

member spotlight



LEISURE

Eco-push pays off for Sussex site

EAST WITTERING-BASED Stubcroft Farm Campsite has picked up three titles in the Beautiful South 2020/21 Regional Tourism Awards, organised by Tourism South East and Visit Britain.

The campsite took the gold award for the best camping, caravanning and holiday park for the second year running, a second gold for responsible, ethical and sustainable tourism, and silver for access and inclusivity.

“I think our success was down to a combination of innovative and unusual ideas and good customer service, combined with doing the right thing,” says Managing Director Simon Green. “Our unique feature, which sets us apart

from most campsites and hospitality businesses, is our focus on eco-friendly, inclusive and sustainable tourism.”

The business started in 1992 as a farm campsite. “Camping was out of fashion then and our facilities were basic, but our sustainable eco-ethos gained popularity and we had many recommendations.” In 2016 it invested over £400,000 in a new amenity block, which includes sensor-activated LED lighting, solar-powered hot water and heating, and a biodigester.

It’s now working on a new infrastructure programme to install a wind turbine, battery storage and a new three-phase grid link. “This will provide electricity for the amenity block and be combined with a programme over five

to seven years to roll out units on every pitch capable of providing both camping hook-ups and electric car charging points,” adds Simon.

Covid-19 meant 2020 was a year of mixed fortunes but Simon is cautiously optimistic about the prospects for this summer. “Bookings have been strong,” he says. “But the current surge in demand does bring additional problems. Customers are disappointed when you are fully booked.

“But if customers have a great time, a significant proportion will continue to holiday in the UK in future years and perhaps even those eventually returning to foreign holidays will book additional UK breaks.”