



GRAB YOUR PLACE AT THE CARAVAN CLUB NATIONAL RALLY

The Caravan Club National Rally Team is busy making final preparations for this year's National, which takes place at Weston Park, Shropshire, from 27 May to 1 June. Pitches are still available so don't miss your chance to be involved.

As always they have a packed evening entertainment schedule for guests, including performances from *The Take That Experience*, *Ultimate Elton* and *Celtic Feet*. Be quick - their *Night at the Proms* show has already sold out.

There are plenty of free daytime attractions to enjoy as well, including freestyle mountain bike trickery from Savage Skills, sheep racing and a falconry display.

As an added bonus for 2016 visitors, Weston Park's Spring Food and Craft Fayre coincides with The National on 29 and 30 May -admission to this

mouthwatering spectacle is included in your fee. Remember, a day ticket is the perfect way to experience the unique atmosphere of The National. You can purchase day visitor passes from just £5 each. Giving you access to the daytime and evening entertainment* as well as all the usual sports activities, trade stands and children's entertainment, a day ticket is also a great option for your family and friends to join you at this fun-packed event.

Call 01342 336666 or see to book your pitch and day/evening tickets or online at - www.caravclub.co.uk/national

JOIN US AT CYCLEFEST

If you are taking your bikes to The National? If so, join us for CycleFest, a 5km fun cycle ride around the grounds of Weston Park on Monday 30 May. Meet at the Adria trade stand for an 11am start.

Scottish Police Keeping Traffic Camera Photos

Scottish police have been keeping over 850 million traffic camera photos of innocent motorists on file. A Freedom of Information request by the Scottish Lib Dems has revealed that Police Scotland has amassed "a gargantuan amount of data on innocent motorists".

The Scottish Liberal Democrat party have shown that Police Scotland has a database containing 852,507,524 number plate records - some dating back as far as 2009.

The images were taken by ANPR (Automatic Number Plate Recognition) cameras and most are of totally innocent motorists.

Scottish Liberal Democrat justice spokeswoman Alison McInnes said: "The figures acquired by Scottish Liberal

THE PRESS DATE FOR THE APRIL ARVM ONLINE NEWS, LETTERS AND ARTICLES IS 9TH MAY 2016

Democrats have revealed Police Scotland's ANPR database is holding a gargantuan amount of data on innocent motorists. I find it disturbing the national force is now in possession of 850 million snapshots of people's journeys from the last seven years.

"ANPR cameras can be useful in locating stolen vehicles and identifying uninsured motorists but we've not been given any evidence to show just how effective they are at doing that.

"The overwhelming majority of these 850 million snapshots will belong to entirely innocent motorists and it is surely not proportionate or necessary to keep these for years on end."

ANPR cameras are used by police throughout the UK to trace and track criminals. According to Police.UK, "Automatic Number Plate Recognition (ANPR) technology is used to help detect, deter and disrupt criminality at a local, force, regional and national level.

"As a vehicle passes an ANPR camera, its registration number is read and instantly checked against database records of vehicles of interest. Police officers can intercept and stop a vehicle, check it for evidence.

Speakers Highlight Opportunities for UK

Caravan Industry at Successful NCC Conference



More than 200 delegates attended the NCC (National Caravan Council) Conference 2016 last week to hear a stellar line-up of expert speakers including: Nick King - Insight Director, Autotrader; Carl Castledine - CEO, Away Resorts; Harvey Alexander - Director of Marketing, The Caravan Club; and Alex Marshall of Management Consultants CIL. Kevin Keegan OBE was an extremely popular after dinner speaker, helping to raise £2,440 for the NCC Benevolent Fund charity.

John Lally, NCC Director General, said: "From start to finish our speaker line-up was excellent this year, delivering fresh insights and new perspectives while stimulating plenty of debate in the process. Topics included adjusting caravan products for Millennials and developing new ways of promotion (mobile-friendly, via specially designed apps, using social media etc). Speakers looking at the bigger picture examined how technology is changing the world, the state of the UK and worldwide economy and how positive thinking can influence your business in a positive manner.

"Getting together as an industry is really important. Following a successful 12 months for many, it remains vital our industry continues to innovate and attract new entrants to the market, to improve its customer service and product quality and embrace self-regulation. If we do that, our speakers were agreed that success will continue in 2016 and beyond."

A selection of quotes from the event are shown below:

Carl Castledine - on innovation

'As baby boomer spend slows, our industry must be ready for Millennials ... who will become the primary engine of the UK consumer economy.'

Harvey Alexander - on new entrants to the world of leisure vehicles

'A recent study showed 11 million UK adults are our potential audience - those who love outdoors but don't own a leisure vehicle, and can potentially share our passion ...'

Alex Marshall - on the mergers and acquisitions outlook (holiday parks)

'We will see strong valuations, further consolidation and further investment in the product ...'

Nick King - on successfully selling vehicles

'Forecourt visits are down 41pc in the automotive industry in three years. But we are still selling successfully. A buyer will now visit more websites than forecourts.'

Psychologist Dr Maureen Gaffney - on positive thinking

'In this world the optimists have it not because they are always right but because they are always positive.'

Market commentator, Justin Urquhart Stewart - on the UK economy:

'The UK is the world's fifth largest economy. It's got pulling power - the Number 1 in Europe for inward investment, with 85k new jobs created ...'