

CARAVAN AND MOTORHOME CLUB HOME COUNTIES REGION

Meeting 23 February 2022 – Precis

www.homecountiesregion.co.uk

1.	<p>Club Business:</p> <ul style="list-style-type: none">• 2021 record breaking year, highest number of members. 75,000 new members and 310, renewals.• Site network the busiest ever - 2,477,000 nights.• Centres have 61,528 registered members, an increase of 16%.• Introducing digital membership cards, available via the app. Will need to request a physical card if you want one.• Experience Freedom - in 2022, 10 sites will be offering 8 types of accommodation, 90 units in total. Wide range including holiday cottages, yurts, glamping, universally accessible units. Feedback indicates appealing to younger outdoor lovers plus members and friends and family.• 2000+ rallies already uploaded onto website and included in brochure. Centres must keep information up to date, do let Club know re changes or cancellations.• Provision of EHU on rallies / events. Club kit based in West Midlands. Stock has been reviewed and tested, information will be circulated as to what is available and costs involved, including fuel and transport. Can no longer use red diesel after April (change in law).• The new booking capability system to be rolled out in Q2, probably in the later months. Deposits will be required.• Temporary site planned at Beaulieu, in June and then again in August.• Plan to plant 2022 trees across the sites during the year as part of the Queen's Green Canopy initiative; the first 5 had been planted at Chapel Lane.
2.	<p>Rallying:</p> <ul style="list-style-type: none">• There was an extensive discussion on rallying and how to encourage new members to join centres and join a rally.
3.	<p>Website & Facebook pages:</p> <ul style="list-style-type: none">• There were currently 571 followers on the regional Facebook pages, more than most regional sites.• The regional website had recorded 590 visitors since the regional AGM in October, about 20% increase on last year.
4.	<p>ClubFest 2022:</p> <ul style="list-style-type: none">• On Thursday between 3 – 5pm, there would be an opportunity to meet and greet members and promote rallies. The Chairman David Rickard and Vice-Chairman David Baber would be present and planned to have information on rallies available and photos from previous rallies to illustrate what happens on a rally to raise awareness and encourage participation.
5.	<p>Regional Events:</p> <ul style="list-style-type: none">• Question Time was booked for 11 June 2022 at Missenden Abbey, followed by complimentary tickets to the nearby Roald Dahl Museum and Story Centre.• More information was available on the regional website and Facebook, plus the advert would be circulated by the Club via e-mail in mid-May. Don't forget to book your tickets before they all go!
5.	<p>Next Regional Meeting: Wednesday 18 May 2022</p>