

e-BUSINESS

THE OFFICIAL VOICE OF THE NCC



The roadmap to recovery

RETURNING TO WORK
Protocols and risk assessments

COVID-19 SECURE
Industry best practice

NCC LOBBYING
Dealerships opening; help for manufacturing



Covid-19 impact upon our industry

£9.3 billion p.a. UK caravan industry
Supply chain in crisis

Government issues closure notice on all caravan parks. The parks still remain closed.

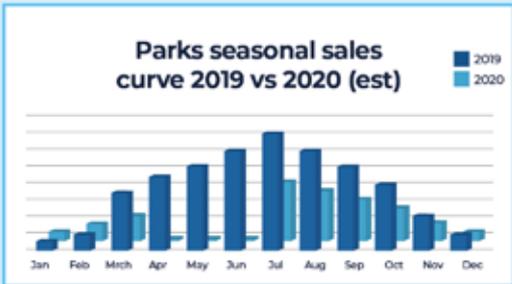
Government encouraging manufacturers to stay open but:
PARKS CLOSED = NO ORDERS

2.4 MILLION PEOPLE DENIED
use of their caravans (all types)

3,361 CARAVAN PARKS CLOSED
(171,448 jobs)

647 SUPPLIERS CLOSED
(21,302 jobs)

208 MANUFACTURERS CLOSED
(9,438 jobs)



Supply chain will lose the majority of its 2020 sales
Depressed sales for remainder of season
Supply chain will not survive until next spring without government support - many failing businesses and thousands of redundancies are forecast

Great future for British caravan holidays
Staycationing in the UK will never be more appealing
Caravan parks are large open spaces with generous separation distances
Caravans are self-contained, unlike other forms of holiday accommodation

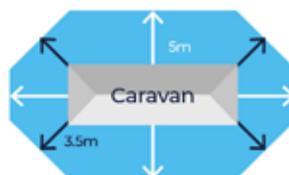
Don't treat caravan parks as hotels, hostels or B&Bs!

95% of caravans are privately owned by consumers, not rented like hotel rooms

520,239 250,680 228,035

DENIED USE OF THEIR PROPERTY

Socially distanced by design



Holiday caravans & lodges
The minimum spacings are:
5m spacing between any sides/ends
3.5m spacing between any corners



Caravans & motorhomes
The minimum spacings are:
6m spacing between any sides/ends
3m spacing from any obstruction

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With thanks to: Jo Chubb; David Whitehead; Media First; Blue Tiger; and Which Media
Front cover: photo courtesy of Eddis

nCC enjoys lobbying successes – dealerships, showrooms and a meeting with the Business Minister

The NCC was delighted to announce it had been able to get confirmation that leisure vehicle dealerships and distributors could to re-open, along with certain other non-essential retail businesses in England, from Monday 1 June.

The NCC's Alicia Dunne said: "We are very grateful to all those MPs who lent support. Particular thanks go to Richard Holden MP, who was instrumental in securing the decision that our sector could be included with car showrooms, confirmed by Secretary of State Robert Jenrick MP.

This success was followed by confirmation that sales 'showrooms' on caravan parks in England can also reopen under Clause 46 of



NCC Deputy Director General Alicia Dunne (left) with Emma Hardy MP (right) at a meeting last year

the revised Health Protection (Coronavirus, Restrictions) (England) Regulations 2020, which came into force on 1 June. In a statement to the NCC, Government clarified that "caravan parks can open up showroom/showground areas solely for the purpose of the sale of caravans. The remainder of the park and all other facilities should remain closed."

Emma Hardy MP for Kingston upon Hull West and Hessle, secured an adjournment debate in the House of Commons, to call for additional support for the caravan industry. The Business Minister agreed to meet with MPs, the industry and the NCC.

For details and further information, see p16-17.

NCC keeps lines of communication open



Members are reminded that the NCC is keeping in touch during this difficult time in as many ways as it can. Regular email updates are sent out and the Membership Services Department is calling to ask how we can help. Messages

that need to get out quickly are often posted on Twitter <https://twitter.com/NCCLtd>

Industry news is not only published in the NCC's two B2B magazines (*The Business* and *Parks Business*) but also on

the two new hubs under <http://leisurevehiclehub.co.uk/pj-categs/industry-news/>.

The Business/Parks Business is now on Twitter! Please follow us and keep in touch at <https://twitter.com/TheNCCBusiness>



NCC highlights industry's challenges in the media

On 7 May, on the NCC's suggestion, *BBC Breakfast* featured an interview with Rosie Kennar chairman of Hoburne, resulting in some very positive coverage of caravan parks.

Following a briefing from the NCC, *The Financial Times* (26 May) wrote: "The UK's £9bn static caravan and holiday home manufacturing industry is at risk of collapse as owners of shuttered holiday parks hold back payments and cut future orders."

NCC DG John Lally was quoted as saying: "If parks remain closed to the end of June, jobs are at risk and will continue to be at greater risk the longer caravan parks are not permitted to open."

This was followed up by a piece in *The Express* on 19 June in which John said: "Government needs to provide certainty so the

English caravan park sector can get back to what it does best – grow local economies, and support jobs and wellbeing. Read the full article here: <https://www.express.co.uk/travel/articles/1298525/caravan-parks-camping-sites-uk-wales-holidays-opening-date-latest-news>.

NCC Deputy DG Alicia Dunne talked to the *Hull Daily Mail*, explaining that the industry had lost three prime selling months due to lockdown. "With the enforced closure of caravan parks, all leisure vehicle sales came to an abrupt halt," she commented. <https://www.hulldailymail.co.uk/news/hull-east-yorkshire-news/hull-mp-coronavirus-caravan-sector-4229504>.

Interviews with the NCC were also broadcast by BBC Radio Humberside and Radio Lancashire.

NCC works to 'support local tourism jobs and save our summer season'

The NCC is working in collaboration with park groups including Parkdean Resorts, Away Resorts, Bridge Leisure Parks, Haven, Hoburne and Haulfryn, the BH&HPA and UK Hospitality on a 'support local tourism jobs and save our summer season' lobbying campaign.

The campaign has targeted Treasury, DCMS and MPs in areas where holiday parks are crucial to the local economy, arguing that they should be allowed to open as soon as safely possible. Watch the video here <http://holidayparkshub.org.uk/political-engagement/>.

Managing an outbreak in the workplace

The contact tracing guidance for businesses has been updated, with a new section related to multiple coronavirus outbreaks.

Now, if there is more than one case of COVID-19 associated with a workplace, employers should contact their local health protection team to report the outbreak.

The health protection team will:

- undertake a risk assessment
- provide public health advice
- where necessary, establish a multi-agency team to manage the outbreak.

<https://www.gov.uk/guidance/nhs-test-and-trace-workplace-guidance>

John's spot...



I am writing this following the hardest 12 weeks of my working life – of mine and of probably the majority of those reading this magazine.

Almost nine million jobs are now furloughed (at a cost of £14bn a month), redundancies and business failures are rife. Getting us through this must be the realisation that, going forward, we have the ideal product – one that's socially distanced by design.

This brings me to this 're-opening special' e-magazine – publication was delayed so we could include the latest information on COVID-19 and NCC lobbying activities.

Our lead interviews – which took place back in May – are with Nick Lomas (Caravan and Motorhome Club) and Nick Page (Swift) and it was heartening that both of them felt the need for the industry to work together.

Parks will be perfect places when we return to something nearer normal, the outdoors on your doorstep. As I write this on 19 June, we are awaiting confirmation that English parks will be allowed to reopen from 4 July. Already the three other UK countries have given their tourism industries a date to work towards. This dithering does not help English parks and certainly does not help manufacturers and suppliers.

Together we are stronger, and we can get through this.



HMRC reminder - deferring of VAT payments ends on 30 June

As part of the government's support for businesses during COVID-19, HMRC gave businesses the option of deferring their VAT payments without incurring late payment interest or penalties. Payment of VAT falling due between 20 March and 30 June 2020 can be deferred until 31 March 2021.

HMRC says you must continue to file your VAT return on time, even if you defer payment. The

option to defer paying VAT ends on 30 June 2020, so VAT returns with a payment due date after 30 June must be paid in full, on time.

Businesses that have not deferred any VAT payments need take no further action. If you have deferred paying your VAT and normally pay by Direct Debit you should now reinstate it.

This should be done at least three working days before

submitting your VAT return, in order for HMRC to take payment.

Deferred payments should be paid in full before 31 March 2021 - ad hoc payments can be made to reduce the amount outstanding.

If you're unable to pay the VAT due and need time to pay, please contact HMRC before the payment is due – see <https://www.gov.uk/difficulties-paying-hmrc/your-payment-isnt-due-yet>

Camp at home with The Camping and Caravanning Club



This year, National Camping and Caravanning Week was rebranded 'The Stay Home National Camping and Caravanning Week'.

It ran from Monday 25 May to Sunday 31 May, as a virtual celebration, aimed at encouraging people to find out more about camping. Club President, Julia Bradbury (pictured) headed it up from her garden.

Online Thetford launch

At the end of May, Thetford launched its "revolutionary new smart sanitation system", iNDUS. The industry was invited to participate in an online event to discover how iNDUS creates "more convenience, more hygiene and more freedom".

The event included interviews with Thetford CEO, Stéphane Cordeille. There is more information about the event at <https://thetford.digitaleventplatform.com/>

Caravan Writers' Guild postpones its awards

The Caravan Writers' Guild (CWG) has decided that, due to the current situation, they will put the 2020 Awards for Journalism (Douglas King award for written journalism and John Wickersham award for video content) on hold.

They have also decided that in 2021, they will extend the dates to include this year, to ensure it is fair to all entrants. For 2021 CWG plans to launch a third category, an award for podcasts.

OBITUARY: TONY AND ERICA BRADFORD



It is with deep regret that the NCC reports that the Caravan Writers Guild (CWG) President, Tony Bradford, passed away on Tuesday 17 March and that his wife, Erica Bradford, also passed away a short time afterwards.

Back in 1982, Tony was largely responsible for the foundation of the Guild, of which he was subsequently elected Life President. For many years, he edited *Caravan* magazine. He also wrote two books - *Caravanning* (published by Haynes in 1979) and *The Caravan Handbook* (published by Patrick Stephens in 1982).

Tony and Erica are survived by a son and daughter. Because of coronavirus, the funeral was restricted to family only.

The Guild says there may be a celebration of Tony and Erica's life later in the year.



Social distancing in NCC TA classrooms

The NCC Training Academy (NCCTA) is putting social distancing measures into its training centres, reducing the number of delegates. Because of this, courses are filling up quickly.

Course topics are many and varied, including gas and electric safety; there are a number online options, ranging from general health through to leadership and management. They will also be running Dometic RV product training – see <https://www.nccacademy.org.uk/> for more details.

Travelworld launches e-commerce website

Stafford based motorhome dealer, Erwin Hymer Centre Travelworld, has announced the launch of their new, transactional e-commerce site.

This will provide customers with a robust, user-friendly experience, enabling ordering of genuine parts and accessories. See www.motorhomes.shop

Warners opens new online store

Warners Group Publications, the publisher of *MMM*, *Campervan*, *Caravan*, *What Motorhome* and *Camping*, has launched a new online store that houses all these publications, and other niche titles in its portfolio.

The website buy.warnersgroup.co.uk provides information on each magazine so that readers can easily discover the publications suited to their interests. There are quick web links for visitors to get the best deals on subscriptions to both the print and digital offers, and a section of free downloads.

Managing Editor of *MMM*, Daniel Attwood, commented: “The new online store is a great help to readers who do not want to, or may be unable to, buy their favourite magazines on the high street.”

Pro-Tec Covers turns its hand to producing PPE

Pro-Tec Covers, a leading manufacturer in caravan and motorhome covers, has turned its hand to producing personal protective equipment (PPE).

Before Keith and Anne Proctor started Pro-Tec, they had a business involved in industrial sewing machines. Using their contacts in the manufacturing industry, they have been able to produce products for field hospitals.



HSE safety alert – air suspension systems

The Health and Safety Executive (HSE) has issued a safety alert for those responsible for work on vehicles with air suspension.

HSE have investigated several serious incidents involving air suspension systems. The two main causes are collapse of inadequately supported vehicles and unintended rupture or release of components from the system. They recommend undertaking minimal repair work at the roadside or on third-party premises. [Bulletin EPD1-2020 can be read here.](#)

Health and wellbeing



How caravanners engage in activities that can benefit their health and wellbeing; data from <https://www.ukcca.org.uk/>; graphic created for NCC’s lobbying campaign (see p16-17)

Safety without numbers

As we look beyond lockdown, many are saying that after this pandemic, the world is going to be a different place. The question is, how different will it be for the leisure vehicle industry?

Social distancing is here to stay – at least in the short term. COVID-19's legacy will undoubtedly be increased anxiety about being in public places and probably about taking certain types of holiday. While a 14-day quarantine period is imposed, the attraction of travelling abroad must be greatly diminished.

Caravans have 'social distance by design' – and it can be argued they are much safer than other forms of holiday accommodation. This is potentially a big advantage for our industry but how do we maximise it? We talked to three very different businesses about their experience in lockdown and visions for the future.

NICK LOMAS
Director General of
the Caravan and
Motorhome Club

“At the end of January, we looked at a business continuity plan, with the thought that offices were not where people were going to

want to be. We took action, so every single one of our 400 East Grinstead-based staff could work from home, using cloud-based systems and phones. (We bought a lot of laptops!)

“Quite a lot of our sites had just started to open. When lockdown was announced,





The Caravan and Motorhome Club site at Moreton-in-Marsh

we had already begun the process of getting members off site – we allowed some to travel home with one stopover. And we had to get thousands of members home from abroad, too, with ferry operators cutting services right back.

“The next task was to put sites to bed in an orderly manner; of course we had to furlough staff. We kept 17 sites open – ones near cities and hospitals for keyworkers. So, we have already started to look at social distancing procedures, check-in from vehicle, viruscides in washrooms and common service points and so on...

“Now restrictions are being eased, we are busy working with COVID-19 Secure park protocols, working with the Department for Digital, Culture, Media and Sport (DCMS) and UK Hospitality. We believe these

will be eminently sensible and achievable – based on common sense. Risk assessments will be crucial. We can only go as fast as Government will let us – the virus is in control of this. It is very challenging for any business leader – so much is unknown. But we are taking 4 July as guide for opening.

“There will be opportunities – huge potential to build on staycationing and to promote the leisure vehicle lifestyle. Having more control over your accommodation is perfect for us... clean and safe in your own bed, that piece of the unknown eliminated. There’s so much uncertainty around airlines and cruises – we are an industry with a clear opportunity. Market share will grow but what we don’t know is how much the market will shrink.

“As an industry we need to stick together, present the

positives, as [Freedom to Go](#) does. Stress how the product facilitates the outdoors. The industry also needs to look at what the new entrants will want – and that might not be the same as what the current market likes.

“The Club will be working with dealers and manufacturers on marketing initiatives, but we have all taken a big financial hit. And we are a seasonal industry, with only a small window in which to make sales – effectively maybe just half a year left? Perhaps journalists will be more receptive to our messages now. Maybe VisitEngland will re-balance and prioritise domestic tourism more, so it is no longer the poor relation.

“At the end of this, we may all be kinder to the planet. We may not travel so far and not so intensively. Be kinder, be ‘greener’.”

NICK PAGE
Commercial Director
at Swift Leisure

The health and wellbeing of our employees and their families is our priority and we must play our part in helping to restrict the spread of the virus. So we took the decision to suspend all operational and manufacturing activities until such time that the wellbeing of our employees can be safeguarded.

We have been actively supporting our dealer network with advice and guidance on the challenges as we ease out of lockdown as well as keeping colleagues updated with our plans based on the government advice.

The most critical aspect is ensuring the production and office facilities are 'Covid-19 Secure' - and planning how to effectively transition from a suspended operation to one that is fully functioning in the 'new normal' that will evolve.

We also need to support our dealer and park group network with as much help and advice as we can – they are central to the recovery of the sector. There is a lot of hard work and thought to be put into the opening to ensure both dealer staff and customers all feel safe when visiting.

A leisure vehicle is an ideal solution to the holiday challenges created by COVID-19, especially in the context of restrictions on international travel and heightened safety concerns.



Swift Basecamp, winner of the Red Dot Design Award

As an industry, we have a compelling message and we can foresee growth in parallel with the predicted rise in staycation. In the short term, the main unknown is the economic cost suffered by households and their confidence in funding a significant purchase.

The outlook in the medium term is very promising and we are getting good feedback from our export partners. (In particular, we supply Swift products to Holland, Germany and South Korea.)

It is essential that we all work together to promote the unique benefits that the industry offers, focusing

on the aspect of leisure vehicles being completely self-contained and the natural social distancing created on parks. Perhaps a centralised national marketing campaign

backed and led by the NCC promoting leisure vehicles and staycations is called for?

We will soon resume marketing and advertising. Communication will be even more critical but there will be a shift in how, what and when we communicate. Watch this space!

Inevitably we will have to shift the focus of our marketing – there is much that has already changed for all of us especially digitally. A new and distinct customer is emerging that will necessitate a different and more agile approach.

The support to date from the Government, especially the Coronavirus Job Retention Scheme, has been very welcome – a life-line to many within our industry. In terms of coming out of lockdown, we need real clarity and a time line for when our dealers can re-open.

Most importantly when can caravan parks open to receive visitors – whilst obviously recognising the balance the government has in ensuring it happens at





the right time to keep all safe?

We really appreciate the hard work, timely and strong communication, and continued lobbying that the NCC has done during lockdown.

CATHERINE BUNN
Director, Highland Campervans

We had Business Continuity Plans in place so when lockdown started, office staff moved to homeworking and we temporarily closed the workshop. Now a core team keeps each department functioning, answering emails and working through the long list of things we always said we'd like to do if we had time.

In Scotland we are still in a fairly tight lockdown, but that doesn't stop us thinking and planning ahead. Each team (hire/sales/servicing) had a video meeting and brainstormed a return-to-work plan. We looked at the customer journey from arrival, and how/who customers will need to interact with.

From that, a master plan identified where critical interactions existed. How could we offer the Highland Campervans experience while maintaining safe practices? Embracing digital technology will bring changes, but the implementation of cleaning regimes and changes to staff working practices will also be important.

The idea of leisure vehicles offering a safe and sanitised holiday home is definitely in customers minds. Enquiries



for all aspects of our business have been coming in despite lockdown, with customers asking to be kept informed when services open again.

Coming out of lockdown, the industry needs to be sensitive to rural populations and understand the concerns of residents and health authorities in case of another infection spike. Initially it may be that the focus is on helping customers discover sites within their own regions – a campsite 30 minutes from home can still offer an amazing experience.

For many of our customers, a motorhome is going to be the safest way to travel. Our challenge is to encourage people to continue to invest and upgrade their vehicles if they can afford and are inclined to do so. That will help keep the cycle flowing.

We haven't stopped marketing throughout Covid-19 and have taken

deposits and orders for vehicles to be collected once lockdown lifts.

We have been looking at how we can improve our digital footprint and several staff have signed up for online course with Google and Autotrader – it keeps everyone engaged and subtly thinking about work, even if they can't be on-site.

Coming out of COVID-19 offers businesses a great opportunity to review how they operate and look at efficiencies which enhance the customer experience. The hire fleet is going to be busy when we re-open! Most customers have asked to delay their holiday rather than cancel which is great news, both for us and the tourism sector.

I'm confident we will come through this experience stronger as a business - everyone now is getting poised ready to return. As and when they're allowed!

Reassuring those who are anxious about returning to work

Now Government has started to ease lockdown restrictions, more people are encouraged to return to work. Inevitably, many have concerns about the risk of contracting the coronavirus in the workplace or while commuting.

The Prime Minister has said that those who could not work from home should be ‘actively encouraged to go to work’ in England – this includes workers in, for example, construction and manufacturing. (Note: as at 15 May, the devolved governments of Scotland, Wales and Northern Ireland are not yet encouraging a return to work.)

There are over a million people in England classified as high-risk if they catch coronavirus who were advised not to leave their homes for 12 weeks from 23 March. The BBC quotes Faye Law, senior adviser and conciliator at the Advisory, Conciliation and Arbitration Service (Acas) who says these people, and millions of others considered extremely vulnerable, are not expected to return to their workplace. You can read more of Acas’s advice here www.acas.org.

uk/coronavirus/vulnerable-people-and-high-risk

People who are at risk, but did not receive a letter from the government encouraging them to shield for 12 weeks, could have to return to work, but Ms Law says their employer should ensure strict social distancing rules are in place.

Legal experts believe it would be difficult for an employer to force people to return to a workplace if they have shown that they can do their job from home. Those who are told to go in, but do not, are unlikely

employers forcing people to work, because of the potential effect on people’s physical and [mental wellbeing](#). They believe that any return to work should only be done if it is safe, and mutually agreed.

The NCC’s Alicia Dunne says communication is key. “Employers need to explain clearly the measures that are being taken to keep staff safe – some businesses are introducing new COVID-19 induction courses for staff as they return.

“If there has been an obvious disregard for

“ Employers need to explain clearly the measures being taken to keep staff safe

to be entitled to sick pay – however, there are no legal precedents.

The Chartered Institute of Personnel and Development (CIPD) warns against

[government guidelines](#) e.g. social distancing, workers may be entitled to leave a site and could make a report to the Health & Safety Executive (HSE).”



Staying COVID-19 Secure in 2020

We confirm we have complied with the government's guidance on managing the risk of COVID-19

FIVE STEPS TO SAFER WORKING TOGETHER

- ✓ We have carried out a **COVID-19 risk assessment** and shared the results with the people who work here
- ✓ We have **cleaning, handwashing and hygiene procedures** in line with guidance
- ✓ We have taken all reasonable steps to **help people work from home**
- ✓ We have taken all reasonable steps to **maintain a 2m distance** in the workplace
- ✓ Where people cannot be 2m apart, we have done everything practical to **manage transmission risk**

Employer _____ Date _____

Who to contact: _____
(or the Health and Safety Executive at www.hse.gov.uk or 0300 003 1647)

Consider displaying the [Government's poster](#) (above) prominently in your workplace, to re-assure staff

WHAT THE HSE ADVISES

By consulting and involving people in steps you are taking to manage the risk of coronavirus in your workplace you can:

- explain the changes you are planning to work safely
- make sure changes will work and hear their ideas
- continue to operate your business safely during the outbreak

You should share the results of your risk assessment with your workforce. If possible, you should consider publishing the results on your website (and the government expects all employers with over 50 workers to do so).

FLEXIBLE FURLOUGHING UPDATE – NOW FROM 1 JULY

On 19 June, the Government updated its guidance on the extended furlough scheme, detailing the measures to improve its flexibility. Of note is that the date for flexibility was brought forward to 1 July, but with certain provisos:

- From 1 July, only employees that you have successfully claimed a previous grant for will be eligible for further grants. This means they must have previously been furloughed for at least three consecutive weeks before 30 June.
- From 1 July, employers can bring back to work employees (that have previously been furloughed) for any amount of time and any shift pattern, while still being able to claim CJRS grant for their normal hours not worked.
- When claiming the CJRS grant for furloughed hours, employers will need to report and claim for a minimum period of a week. (You can claim for longer periods.)
- Further guidance and how to calculate claims can be found here: <https://www.gov.uk/guidance/check-which-employees-you-can-put-on-furlough-to-use-the-coronavirus-job-retention-scheme#contents>

Manage the risks and open safely

The Government's .gov.uk website prescribes that: "Everyone needs to assess and manage the risks of COVID-19. As an employer, you also have a legal responsibility to protect workers and others from risk to their health and safety. This means you need to think about the risks they face and do everything reasonably practicable to minimise them."

In a sobering postscript, it adds that this is while "recognising you cannot completely eliminate the risk of COVID-19".

In support of this, the Health & Safety Executive has produced guidance for employers

(but it says workers and the self-employed may also find it useful) to help make your work and workplace safe i.e. be COVID-secure. It is also designed to help manage the risk associated with re-starting or running your business during the outbreak.

Central to this is a risk assessment. Businesses must:

- identify what work activity or situations might cause transmission of the virus
- think about who could be

at risk

- decide how likely it is that someone could be exposed
- act to remove the activity or situation, or if this isn't possible, control the risk.

You can read more here <https://www.hse.gov.uk/coronavirus/working-safely/risk-assessment.htm>.

Their guide gives an overview of practical measures you can take, including for example:

“ You should start by updating your risk assessment to manage the risk of coronavirus in your business. This will help you to understand what you should do to work safely and protect people



Government guidance & advice for businesses

- **Keep everyone updated** on actions that are being taken to reduce risks of exposure to coronavirus (COVID-19) in the workplace.
- **Ensure employees who are in a vulnerable group** are strongly advised to follow social distancing guidance.
- **Ensure employees who are in an extremely vulnerable group,** and should be shielded, are supported to stay at home.
- **Make sure everyone's contact numbers** and emergency contact details are up to date.
- **Make sure managers know how to spot symptoms of coronavirus** (COVID-19).

- putting in place social distancing measures
- staggering shifts
- providing additional handwashing facilities
- talking to workers.

It continues to say that everyone who can work from home should do so. To help employees work from home, businesses should provide the equipment they need, for example a computer, phone and videoconferencing facilities. They should also keep in regular contact, making sure to discuss wellbeing.

Find out more about how to protect home workers at <https://www.hse.gov.uk/toolbox/workers/home.htm>

There is specific Government advice for various business types, including outdoor work, factories and warehouses, offices and contact centres and shops here <https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19>

● **More specific advice, tailored to the tourism and hospitality industry will appear in the COVID19 advice and risk assessments for hospitality businesses document, about to be published by UK Hospitality**

for employers that reopen

- **Check that they are clear on any relevant processes** for example sickness reporting and sick pay, and procedures in case someone in the workplace is potentially infected and they need to take the appropriate action.

- **Make sure there are places to wash hands for 20 seconds** with soap and water, and encourage everyone to

do so regularly.

- **Provide hand sanitiser and tissues** for staff, and encourage their use.

- **Be prepared to send home** anyone who becomes unwell with a new, continuous cough or a high temperature – this means you feel hot to touch on your chest or back (you do not need to measure your temperature).

10 WAYS for retail outlets to reduce risk

1 Encourage staff to operate a cashless/contactless procedure where possible and within limits – products such as accessories can be bought in stages

2 Prominent notices to advise customers not to enter the shop if they have symptoms

3 Monitor the number of customers within the store at all times

4 Implement queue management systems, with entrance and exit policy; consider retractable ‘ropes and posts’ to extend/reduce the queue area

5 Use floor markings inside the shop spaces to facilitate compliance with the social distancing

6 Utilise signage to direct customers into lanes

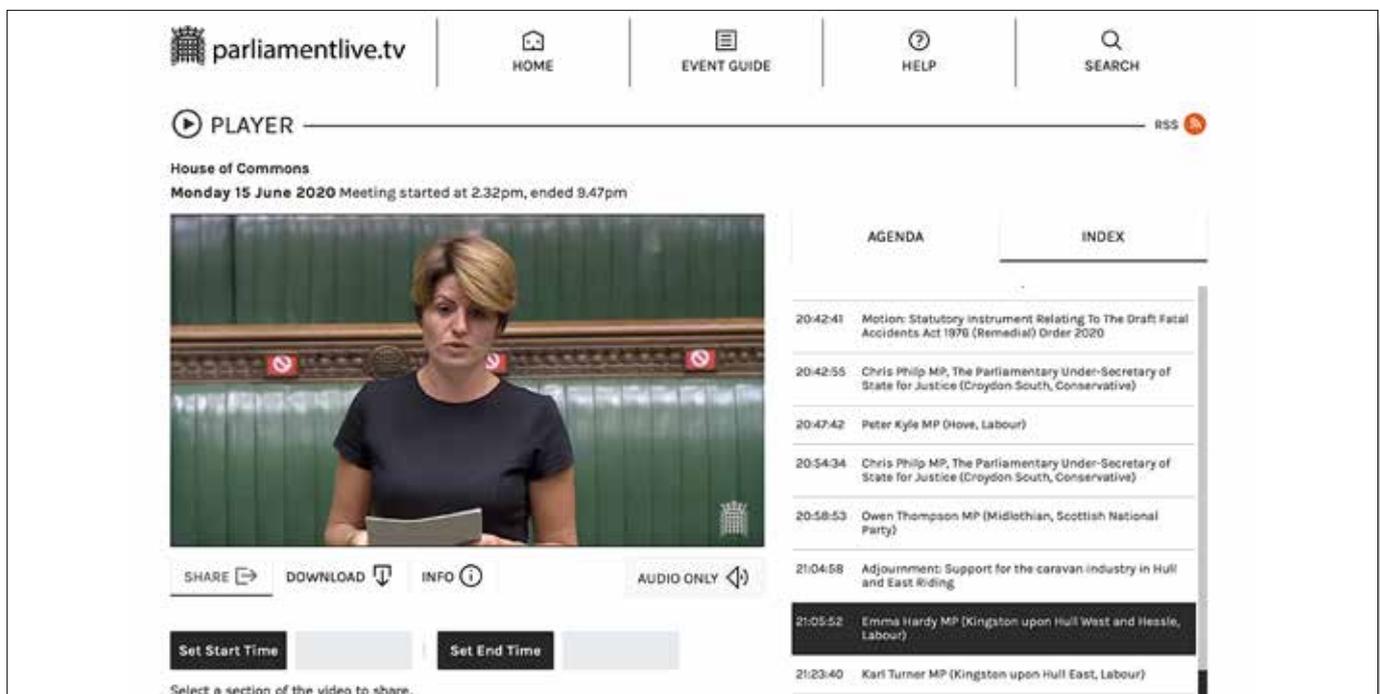
7 Install plexiglass barriers at tills and counters; consider providing PPE (from 1 May 2020, PPE purchased by businesses to protect against COVID-19 is VAT-free for three months)

8 Create demarcation zones to ensure two-metre distancing is adhered to

9 Provide additional pop-up handwashing/sanitization stations or facilities

10 Sanitize baskets and trolleys to ensure cross contamination is reduced (staff should use protection while cleaning).

Adjournment debate calls for support for the caravan manufacturing industry and meeting with Minister



Emma Hardy, the MP for Kingston upon Hull West and Hessle, secured an adjournment debate in the House of Commons on 15 June, to call for additional support for the caravan industry in Hull and the East Riding

In an impassioned speech, Ms Hardy said: “Hull is the capital of caravan manufacturing in the UK, and the Hull MPs have a strong tradition of standing up for the sector.

“Like other businesses across the country, caravan manufacturers have benefited from the Government’s economic

support measures ... Unfortunately, all those measures have not been enough to alleviate sufficiently the pressure on the industry and, without further intervention, the future is stark. The position of caravan manufacturers sets them apart from others in the manufacturing sector, as they are entirely dependent

on trade in the leisure and tourism sector.”

Using statistics from the NCC, she continued: “When lockdown began on 24 March, 3,361 caravan parks closed, along with 381 caravan dealerships. Restrictions on travel were introduced, and the public were ordered to stay at home. At a stroke, 2.4 million



people were denied the use of their caravan, either static or towed. The result was that the entire caravan manufacturing industry came to an abrupt halt... 208 caravan manufacturers and 647 suppliers closed and 90% of the workforce is currently furloughed.”

She was supported in the debate by Karl Turner MP (Kingston upon Hull East), while MPs from other areas of the country pointed out the importance not just of the caravan manufacturing industry, but also tourism, which it supports.

Ms Hardy asked Government to consider a package of measures to stimulate the industry, that it be eligible for Business Rates Relief, and for a flexible approach to ending the furloughing scheme, to avoid job losses later in the year.

Government’s response was made by Business Minister Nadhim Zahawi MP (Stratford-upon-Avon), who was complimentary about the industry, saying that he believed that “the medium to long term prospects for the caravan industry are strong, and there are exciting new opportunities for the industry, with more families holidaying in the UK. The



Business Minister Nadhim Zahawi MP (Stratford-upon-Avon): prospects for the caravan industry are strong



industry has shown that it can diversify its products to meet the changing demands of a new generation that wants to have that wonderful caravan holiday.”

While the Minister was not able to make any immediate promises, Mr Zahawi confirmed that he would be “delighted to meet with the Hull MPs, the industry and the NCC.”

The text of the debate can be found at [https://www.theyworkforyou.com/debates/?id=2020-06-](https://www.theyworkforyou.com/debates/?id=2020-06-15a.612.0&p=24904)

[15a.612.0&p=24904](https://www.theyworkforyou.com/debates/?id=2020-06-15a.612.0&p=24904)

Watch the debate at <https://parliamentlive.tv/Event/Index/385c87ee-e9ae-4821-8e99-aef5f5a3c475> (begins at 21:05).

The debate was widely covered in regional media, including BBC Look North, Hull Daily Mail, BBC Radio Humberside and on Twitter on 15 and 16 June.

The meeting with Business Minister Nadhim Zahawi, MPs and the NCC has been provisionally arranged for July.

Green shoots

Agency Director, Adam Outlaw, of marketing agency, Blue Tiger, shares his thoughts

Amid a global pandemic and lockdowns, it is hardly surprising that the advertising expenditure forecasts for 2020 have been downgraded, with Covid-19 bringing an end to 10 years of consecutive growth. What is interesting, however, is the prediction that digital ad spend will fall for the first time ever. Even the lure of cheap impressions and instant measurement is not convincing marketers to ignore their gut instincts to tighten their purse strings.

Just 7% of UK marketers say their brands are taking a strategic approach to invest more in marketing during the pandemic, with the vast majority forced to maintain or cut spend in the face of business disruption.

This compares to 29% who say their approach is to 'stay the course' by maintaining budgets and 50% who say they are making cuts so they can 'live to fight another day'. A further 14% say it is too early to know what their strategic response to marketing will be. Therefore, the split between non active and active/potentially active is 50/50. This illustrates perfectly just where the industry currently is placed.

As employees around the globe are working from home, this presents the perfect time to pull together the team virtually to redefine marketing goals. If there is one constant in marketing – it's knowing your audience. In a recent survey, two thirds believed the outbreak would result in advertisers focusing spend on media that can show direct sales outcomes.

On the brighter side, remember that change creates opportunity. It is generally accepted that companies that communicate with customers and take a proactive approach to changing markets will do better than those who don't.

One of the more interesting results from a recent survey is that there has been a shift in preferred social networks over the last few weeks. Twitter has surged in popularity recently, presumably because of its

“ Digital ad spend is predicted to fall for the first time ever

news-focus. There has been an increase in Facebook usage, although this may have been more to check in

WHAT THE MARKETERS SAY

7%

Taking a strategic approach to invest more in marketing during the pandemic

29%

Plan to 'stay the course' by maintaining budgets

14%

Say it's too early to know their strategic response

50%

Making cuts to 'live to fight another day'

on family and friends than for work activities. Instagram is being used proportionally less now than it was just a few weeks ago (-14%).

KPMG forecasts for consumer spending reflect the increased focus on essentials.

As the lockdown restricts consumers' opportunities to spend, and lower earnings coupled with changing

of recovery?

preferences take their effect. Purchases of food and alcoholic beverages show mild increases owing to the closures of pubs and restaurants, with the latter relying on home delivery to retain some business during

“ Historical data on what sells online vs. offline is now out of the window

lockdown.

The impact of the lockdown is illustrated in the sharp fall in demand for recreational and cultural services, which are limited to what can be supplied online. For many of these businesses, the recovery is expected to be more gradual than the recovery of the overall economy, as the threat of reinfection may keep people away beyond the lockdown period until a vaccine becomes available.

Companies are extending their products, services, merchandise and partnerships. The COVID-19 pandemic has accelerated the digital commerce pivot point globally. This will force businesses to revisit and even reimagine their digital strategy in the interest of capturing new marketplace opportunities and their fair share of new digital customer segments.

With the closure of retail establishments, and the disruption of supply chains, the rules for merchandise and inventory have fundamentally shifted.

Historical data on what sells online vs. offline is out of

the window.

Companies now have a lot of inventory that they are

sitting on in retail outlets that they need to figure out how to get online.

Businesses will be forced to revisit their customer

engagement strategy irrespective of the business model organisations they operate in. Companies are having to relook at their engagement plans and the sophistication of their digital commerce channels.

Companies are rebalancing their merchandising to new customers and adopting new mindsets - IKEA, the Swedish home-furnishing company, is staying relevant by pivoting to offering content to customers about how to create a better working environment at home.

We do know for certain that business has been disrupted significantly; yet, there is an opportunity to consider the impact of the surge in digital commerce as customers rapidly change their shopping patterns and habits, so it is key for offline assets to continue to engage with their audience during this period, as silence now could result in a much tougher re-engagement further down the line. Organisations are adapting, their watchwords must be trust, relevance and convenience.

SOCIAL DISTANCING AND SOCIAL MEDIA



Twitter has surged in popularity



Facebook is up, although this may be more for family and friends than work



Instagram is being used less than just a few weeks ago

Blue Tiger offers media strategy, planning & buying, digital expertise and analysis and insight

Email: info@bluetigermarketing.co.uk

Website: bluetigermarketing.co.uk



Advertising in the age of COVID-19

Which Media looks at ... which media sources are locking in success during lockdown

Eight weeks in and most UK media channels continue to maintain the increases in popularity seen when the COVID-19 pandemic broke.

So, what are the emergent trends and how are media channels adapting and evolving – and is this an indicator of what a post-coronavirus media world might look like?

From mid to late March, the numbers of radio and TV listeners increased; digital and social channels have enjoyed greater usage, as people search for news,

recipes and entertainment during lockdown.

For advertisers, the most important message to evolve over recent weeks is what you say and how you say it. Kantar’s Dimension study, published last week, revealed a brewing mistrust among consumers towards both advertisers and social media platforms. This means advertisers need to be careful with messaging and must take the time to understand what consumers want.

In the current context, COVID-19 has driven larger audiences than ever to traditional broadcast media, so not only is trust in this platform high, its reach has also increased.

However, it is imperative that advertisers clearly

disclose their content and display sensitivity in engaging audiences on any platform at such a time.

On the telly

As the nation entered lockdown in March, TV viewing soared (up 24% since lockdown began - some five hours extra a week). The early May Bank Holiday, marking the 75th anniversary of VE Day, saw 12.9m viewers tune in to watch The Queen’s address. Sunday’s government update from the Prime Minister drew in another record audience overnight, with more than 27 million people tuning in across six channels – the same total audience as the first March lockdown announcement.



By mid-May, ITV said advertisers appeared to be looking to invest as much into their brand as they are in stimulating short-term sales. Motors, tech, FMCG and retail have already started to grow in confidence.

The growth in daytime viewing continues (week ending 15 May), with *This Morning* recording its biggest audience in 16 years. Three entertainment programmes (*Saturday Night Takeaway* and two *BGTs*) attracted more than 10 million viewers. TV is still a key source of comfort and a valued facilitator of family time.

After six weeks of lockdown, it was clear, according to Thinkbox, that an appetite for 'lighter' ads was starting to emerge. It seems that brands now need to work hard to stand out, with viewers perhaps appreciating some 'light relief' in TV creatives – as long as it is done responsibly.

Cheap can be cheerful

Participants were open to 'cheaper' creative formats such as self-filmed ads or re-runs of old favourites – as long as they remain culturally relevant. This is positive news when budgets and capabilities have taken such a severe hit.

- The COVID crisis is shaking up buying behaviours, many of which have been entrenched for years. For those able to invest, TV advertising provides an opportunity to build new or enhanced brand relationships that may last well beyond lockdown.

- Viewers are watching content together that inspires 'doing' – cooking, crafting, exercise – genres of content that they hadn't considered before. Brands fitting these categories have an opportunity to build contextual brand awareness through advertising.
- Many are spending evenings watching films with their family, planning ads around family classics or nostalgic content could deliver high returns.

Radio – increased reach

Overall, since the lockdown, we have seen increases in daily reach across all radio networks – ranging from a 12% to 52% increase.

According to new research published by Radiocentre, 38% of commercial radio listeners are tuning in for an extra hour and 45 minutes each day since lockdown amid the COVID-19 pandemic, as they adjust to spending more time at home. These listeners are now tuning in for an average of 26 hours every week, compared with the average time spent listening of around 14 hours a week prior to the health crisis.

Their findings show that the 'newly working from home' i.e. those

A longer version of this article can be [read on the NCC's hub](#). Specialists in media buying and planning, Which Media, can be contacted on www.whichmedia.com

who normally work at an employer's premises but are now working from home, are the real driving force behind the increase in radio listening, with 45% of this group listening to more radio now – on average for an additional two hours each day. The data suggests that listeners are more in need of radio to help them cope with being marooned at home.

The research, *Staying Connected During the COVID-19 Crisis*, explores the reasons behind the huge jump in listening and how radio is keeping people connected. With many stuck inside under lockdown in the UK, 90% percent of respondents agreed that commercial radio kept them in touch with the outside world, while keeping them informed (89%) and – possibly for those missing regular social activities – keeping them company.

Confidence in radio as a source of news was also a recurring reason for tuning in, with 'it delivers trusted news' cited by 68% and 'I trust the news on radio more than other sources' by 51%.

Getting social

As we all connect more by video, Facebook Live has seen a 210% growth in hours viewed year-on-year during the lockdown.

TikTok is undeniably the fad of the lockdown that few would have predicted. Its userbase increased by 50% to nearly 12 million unique users in the months between January to March – and it is still rising.

Opportunity knocks?

There is renewed media interest in our industry and how it can provide 'social distancing by design'. What would you do if a journalist asked you for an interview? Media training specialists, Media First, give some tips

Would you see an interview request as an opportunity to promote your business or as a big risk? Coronavirus has impacted every part of our lives and journalists are always looking for different ways to cover the story.

They want to speak to experts from different sectors to help viewers, listeners and readers understand the impact of the virus on domestic holidays, caravan parks and leisure vehicles.

Without media training, this could prove a significant risk. But with some coaching it could ensure your business and its story is told to an audience of millions.

By understanding what journalists are looking for, you will be able to tell a compelling story that promotes your company.

'Paid media' such as advertising has a role in promoting your business. But 'earned media' – where you get a positive story about your business into the regional or even national media is invaluable.

Companies such as Media First offer online training to help you make the most of this opportunity. See www.mediatrainingblog.co.uk

When was the last time you saw a spokesperson interviewed in a studio? For the time being, coronavirus has made face-to-face interviews a thing of the past. This new world of online video interviews presents some unique challenges. Here are some of Media First's golden rules for remote interview success:

Make sure there are no interruptions – remember Professor Kelly on BBC interrupted by his young family?

Set up carefully – avoid too much chin, nostril hair, light-fittings and ceiling Laptops should be elevated so that they are level with your face.

Check the background – we have seen lots of bookcases with a range of academic titles. But that is distracting and stops people concentrating on what you are saying.

Dress for the occasion – don't wear anything that could distract the audience from what you want to say.

Prepare properly – always.

Once connected, **assume that you are on air/being recorded.**

Make eye contact with your webcam – not the person on your screen.

Pause briefly before you start your response, in case there is a delay and you and journo talk over each other.

Body language is still important.

Practice makes perfect – always have a trial run.

Read Media First's 10-golden rules at <https://www.mediafirst.co.uk/blog/10-golden-rules-for-remote-interviews/>

Wales suggests potential reopening date of 13 July

Following a three-week review, the Welsh Assembly says they hope to lift the restriction on only being able to travel within five miles of home on 6 July.

The next review date is 9 July and the Assembly is asking certain sectors, particularly accommodation businesses without shared facilities (e.g. caravan parks) where social distancing is possible to 'prepare for opening'.

It was also announced that,

in the next three weeks, there will be discussions between the Welsh Government and the sector about the options and phases for opening the hospitality sector, including



pubs, cafes and restaurants.

No specific date for accommodation businesses to open was given but the First Minister has said: "People will be able to take bookings in Wales from 13 July onwards."

The full statement can be found at: <https://gov.wales/written-statement-review-lockdown-measures-and-health-protection-coronavirus-restrictions-wales-0>

Scotland looks to open manufacturing on 29 June and parks on 15 July

The tourism industry in Scotland has been told to prepare for opening on 15 July, as an indicative date.

On 19 June, guidance to support Scotland's tourism and hospitality sector to reopen safely was published, in preparation for moving to phase 3 of the route-map.

It sets out the key public health measures needed for safe reopening, including:

- Establishing physical distancing taking account of organisational capacity, queue management, signage and markings
- Enhanced hand hygiene measures and cleaning practice
- Advice on workforce planning, including training and equality issues
- Guidance for customers to ensure they know how to plan ahead and engage safely with the tourism and hospitality sector

Read more here: <https://www.gov.scot/news/restarting-tourism-safely/>

From 29 June, non-essential, indoor non-office-based workplaces such as manufacturing settings and dealerships can resume. Remote working should remain the default position for those who can.

The route map on what is currently permitted can be found here: <https://www.gov.scot/publications/coronavirus-covid-19-what-you-can-and-cannot-do/pages/work-and-business/>

From 29 June, street-access retail and outdoor markets can reopen with physical distancing, hygiene measures and controls on numbers of people. The date for reopening pubs and restaurants will not be decided until at least 2 July.

NI parks open on 26 June

Caravan parks, camping sites and self-catering tourist accommodation are expected to re-open on 26 June in Northern Ireland. This will be followed by a 3 July reopening of other tourist accommodation, as well as pubs and restaurants, although "some phasing may occur".

England lags behind with its announcement expected on 23 June

On 1 June, the NCC obtained clarification from Govt that 'showrooms' on holiday parks in England could open but with restrictions, along with caravan and motorhome dealerships. Throughout the month, there have been numerous statements that the "indicative date" of 4 July - with probable phasing for different sectors of the industry - would be when accommodation would be permitted to re-open.

Customer satisfaction and the COVID-19 emergency

The Business talks to the NCC's Jo Chubb, Head of Member Relations about keeping customers happy in unhappy times

All businesses are in an unprecedented, confusing and worrying situation. Right now your customers, both existing and potential, are in the same boat. So, what can you do to protect your reputation and be ready to build your business back up to it's maximum potential as soon as the lockdown is lifted?

This advice will apply whether your customers are other businesses, or consumers.



COMMUNICATE

Your business may be mothballed, and staff furloughed but anyone left working needs to concentrate on ensuring that existing customers know what is happening so they can contact you to discuss

their concerns. Making them feel valued will go a long way toward building lasting loyalty. Be proactive e.g. "We are not open yet but..." This will reassure them.

Don't forget to be patient! Your customer may be regaling you with their worries for the sixth time but stay calm. Resist the urge to dismiss their concerns, because they are really important to your customer.



PICK UP THE PHONE!

Even if you are existing on a skeleton staff, make sure they are fully briefed to answer the phone, and that inboxes are monitored.

Research indicates that for many people, holidaying in the UK is very high on their

agenda once restrictions are lifted. These same people are currently sitting at home browsing the internet and are potential purchasers. If they call a company and the phone rings out and cuts off, they will just call another company selling the same model and they will get the sale. If you're not picking up your phones, you are handing business to your competitors and nobody can afford to do that right now! This applies to business to business sales too.

Make sure that lines of communication remain open even if you aren't trading. Nurture enquiries, make prospective customers feel valued and follow up with them regularly until you are able to fulfil their requirements.



DEAL WITH PROBLEMS

The impact of the COVID-19

lockdown has created a known syndrome LFT – low frustration tolerance – and consumer behaviour has changed. Some people, when worried or concerned, can approach the situation in an aggressive fashion –

“ Don't be tempted to ignore an escalating situation - this will never improve things

maybe by writing 'flaming' emails or leaving aggressive messages on your voicemail. This often happens if a business has failed to communicate (see earlier) but it's never too late to put things right.

Don't be tempted to ignore an increasingly escalating situation with a customer - this will never improve the situation! Grab the bull by the horns and pick up the phone and speak to them, emails are less likely to help at this point.

Follow the rules below to help calm the situation and turn the complainant into a satisfied customer:

- (a) Moderate your tone to ensure that it remains warm, calm and friendly at all times
- (b) Listen to the customers point of view first; don't interrupt, just let them get it off their chest
- (c) Be prepared to apologise (even if you don't think you have done anything wrong) "sorry" is a small word that can have a huge effect.

- (d) Don't be defensive. This is always a hard rule to follow, especially at the moment, if problems are not of your making and frustrations are running high. Calmly explain your position and apologise for the inconvenience – guard against any trace of sarcasm or aggression in your voice.

- (e) Make sure you fully understand the nature of the problem, listen to voice messages and read emails before phoning the customer so you are fully prepared for the conversation; have ideas or suggestions that you could make that might resolve it.
- (f) Ask the customer how they would like the problem resolved. Turning the focus to them can often stop an unproductive rant and start to concentrate the conversation on resolution rather than complaint.

This approach generally goes one of three ways:

- 1. The customer starts asking for a disproportionate amount of compensation; surprisingly, this is the kind of response that I have encountered the least when dealing with complaints, as most people are reasonable but at least it gives you a starting point from

which to discuss the next steps and gently manage expectations.

- 2. The customer starts to suggest sensible solutions. This is great and you can then work with them to find something that is fair to both of you and resolves the complaint.
- 3. The customer says that they just want an apology. This one is unexpectedly common and offers you the chance to go over and above their request if you want to. Exceeding expectations is the holy grail of customer service, so make sure you maximise the opportunity to bowl the customer over with your generosity.



IN SUMMARY

- *Don't waste some golden opportunities by ignoring the phone.*
- *Use this time to build great customer relationships that will serve you well long after this crisis is over.*
- *Keep calm and carry on! You won't please all of the people all of the time - but make sure you stay polite, professional and friendly and you will definitely please most of the people most of the time.*

‘The perfect time’

NCC’s Director of Marketing, Jenny Summers, explains how an industry campaign could save the summer season

As a result of COVID-19, UK holidaymakers are deterred from foreign travel. It is up to us all within the industry to capitalise on this and push holidaying at home, not only as a viable option for British holidaymakers, but as an attractive one. Not just for 2020, but for years to come.

This is our chance to galvanise our existing audience, while proving to a new one that UK holidaying is fantastically enjoyable – an option for all the family, even the dog! But it is imperative that our audiences feel safe and that our industry takes the risk of COVID-19 very seriously and does its utmost to keep them safe.

We are developing a campaign under the Freedom to Go banner that will focus on harnessing the potential of UK holidays and drive enquiries to NCC members’ businesses. Central to this will be recruiting a new generation to caravan and motorhome ownership.

We all miss the outdoors and family,



[Click here to watch the video](#)

The Freedom to Go campaign has been running for many years, with infrastructure already in place (website/database/social handles) and a hard contact base of 288k

yet LVs have always offered what we now crave. We need to showcase how self-contained our offering can be, increasing confidence in safety. The campaign has five clear objectives:

- 1** Keep the supply chain moving
- 2** Drive footfall to holiday parks
- 3** Drive sales and footfall to forecourts
- 4** Build desire for UK holiday destinations
- 5** Unite the industry with a single campaign

Right now, we have a captive audience living through their phones and

watching TV. It’s the perfect time. Under the Freedom to Go brand, we will launch a national campaign to encourage more people to consider caravan and motorhome holidays when the restrictions are lifted.

A multi-layered campaign will drive awareness and build web traffic to reach people across the spectrum. We need to join forces as an industry with one message. In support, there will be a digital asset toolkit (with all imagery respectful of social distancing) for manufacturers, parks and dealers to edit and deploy under the Freedom To Go campaign banner.

There will also be supporting PR to gain incremental coverage online and offline.

For more information, contact jenny.s@thenc.org.uk



VisitBritain – caravans could be the most popular form of accommodation



VisitBritain has released the latest results of its UK Covid-19 Consumer Tracker Report, based on fieldwork from 8-12 June. When asked what type of accommodation respondents were planning on staying in on their next UK overnight trip (June to September), the most popular choice at 35% was caravanning or camping – beating hotels/motels/inns by one percentage point. Other points of note include:

- There continues to be limited expectation that things will be returning to normal anytime soon, with just 31% believing the worst has passed; 26% believe

that things will return 'close to normal' between October and December this year.

- Confidence about being able to take a short break or holiday in the UK remains low, even for July and August.

VisitBritain's COVID-19 consumer sentiment tracker is based on a UK nationally representative sample of 1,500 adults aged 16+.

The survey is being repeated across a 13-week period with the first wave published on 1 June 2020. The survey addresses: the likelihood of UK residents to travel; when and where they plan to go; specific trip details such as accommodation type and activities undertaken and the type of reassurances they're seeking from the sector.

- The main reasons driving this relative lack of confidence are restrictions on travel by government (52%), fewer opportunities to eat or drink out (50%) and concerns about catching Covid-19 (46%).
- 41% still expect to be taking fewer domestic short-breaks and holidays compared to last year (unchanged from week 2).
- In terms of region/s to be visited between now and September, the South West still leads (19%) followed by Scotland (12%).
- For the summer period (June to September), countryside/village and traditional coastal/seaside town destinations would be the most popular with 32% and 30% shares respectively.
- As restrictions lift, outdoor areas and activities look set to attract higher than usual levels of visitors, while predominantly indoor activities/venues (e.g. restaurants, spas, museums, galleries) are likely to face a lengthier period of subdued demand.

<https://www.visitbritain.org/covid-19-consumer-sentiment-tracker>

Delays registering new motorhomes at DVLA

There have been serious delays to the registrations of new motorhomes by DVLA. The NCC has been working with DVLA to help clear the backlog of postal applications and to expedite the system changes needed to allow motorhomes to be registered correctly.

Due to COVID-19, DVLA only has 30% of staff available on site to process applications but advises us that motorhome applications lodged with them “have been identified, prioritised and are being processed”.

To avoid creating a further backlog, there is a

revised process to register new motorhomes via a postal application until the automated Register a Vehicle (RaV) system is updated.

With immediate effect, all applications to register a new motorhome should be made using the V55 paperwork system only (not via RaV). This is because the change

to VED for motorhomes has not been updated in the system, which currently requires a CO₂ emissions value to be entered on the system and this triggers the incorrect higher tax band.

Full instructions, showing the dedicated address at DVLA to send the forms to, were emailed in the Member Update dated 18 June 2020. If you have any queries, please contact David Whitehead at david.w@thenc.org.uk or 07717 530094.

The NCC says that it is important this process is followed to avoid further delays.



Road Vehicle Type Approval Framework Regulations - UK government consultation

The UK Department for Transport (DFT) is consulting on implementing the road vehicle type approval framework regulation (EU) 2018/858 into domestic law.

This will be of particular interest to touring caravan and motorhome manufacturers.

NB The deadline for responses is Friday 26 June.

A new set of regulations, the Road Vehicle (Approval) Regulations 2020 are proposed, to replace the 2009 regulations of the same name, upon which they are largely based. The existing domestic (NSSTA and IVA) approval scheme will continue substantively unchanged.

The technical requirements of this draft regulation mirror those of EU 2007/46, therefore there will be little if any effect on current product. Manufacturers are reminded, however, that there a number of changes to the technical requirements in other existing vehicle approval directives which are not affected by this draft

regulation and these will come into force as planned.

There are two areas where the DFT have made specific proposals:

Digital radio: the DFT is proposing that in new category M vehicles first placed on the market after 21 December 2020, where a radio is fitted in the vehicle, the radio must be capable of receiving digital radio stations.

Tyres: the DFT proposes to clarify that it will be an offence to offer for sale tyres that are prohibited under regulation (EU) 661/2009, the general safety regulation. This is because these tyres do not meet the compulsory specifications on tyre rolling resistance, as per paragraph 11 of Article 13 of 661/2009.

Offences under the road vehicle type approval legislation will attract financial penalties in the first instance, rising to criminal penalties for the most serious offences.

Details and the full consultation document were emailed to members on 9 June.



NCC CODE OF PRACTICE 402



Version 3 has been approved, following a vote by all NCC motorhome manufacturers and converters. The changes

from version 2 include a new reference to BS EN 1949 LPG installation (since it is now referenced within the COP) and clause 6.3 amended to remove reference to model year. New clauses add a requirement for fire resistance between gas lockers and habitation areas. Version 3 will be incorporated into the NCC approved manufacturers' scheme with effect from 2021 models.

[Download a copy of NCC COP 402 here](#)

NCC Code of Practice 302: touring caravans

Additional requirements to BS EN 1645 for caravans manufactured for the UK market



Version 6 of NCC COP 302 has been approved, unopposed, following a vote by all NCC touring caravan manufacturers. The changes to version 6 from version 5 are detailed below:

- New reference to BS EN 1949 LPG installation added; it is now referenced within the COP
- Clause 5.12 reference on breakaway cables is amended to add word "carabiner" to ensure a carabiner-type connection is used
- Clause 7.1.3 amended to remove reference to model year as no longer relevant
- New Clause 7.8.1 and 7.8.2 to add reference to BS EN 1949, and to add requirement for fire resistance between gas lockers and habitation areas
- New clause added reference the age of tyres to ensure tyres are not more than 2 years old when fitted.

Version 6 will be incorporated into the NCC approved manufacturers' scheme with effect from 2021 models. [A copy of NCC COP 302 can be downloaded here.](#)

LEDs to comply with Road Vehicle Lighting Regulations

A question was raised in the House of Commons expressing concerns that LED bulbs are being fitted to road lights not in compliance with the current requirements of the Road Vehicle Lighting Regulations. The NCC Touring and Motorhome Technical Panel has agreed to recommend that dealerships and service centres only replace road light bulbs with bulbs that comply with the above Regulations. All LED bulbs should be checked to ensure they do not exceed the equivalent wattage ratings; all replacement light fittings should be CE marked to ensure they comply with the UNECE Road Vehicle Lighting Regulations. For further information please contact David Whitehead via email on david.w@thencc.org.uk



Below is a list of the recommended maximum wattage rating for normal bulbs along with the equivalent Lumens rating for LED bulbs (for each type of road light):

A	Front position light	5W	500lm
B	Indicator light	21w	2100lm
C	Rear position light	5W	500lm
D	Brake light	21W	2100lm
E	Fog light	21W	2100lm
F	Reversing light	5W	500lm
G	Side marker light	5W	500lm
H	End outline marker light	5W	500lm

Ross Edwards

Managing Director, Erwin Hymer Centre



Describe a typical 'lockdown' day.

The early days were difficult, as everyone was in shock. Since then, as each week goes by, we have become more motivated to look for opportunities. We have put particular energy into clearing the 'to do list'. We've especially focused on marketing, such as developing the website and opening a new ecommerce website for parts and accessory sales.

Erwin Hymer Centre Travelworld is a 43-year-old family business specialising in the importing, sales and service of German motorhomes. As the name suggests, Travelworld is an exclusive Erwin Hymer Group dealer and carries brands including Carado, Dethleffs, HYMER & Niesmann + Bischoff and Goldschmitt their chassis accessory specialist. Travelworld recently developed a purpose-built dealership and relocated to Stafford.

The Business talked to its MD, Ross Edwards, about life under COVID-19.

What have Travelworld's aims been during the enforced closure?

Not to panic, to try and stay positive and to create a strategy to navigate our way through lockdown and the aftermath of COVID-19.

But there were actions you were forced to take?

Unfortunately, we had to close the business – as most did in our industry – and furlough a large number of staff. It was heart-breaking

having to decommission our new building so soon after opening it!

For those staff left working, how did you keep in touch?

We worked very hard on this and sent daily 'stay in touch' emails to all staff, as well as actively encouraging WhatsApp groups between staff and departments. The senior management team have done a great job of staying positive and making sure staff are staying safe.

You have a five-acre site – what about security?

When we built the building, we installed a 22-camera monitored CCTV system, so there are very few areas we cannot monitor remotely – the cameras have movement detection. A keyholder company visits the site daily – we have been very happy with how security has coped.

We've discovered another benefit since lockdown. We have just committed to installing thermal imaging cameras to check customer and staff temperatures – this will be a game-changer to instil confidence in everyone on site.

What are you most proud of during this difficult period?

Our new e-commerce website. This was not on the agenda before lockdown, but



we managed to build the site, populate it and go live in three weeks!

Personally, it was teaching my four-year-old son how to ride a bike, that was great!

What piece of business advice you would like to offer to others?

This situation is a massive challenge, but we are all in this together. As an industry, we need to stay positive and have belief that we'll come out the other side. There are benefits we can take from the boost to domestic travel and we must all take as much benefit over the next three months as we can.

So you have not been binging on boxsets?

During lockdown I have watched far less TV – and found that quite liberating. It has been great to rediscover my mountain bike, read books, spend time with the kids and sunbathe! I stopped watching the news about halfway through lockdown.

What is the first thing you are going to do when the restrictions are eased?

In the business – sell, sell, sell. If we don't, we have a problem! Personally I will continue to find time for the things I have really enjoyed in lockdown, especially being less preoccupied with work while at home.



17 June
The NCC Retweeted
 Emma Hardy MP
 @EmmaHardyMP: 'Entire caravan manufacturing industry came to an abrupt halt' with lockdown, it needs bespoke support



17 June Sec of State @OliverDowden repeated "next stage in the roadmap is 4 July and I hope we can stick to that and tourism businesses can reopen from then. We will publish the guidance in due course – but key thing is only when it is safe to do so". English caravan parks still waiting!

ncc **The NCC @NCCLtd - 18 Jun**
 Good news for caravan and motorhome dealerships in Scotland – retailers of all sizes to open from 29 June as long as they have outdoor entrances and exits and customers and staff adhere to social distancing and hygiene rules. bit.ly/2Nb7QWE



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