

Boat of Garten Caravan Site

Planning Application ref 2013/0134/DET

Supporting Statement

1.0 Introduction

1.1 The following information is provided in support of the above application seeking approval for the siting of an additional 5No static vans within the Boat of Garten Caravan Site, on ground currently allocated for touring caravans.

2.0 Demand

2.1 The demand from customers for bookings to the static caravans currently on site is increasing year on year and is such that the existing number of vans cannot fully meet the demand.

2.2 Conversely the demand from for touring pitches is decreasing year on year.

3.0 Analysis of the Market

3.1 Analysis of the market suggests the following reasons for this trend;

- Increasing costs of owning and traveling with touring vans; particularly the ever increasing fuel costs associated with towing caravans over long distances, which applies to many of the visitors to the site.
- Increasing awareness of the additional benefits of the static caravan option; particularly regards the larger floor areas provided and the, larger capacities available.
- Increasing appreciation that the static caravan option can be more suited to the variable Scottish weather providing larger more flexible 'wet weather' accommodation than the touring caravan option.

4.0 Economic Benefit

4.1 Economic Benefit will arise should this application be approved as this will allow the currently under used touring area of the site to provide additional income for both the site and the wider local economy from the increased customers numbers that the additional static caravans will bring. In turn the increased income for the business will allow increased re investment into the site to the benefit of all site users.

5.0 Site Management Planning



5.1 Approval of this application will allow this local business to meet the current and predicted future demands for static caravan accommodation from visitors to the area benefiting both the business and the wider local economy.

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