

In the still uncertain economic environment, it's becoming increasingly necessary for farmers to consider ways of maximising their income. Diversification has become the name of the game. The NFU, in a recent online article, noted that "diversification ... accounted for 10% of total farm income" in 2009. The Rural Development Programme for England provides funding for those who are looking to increase their income – and farms wanting to diversify are high on the list of priorities.

That makes this an ideal time to consider opening a Certificated Site with The Camping and Caravanning Club. We're always on the lookout for new locations and we have special exemptions to run small sites for our members. That means you won't have to worry about getting planning permission or a site licence from your Local Authority.

Camping and caravanning makes up around 11% of UK holidays, and – to put it another way – generates over £2 billion a year. David Cameron's speech on 12th August 2010 highlighted the coalition government's commitment to bolstering tourism. This, together with the Rural Development Programme for England, means that there will never be a better time to start promoting your land as an ideal holiday location.

Opening a Certificated Site with The Camping and Caravanning Club means that you will have access to the support of our dedicated Exempted Camping team, who are always happy to help with any queries you might have. As the only Club to cover all forms of camping, we can help to increase occupancy on your site more than any other organisation.

You will also benefit from the promotion of your CS through our online search engine (www.siteseeker.co.uk) and in our publication, *Your Big Sites Book*, published every two years. These will give you immediate access to our 515,000 members.

If you'd like to know more, please complete our [online enquiry form](#) or call 024 7647 5198.