



Forestry England

Forestry England Camping

Opportunity Overview

Forests care for us.
Together we care for forests.



Forestry England



We are Forestry England

We are the country's largest land manager, caring for the nation's forests for people, nature and the economy. The foundation of our organisation is our world-class sustainable management of the nation's forests, caring for some of the country's most important habitats, home to our rarest of wildlife, and ensuring benefit and enjoyment for all, for this generation and the next.

Forests are vital for the future of our planet and are important for improving the health and wellbeing of everyone. With careful planning and expert management, our forests will continue to thrive, as we create opportunities for the public to work, rest, play, and stay in the world-class landscapes we nurture.

We believe access to our forests enhances people's quality of life by providing places to enjoy watching wildlife, walking, riding bikes or horses and playing among the trees. By opening up access to the nation's forests, we contribute to the wellbeing of the nation.

To ensure we are less reliant on both the support from the government, and income generated by our timber operations, we must evolve our activities to ensure that there is a broad array of income sources to sustain our social, environmental, and economic objectives. To deliver on this, we therefore regularly explore how we can establish commercial relationships with appropriate third party organisations, and one such opportunity has arisen as we seek camping operators with the appropriate expertise to build upon the success of our camping activities within the nation's forests.

The forests welcome 296 million visits each year and support over 600 third party businesses across England, but we know there is potential for more.

The Opportunity

Forestry England are seeking third party organisations with the experience and know-how to operate 13 of our Forestry England Camping sites across England, with an appetite to create new sites and more opportunities for people to enjoy the benefits provided by forests in the future. Following this detailed tender process, leases will be awarded to the successful bidder. The lease terms vary by site and can be found in summary in each Lot Specification Document and also in detail within the Heads of Terms associated with each Lot.

We believe that the immersion into nature and adventure that our campsites provide is a unique and desirable offer, one that already attracts year-round repeat visitors. Our campsites provide visitors a true sense of escapism and peace, and for an operator, a once in a generation opportunity to provide a camping offer, set within our vast, captivating woodlands, with the benefit of direct access to all of the recreational facilities and wildlife that our 296 million visitors have come to expect.

All of the Forestry England Camping sites provide their own unique take on forest life through the seasons and we are proud to have some of the best campsites in the UK. We have full facility campsites for tent campers or those new to camping, as well as campsites with no facilities at all, which are ideal for caravanners, campervanners and motorhomers looking to enjoy the forest in its more natural form.



The Camping and Touring

Market Context

The camping and touring market in England has remained resilient over recent decades and is now considered as being in a growth phase linked to the continued strength of the domestic tourism market and the affordability of camping as an accommodation choice. In recent years the standard of the camping and touring offer has had to evolve and innovate to meet the demands of a wider range of customers leading to an increasing sophistication in camping equipment and motorhomes, as well as the introduction of alternative accommodation types such as glamping.

The COVID-19 pandemic led to a significant boom in camping and touring as UK residents, and increasingly, families, have sought to enjoy experiences closer to home. Forestry England Camping provides an excellent opportunity for operators to benefit from the sustained elevated interest in camping, especially as camping is one of the most environmentally friendly ways to holiday. It appeals to both the consumer focus on the environment and the increasing recognition of the health and wellbeing benefits of time spent outdoors in nature.

Camping offers flexibility in terms of length of stay, the balance between being self-contained yet able to mix as a group, and the ability to provide a range of accommodation types, facilities and add-ons to allow people to curate their own experiences. These attributes mean the sector is adaptable and operators that can offer a range of accommodation types, good-quality facilities and optional extras are likely to do well in both in the short and longer-term.

Stats

82.8 million

overnight leisure-related trips in England per year

Generating:

252.5 million

leisure-related nights

and...

£15.1 billion

in expenditure

Families account for

25% of trips

Campers take on average

3 trips per year

Travellers favour a picturesque rural location, close to high quality facilities, activities and attractions

The Operational Transition

All of the campsites being made available to new tenant operators are currently being managed by the Camping and Caravanning Club, on behalf of Forestry England and are operational going-concerns. It is Forestry England's intention that this continues to be the case during the tender process, with a procurement timetable determined with the intention of minimising interruption to the operational performance of the sites.

The current management agreement with the Camping and Caravanning Club ceases on the 30th November, 2022 and leases will commence with new operator(s) from the 1st December, 2022, enabling a seamless transition for staff and customers.

There are a multitude of benefits associated with maintaining consistency of campsite operations during this transition period, such as ensuring the quality of guest experience is maintained, securing future trade through the forward bookings of pitches for 2023 holidays and maintaining strong employment links at the sites. The revenue generated by forward bookings, prior to contract commencement will be provided by Forestry England to the new operator during the month within which the arrival is due to occur.

The sites are currently staffed by an operational team of experienced, enthusiastic and committed people, whose passion for the sites helps deliver the special and unique holiday experience within the Forests. They are a mixture of seasonal and permanent staff, who are all currently employed by the Camping and Caravanning Club. To help bidders submit an informed tender response, we have provided some headline details around staff costs in the accompanying site-specific documents.

At the earliest opportunity after contract award we will provide the successful bidder(s) with appropriate contact details for Camping and Caravanning Club to enable them to obtain the necessary further information and begin discussions about potential requirement for TUPE of impacted staff.

The lease terms associated with each lot are set-out in detail in the corresponding Heads of Terms document which can be found in the tender pack and associated web-link, and a summary of these can be found in each Lot Specification Document. These vary by lot, given the nuance of the contractual arrangement and site opportunities and constraints across the portfolio. The heads of terms include rental rates and lease periods, renewal frequency, break points, details of assignment and contractual obligations upon the lessee, such as insurance and management standards to which Forestry England will assess the leasees satisfactory management of the lot.

The Operational Transition Continued

Additionally, Forestry England have provided information as part of the tender document pack relating to other methods by which consistency and authenticity of experience should be maintained across Forestry England Camping sites going forward. These ancillary documents include Heads of Terms, Management Regulations, Key Performance Indicators, Camping Offer and Service Standards, and Brand Guide and will all form part of the lease.

The purpose of these documents is to provide:



Guidance on landscape and facilities management



Improved green credentials and positive marketing tool



Quality assurance across portfolio



Increased brand awareness



Increased inter-site bookings and guest following



Improved guest satisfaction



Framework of quantifiable expectations & defined roles for accountability of both landlord and tenant



Excellent landlord and tenant working relationship



Opportunity to extend lease where permissible within the lease term

Site Branding: Forestry England Camping

The Forestry England Brand is well known to both our visitors and our business partners and is an important part of the Forestry England offering, similarly Campsites form an important part of our visitor offer. It is important that we work with our business partners to provide the best possible experience for our visitors.

As an organisation, we are keen that new operators of our campsites benefit from our vast audience exposure and therefore we have a strong preference to have sole Forestry England Camping branding across all sites.

We also recognise the audience that some operators will bring with them through membership or existing multi-site operations, their own brand identity and loyal camper following and therefore in certain, pre-approved circumstances, Forestry England may consider the use of: *“Forestry England Camping @ Site Name hosted by Operator Name”*. Any decisions on this branding approach are at the discretion of Forestry England. The bidders approach to branding should be set-out in the business and operational management plans as part of the tender submission.

It is intended that our simple approach to to branding will:

Make it easier for visitors

Benefit our business partners

Respect the natural environment

Site Branding: Forestry England Camping Continued

Service Name & Branding

Each campsite has a permanent service name which should be used in all branding. The format is *"Forestry England Camping @ Site Name"*

Should campsite operators have their own trading name or branding on offsite materials, these must be distinct from the service name and Forestry England branding

Signage, printed materials, uniforms, websites, social media and interior design must follow the branding guidelines and use the service name. The service name must not be used to create a new logo.

Colour & Design

The overall design style is simple, natural and authentic, reflecting a modern camping experience that is sympathetic to the forest setting.

There is a strong emphasis on natural and neutral colours, as well as white.

Uniform

Front-of-house staff uniform should be labelled with *"Forestry England Camping @ Site Name"*, using the Forestry England typeface.

Staff that are not public-facing may wear unbranded clothing.

The full Forestry England Branding document, including our logo details, is available within the tender pack and should be referred to for full details. It is important to note that all branded materials produced by business operators must be approved by Forestry England.

Working with Forestry England

We want to do business with like-minded organisations, who embrace our values and want to be part of helping us to deliver on them by providing high-quality, authentic overnight stays in our forests. We believe that our forests and an association with Forestry England can make a real difference to your business through its compelling and sought-after offer, and that your business can help us sustain the forests for the benefit of generations to come.

Our organisational focus has always been on sustainable management of the nation's forests, therefore our operational model relies on successful commercial relationships with external organisations who bring their specialist expertise and skill-sets to deliver exceptional experiences within Forestry England land.

We are currently working with more than six hundred of these external organisations, from Forest Holidays and Go Ape, to local cafes and bike hire shops. The longevity of these relationships alone is testament to the mutually beneficial relationship and unique proposition that our land, and their businesses enjoy.

Whilst the unique forest locations of our campsites offer an escape to a more tranquil place for our many visitors, this has to be balanced by our, and our tenants, custodial responsibility to sustainably manage the land which is naturally of a high environmental sensitivity. We

work closely with our tenants to ensure that they embrace their responsibility for the forests to ensure that they too can benefit from the special woodland landscape which is our collective unique selling point.



Opportunities and Benefits

Forestry England Camping can provide the following...

Opportunities

- Operate market leading forest campsites connected to high-quality forest experiences through the miles of walking and cycling trails that surround them, with the opportunity to curate more experiential activity packages as part of the camping offer.
- Maximise the potential of the forest campsites, bringing exciting, innovative, camping and new ancillary offer proposals in appropriate locations.
- Work with Forestry England to determine opportunities to develop new facilities and accommodation offers and invest accordingly.
- Capitalise on the existing visitor footfall to the nation's forests to market your camping business and convert day-visitors to overnight guests.

Benefits

- Be a part of a brand that locks-up more carbon, provides more habitats for wildlife, and provides more clean air for generations to come, than any other land owner in England.
- Use of our Forestry England Camping website for your customers and access our far-reaching communications channels to celebrate your meaningful support of our conservation and wildlife work.
- Nurture the physical and mental wellbeing of your staff through access to our employee volunteering scheme.
- Be at the forefront of a pioneering nature-based wellbeing programme.
- Be part of the green economic recovery, helping to achieve our collective ambitious carbon free goals, minimise energy use and utilise renewable energy, alongside sustainable approaches to waste, recycling, and use of plastics.



Forestry England

 Rural Solutions

Rural Solutions Ltd is a specialist rural consultancy who have been engaged by Forestry England to provide supplementary resource to assist with the preparation and promotion of the Camping Operators Full Tender phase

Next Steps

Site specific information can be located in the specification documents relating to each lot. [These documents can be found on the Forestry England Delta E-procurement Portal by clicking here](#), you will need to follow the easy steps to register an account in order to gain access to these documents and the wider tender information package. Your online submission will also need to be made via the Delta system.

The Delta E-procurement portal has messaging functionality built within it, it is through this portal that all correspondence, with regards to this tender opportunity, should be submitted.

IMPORTANT NOTE TO BIDDERS:

If your tender is contingent on being awarded more than one lot, you must set that out clearly in your submission. A separate submission is required for each lot you wish to bid to operate.

Deadline for submissions – noon on the 8th July