

Develop a Sustainable Income

If there's one buzzword that stands out in the current economic environment, it's "sustainability". It's not enough to find new ways of generating income; that income must be ongoing and sustainable over a period of time.

At a time when banks are nervous about loaning large amounts of cash, the costs of setting up a new business or diversifying from an existing one can be prohibitive.

And that's where [The Camping and Caravanning Club](#) can help. Setting up a small campsite (known as a Certificated Site) with the Club can often be less expensive than you might think. And with support from the Club's [Exempted Camping Department](#), you'll have all the [help and advice](#) you'll need to get started.

The minimum requirements for a site are:

- At least half an acre of land – fairly level and well maintained
- Safe access – for cars, caravans or motorhomes, when entering and leaving the site
- Drinking water – within 100 metres of the site, with appropriate drainage
- Dry waste disposal – a dustbin which is regularly emptied
- Sanitation – a suitable facility for the emptying of chemically treated toilets must be provided, called a Chemical Disposal Point (CDP)

Not only will the Club guide you through the process of [getting started](#), they'll provide ongoing support to help you earn more income. You can get help and advice with marketing your site as well as advertising in the Club's own publication, *Your Big Sites Book* and on the Club's online Campsite Directory.

Your Big Sites Book is the Club's comprehensive campsite guide, delivered to 515,000 members every two years. With over 500 pages packed full of information, make your site stand out from the rest with our Platinum Package.

With more campers and caravanners than ever turning to the internet when searching for campsites, your listing on the Campsite Directory is just as important. With over 3.5 million page views* at the height of the season and 1.2 million unique visitors*, standing out online will encourage more visitors to your site.

So if you're looking for a way to generate more, sustainable income from your land, contact the Exempted Camping Department today on 024 7647 5198 or [email](#).

*Figures from July 2011

Website page views	3,574,643
SiteSeeker unique visitors	1,248,499