

ELECTION 2024

Our Priorities for the Next Government

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FOREWORD

The General Election 2024 presents a significant opportunity to amplify our Members' priorities and drive transformative change within the leisure vehicle and parks sector. For the first time in 14 years, real change is on the horizon. This is our moment to influence policy, lobby Government, and ensure the needs of our £15.8 billion – and growing – sector are at the forefront of the political agenda.

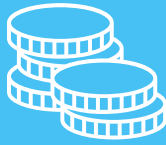
It is disappointing to note that in all the political party manifestos, our industry was hardly mentioned. For too long the contribution of our members to the UK economy has been overlooked. We need the next Government to wake up to the incredible contribution and potential for growth in our industry.

We are excited to share with you a comprehensive framework that sets out our priorities for the next Government and strategic plans for collaborating and influencing policymakers across the UK, paving the way for reform and cross-party support in our sector.

We recognise that there are numerous challenges facing our industry, from maintaining vehicle safety standards post-Brexit, to sustainability measures and the ongoing skill shortage. That's why this framework is more than just a plan; it's a call to action for Government to support these vital measures.

We look forward to working with Government on key issues to stimulate growth and investment in the leisure vehicle, holiday park and residential park home sectors at all levels.

John Lally, Director General – The National Caravan Council



£15.8bn

Expenditure generated by
holiday parks and
campsites in the UK.

ncc

our sector in numbers



20m+

Number of nights
spent in caravans and
motorhomes each year.



700+

Proud Members of the
NCC.



5%

Contribution to the UK
tourism sector's overall
GDP of £214bn.



£101

The average spent per day
by touring visitors in the
local economy.



£81.7bn

Total value of domestic
tourism in Great Britain.



50%

Rise in 2023 of the
share of Britons taking
'staycations' compared to
2022.

Our Vision

We are calling on the next Government to:

- Embrace a more **sustainable** industry.
- Promote the **Great British Holiday**.
- Back the **next generation** of our industry.
- Acknowledge the potential of **residential park homes**.
- Support the '**Best of British**' trading standard.
- Recognise and support **existing sector legislation**.

For over 85 years, the NCC has been the leading voice of the leisure vehicle and parks industry in the UK.

The industry has enjoyed success and sustainable growth over the decades with a noticeable rise in popularity post-COVID which put caravanning 'front of mind' for millions of UK citizens, reminding them of the added value and considerable well-being benefits, both physical and psychological, that a caravan holiday in the UK offers.

This includes the opportunity to enjoy life's simplest and most enjoyable moments, a chance to disconnect from the busyness of everyday life while reconnecting with nature, friends and family.

Our industry is a cornerstone of domestic tourism, promoting outdoor leisure activities, and a showcase of true British vehicle manufacturing.

We call for support from the next Government to sustain our success and growth for the future.



Going, Going, Green...

For over 85 years, our industry has evolved and continues to move toward **sustainable and net-zero operations**. As thought leaders, we recognise the important responsibility afforded by sustainable domestic tourism in response to the climate emergency.

It is vital that the next Government shares this commitment for a sustainable future, and we commit to proactively championing our industries ecology at every opportunity.

The next Government must:



- Formally recognise the NCC's work to create and deliver a comprehensive **Energy Conservation Programme** that will complement the existing *Future Homes Standard for 2025*.
- Give our Members the **time and resource** required to adapt to cleaner, renewable technologies across the UK.
- **Build capacity** in the power grid to respond to changing consumer demand.
- Provide support for **research programmes** into 'greener' energy options for leisure vehicles and holiday caravan accommodation.

For our Members, we will:

Drive innovation and set the standard of excellence.

Publish research reports and position papers.

Provide insight and analysis on sustainability trends.

Promote technology to support Member business.

Embracing a More Sustainable Industry

Our Members are dedicated to fostering a greener, more environmentally conscious industry through collaboration with Government.



80%

Number of global travellers who say sustainable tourism is important to them.

Collaborative Energy Conservation

We will establish an accreditation programme that brings together parks, manufacturers, and suppliers to promote the adoption of sustainable technologies in the construction of leisure vehicles and park homes. By working together, we can significantly reduce our environmental impact and set a standard for energy conservation across the sector.



3,300+

The number of holiday and residential parks in the UK.

Enhanced Funding for Energy Infrastructure

A key focus of our sustainability strategy is to secure increased funding for electric vehicles and other energy infrastructure. This funding will be targeted specifically at parks and industry business premises, ensuring that our sector is equipped to support the growing demand for sustainable travel options. By investing in infrastructure, we can make sustainable travel more accessible to our growing consumer base.



2035

The current year in which new petrol and diesel motor caravan sales will be prohibited.



Thriving Together

Our industry is a vital economic powerhouse and a significant social asset, contributing to our communities and cultural heritage. However, continued development is impossible without investment.

The UK offers stunning holiday destinations, and coastal regeneration is crucial for **revitalising British seaside towns**. Our industry supports these communities, yet such areas have been drastically underfunded by previous Governments. We are committed to building positive relationships with Government, MPs and policymakers to strengthen our industry's future.

The next Government must:



- **Promote domestic tourism** through a fair and supportive taxation regime that encourages growth and investment.



- Recognise the contribution that the industry brings to **local and national economies**.



- Adopt flexible planning policies that encourage responsible and **sustainable tourism accommodation** through the development of new touring and holiday parks.



- Publicly commitment to **coastal regeneration** and support for businesses in flood-protected areas.

For our Members, we will:

Actively engage in policy and political advocacy.

Raise awareness and support of our sector.

Ensure our industry voice is heard and respected.

Maximise our network to drive innovation.

Supporting Fair and Competitive Taxation

The NCC is a proud and active member of the [Tourism Alliance](#), fully supporting their call for a fair and competitive taxation regime. This regime is crucial for promoting domestic tourism and encouraging business growth. By advocating for equitable taxation, we aim to capitalise on the post-pandemic boom in UK tourism, setting our sector up for the future.

Addressing Planning Challenges

Many park owners face significant challenges in obtaining planning permissions for park extensions, with approvals for new parks being even more difficult. It is imperative that Government looks favourably on planning reform to ensure developments are fair, balanced, and proportionate. For too long, the existing regime has restricted growth, and these reforms are essential for unlocking the potential of our cherished seaside and rural communities.

Mitigating Climate Emergency Risks

Our industry faces increasing risks from the climate emergency, making sustainable development and protection of coastal areas crucial. Many holiday homes and caravans are located on flood-prone areas. As the UK becomes warmer and wetter, flooding is no longer a rare climatic event but a devastating reality. The Government's [2020 Flood and Coastal Erosion Risk Management Strategy](#) does not go far enough for our sector and should be reviewed to ensure all businesses are adequately prepared and insurance against the growing threats of flooding.



Skills for the Future

We are a unique Trade Association representing the entire supply chain for the leisure vehicle and parks industry, and **our Members are at the heart of everything we do**. However, this broad-church requires a range of technical skills and a talent pipeline to develop employment opportunities across the industry.

The UK is facing a skills shortage and a productivity problem. A key driver of this stagnation has been the decline in both state and private sector investment in skills. Our sector is **not** immune.

The next Government must:



- Invest in measures at higher education levels to recruit qualified teaching personal **to deliver the next generation** of innovators and researchers.



- Reform the Apprenticeship Levy and funding measures to support industry specific training, particularly in **engineering and technical skills**.



- Plug the **gaps in training** for seasonal and freelance workers in hospitality, leisure and tourism businesses.



- Deliver focused courses that attract and deliver a **recognised career path** for young people working in tourism and related activities.

For our Members, we will:

Listen to the training needs of our Members.

Showcase Members' commitment to training.

Promote industry careers and apprentice schemes.

Deliver advocacy that provides for the future.

Investing in Skills Development

Our commitment to skills development and training is exemplified through the NCC's Training Academy, a centre for mandatory technical, operational, and management training and specialist skills development for the leisure vehicle and parks industry.

This initiative is crucial for equipping our industry with the skills needed to excel and innovate.

Securing funding and investment for relevant qualifications and training is essential. We aim to work with our Members to deliver new and existing career paths for individuals. By fostering a culture of continuous learning, we can ensure that our industry remains competitive and forward thinking.

Career Awareness and Progression

We recognise the importance of raising awareness and promoting careers in our industry as part of the broader opportunities available in the tourism, leisure, and hospitality sectors. By highlighting the many career paths within our industry, we can attract new talent and showcase the potential for professional growth.



226,745

Full time UK jobs supported by the holiday park and campsite sector.



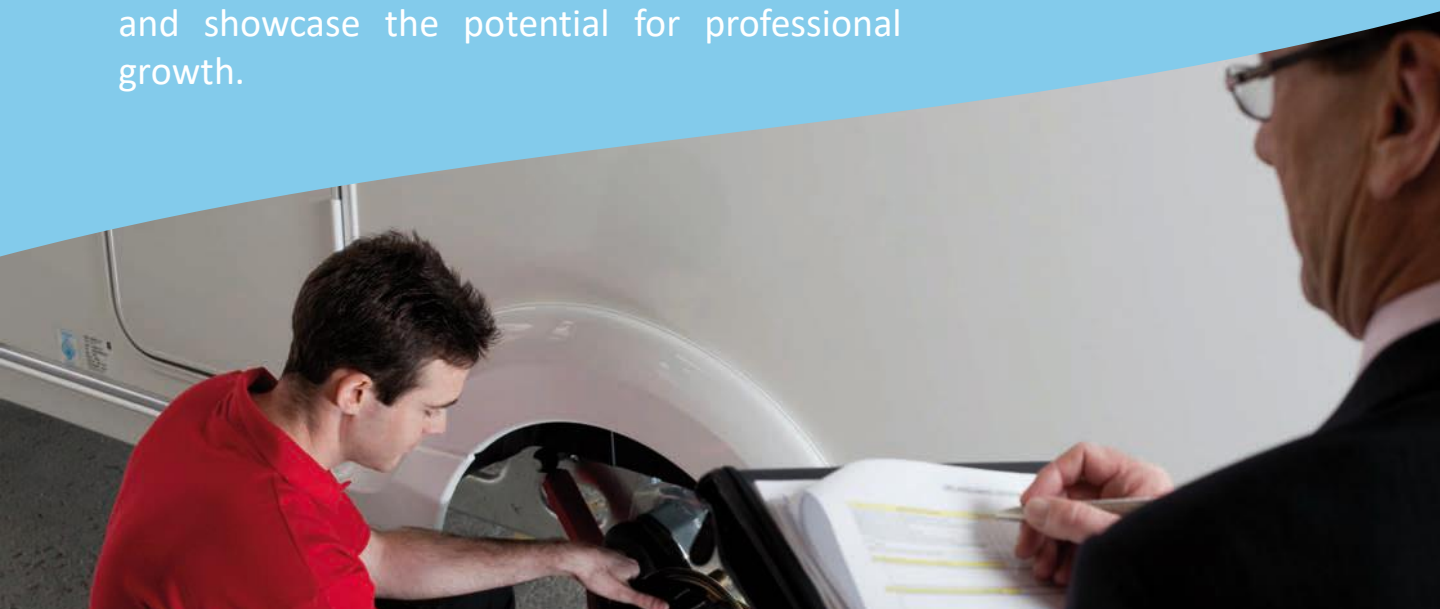
£28

The business return for every £1 invested in apprenticeships.



90%

The number of apprentices that stay on after completing an apprenticeship.







Developing Sustainable Housing

We recognise that the UK is **grappling with a housing crisis**, and our industry is part of the modular home build solution. Residential parks in England alone provide homes for over 155,000 people. By uniting our voices, we can drive impactful change and offer sustainable housing solutions.

The next Government must:



- Acknowledge the residential park home sector as an **area of growth** in the demand for affordable and sustainable housing.



- Listen to our Members' concerns on existing planning barriers and potential **areas for reform**.



- **Offer greater support** and attention at a National and Local Government level to consider park homes in long-term planning policy frameworks and housing plans.

For our Members, we will:

Collaborate on housing solutions.

Highlight industry's safety standards.

Provide innovative solutions to common issues.

Show Govt our industry's potential.

Collaborative Approach for a More Sustainable Industry

We are committed to working with Government and wider stakeholders who share our common goal of addressing the need for more sustainable housing. Residential park homes offer an affordable proposition in response to the housing crisis, with lower purchase and maintenance costs and flexible living options.

The residential park home sector offers a unique opportunity for Government to help address the housing shortage and get first-time buyers on the property ladder. By embracing the development of quality, sustainable housing options that meet building standards for energy, conservation, insulation, ventilation and safety, we can help free up existing housing stock and provide starter-home options for rent or purchase through Local Authorities at competitive rates.

Training and Accreditation for Planners

To facilitate the expansion of residential parks, planners must be trained and accredited. Despite residential park homes only taking 3 weeks to manufacture, existing planning application timeframes are causing significant delays in the development of our member sites. Through the NCC Training Academy, we can address the skills shortage in this area to expedite sustainable development and planning applications.

Legislative Support

Following the review of relevant Mobile Homes legislation across the UK, it is imperative that Government work with stakeholders to recognise the important role park homes offer for sustainable and affordable housing. Any additional regulation on the sector must be thoroughly researched and proportionate to ensure it supports the industry's growth.



34,220

Number of households at risk of homelessness between Oct – Dec 2023.



3 weeks

Average time to manufacture a residential park home.



155,000

Number of people who live in residential homes in England.



Best of British

For over 50 years, the NCC has operated a manufacturer accreditation scheme that regularly assesses leisure vehicles, holiday caravans, and park homes to ensure safety and technical compliance with UK and EU standards. We are proud of our recognised position in the industry and call on the next Government to **support economic growth and job creation** in our growing industry.

The next Government must:



- Review British and European standards, **maintaining safety and sustainably** at the core of developments.



- Support the development and launch of our 'Best of British' campaign.



- Develop recognised Codes of Practice to **offer greater protection for businesses and consumers**.

For our Members, we will:

Highlight the Best of British in our sector.

Advocate favourable trading terms.

Build a future for British craftsmanship.

Celebrate British innovation.

Promoting British Manufacturing Excellence

To further promote our industry's excellence, it is essential to recognise and market our goods and services through a 'Best of British' trade class, supported by a dedicated marketing brand, akin to the highly successful 'Australian Made' campaign.

Celebrating British Manufacturing

An impressive 98% of leisure vehicles in our industry, including touring caravans, motorhomes, and holiday caravans – as well as 98% of all residential park homes offering an alternative housing tenure – are manufactured in Britain. This high level of domestic production underscores the quality and craftsmanship that define our industry.

Favourable Trade Terms for British Products

To protect and promote our British products, all imported raw material and components required for our 'Best of British' products should attract the lowest import tariff, with a corresponding low or nil export tariff in all future trade deals. This approach will protect British products within the UK while encouraging foreign markets to purchase these sought-after, quality British goods.

Manufacturing Powerhouse

Manufacturing companies alone account for almost half (49%) of all UK exports, amounting to £290 billion worth of goods. Every £1 the manufacturing industry contributes supports another £1.80 in the wider economy. Over 90% of all products in our sector are manufactured in the UK, reflecting a significant portion of the annual GVA to the UK economy.



£224bn

The GVA of the UK
manufacturing
sector each year.



Industry Experts

Maintaining our position as a knowledge leader requires ongoing analysis and insight from both Government and our Members. Our strategic intelligence and stakeholder engagement will enable us to **shape public and policymaker perceptions** of our industry, delivering lasting reform in the interests of our Members.

The next Government must:



- Adopt **greater collaboration** between our Members and the NCC.



- Deliver **effective and timely consultation**, both formal and informal, to avoid unintended consequences for our sector.



- Reform the re/post registration process for converted vehicles to **ensure compliance and safety** for road users and consumers.

For our Members, we will:

Provide political and market updates.

Seek Members' input to inform lobbying.

Solidify NCC's position as a safety leader.

Place industry expertise at the forefront of policy.



Contact us

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ncc | leisure vehicles
holiday & park homes
holiday & residential parks

leading & promoting the industry