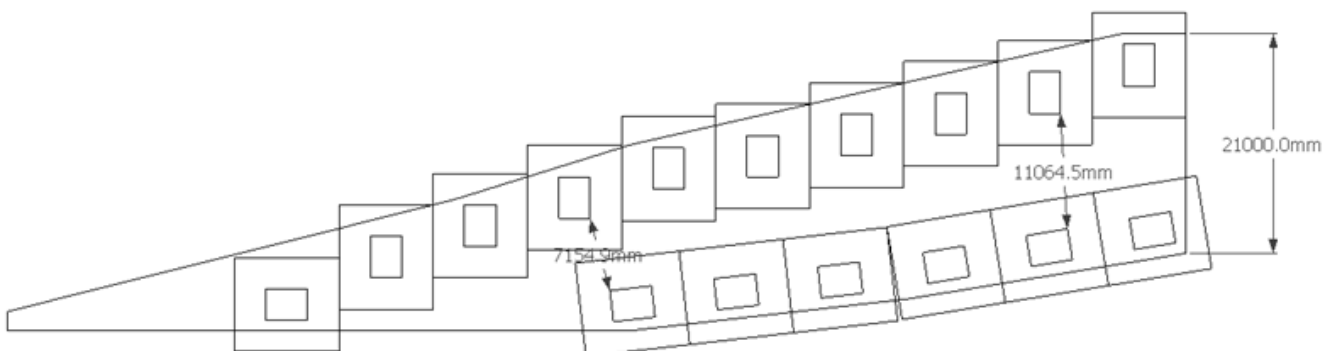
Density, Spacing and Parking Between Caravans

26. The 6-metre separation distance is required for two reasons:

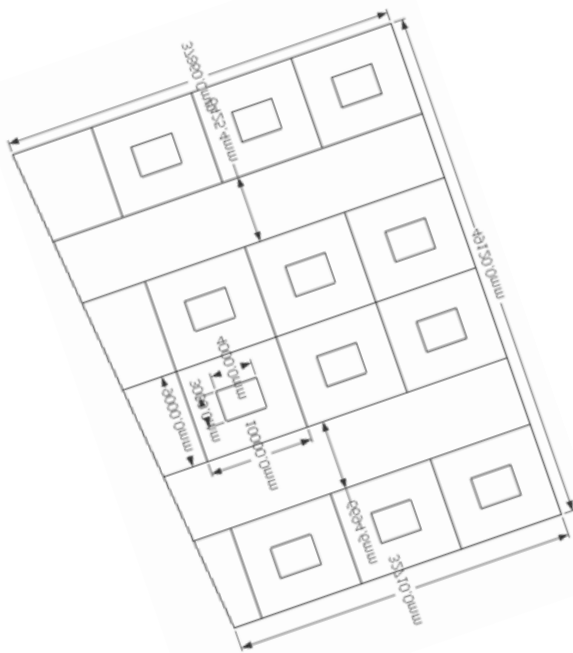
- Health and safety considerations; and
- Privacy from neighbouring caravans.

The pitch layout and areas of land are shown below.

Marine Walk (Meridian Road) Car Park (preferred) – 16 pitches



Thrunsoe Land (Lakeside/ Boating Lake) Car Park – 12 pitches



The Thrunsoe Land (Lakeside/ Boating Lake area) was discounted on the basis that when the wind blows in the direction of the proposed site, an unpleasant smell comes from the adjacent pumping stations. Therefore, as the Marine Walk area has been unofficially used in past years, this is the preferred site.

A high-level cost analysis has been undertaken (see below) which shows that following an initial capital layout in year one of c£20K, there could be an income generated from year two. However, the costings are based on estimates from comparable sites in the area and so any income/expenditure would require confirmation. Also the current model does not include any electricity (as we are advised this is not a requirement for Motorhomes) or management charges (booking etc), assuming that any management would be picked up by existing resources. Income is based on occupancy percentages gained from knowledge of other sites, therefore is heavily dependent on the permitted number of pitches.

Capital expenditure:

Barrier/ entry system	£5,000
Fencing/ height restrictor to adjacent car park	£7,500
Water Bowser (5000 litre towable)	£4,062
Sewage Pumping Station (4400 litre)	£3,360
TOTAL	£19,922.00

Revenue income and expenditure:

No of pitches	£ per pitch	days 365	100% occupancy	
	£10	£3,650		
16			£58,400	<i>absolute Maximum income</i>



90% occupied 5 months of the yr. (summer) at £15 per night				
30% occupied 7 months of the yr. at £10 per night				
Realistic income range			£42,720	per annum
Less expenses				
Business Rates (NELC do not get small business rates relief like any other occupier)			4000	
Water			£3,000	
Insurances and memberships			£1,000	
Repairs & Maintenance and Grounds Maintenance			£4,500	
Total outgoings			£12,500.00	per annum
Gross income			£30,220	per annum

Year 1 (less capital expenditure) - £10,270
Year 2 (onwards) - £30,220

Consultation

Where proposals could impact other internal/ partner services, consultation with the relevant Leadership Team or designate is required. The following should be approached in the first instance, with a further comment if/ what consultation has been undertaken.

Assistant Director – Housing	Mark Nearney	Y	In principle I am supportive, but the capital investment looks a bit light. Delivered correctly, it can provide an income and will attract more visitors and investment to the area. Has been cited on the approach to Cllr Jackson/ Swinburn and has shared this information.
Head of Operations - ENGIE	Paul Thorpe	Y	The proposal would provide a much-needed space to facilitate the management of the parking of motorhome vehicles. It is believed there will be some additional works required to confirm how the site is managed and some of the maintenance requirements. An example is, where the water bowser would be filled from and or to explore the opportunity to provide a permanent water supply and the discharge of the toilet waste into the main foul sewer. The capital costs which have been provided appear high level and a feasibility of the proposed site, once known, is recommended to be undertaken to clarify actual capital costs.
Parking Services Manager	Lynne Owen	Y	Cited on the report and no further comments made.
Ward Cllrs	Cllr Keith Brookes	Y	Cllr Brookes has been copied in to emails from the motorhome community and has commented that Peter Wertz in Konigswinter may be able to help.

Next Steps

Further to the proposal being worked up the Portfolio holder has given support in principle to engage the Planning Authority to understand the viability of the preferred site. The site is close to a Site of Specific Scientific Interest (SSSI) and so it may be very constrained, and further due diligence is required to firm up the financial analysis.

Also, as part of a wider opportunity around the day chalets and associated land we are proceeding with marketing to gauge interest for potential providers in operating an 'Aire'/ Motorhome site on the Marine walk site through a lease arrangement, subject to planning. Until we understand if any offers are forthcoming, it is not possible to fully assess which option is the most viable for the council. An initial outlay would still be required, regardless of which option is pursued by the council.



We will also approach the new owners of the adjacent former Pleasure Island site and understand any appetite and opportunities.

Summary

Further work is required to progress either option and provide recommendations. Further updates will be provided once due diligence has been completed.

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