

# PRIZE PITCHES

Steve Rowe meets the owners of the winning sites in The Club's 2013 CL of the Year competition

CL of the Year winners Rob and Jeanette Folwell, with Gordon Marsden MP (left) and Caravan Club Chairman Grenville Chamberlain (right) at the awards ceremony in London

The Club's annual CL of the Year competition always attracts plenty of entries, with members keen to vote for their favourite small, five-outfit sites. The winners for 2013 were announced at a special reception in November at the Houses of Parliament, where I had the chance to talk with the owners of the top three CLs. What does it take to establish and run an award-winning small site? What sort of visitors do they attract? Do they have any advice for fellow CL owners? For details of these and all other CLs, check out The Club's website or your *Sites Directory & Handbook 2013/14*.



## 1ST: GREETHAM RETREAT

*Sites Directory & Handbook 2013/14 p392*

Enjoying a stunning rural location in the Lincolnshire Wolds, this CL was opened by Rob and Jeanette Folwell in 2010. Rob had taken early retirement from the police force in Leicestershire and the couple were looking for a new business venture. Experienced caravanners and members of The Club for more than 15 years, they thought that a CL would make a great addition to the self-catering holiday cottage business they were setting up at their new Lincolnshire home. Keen to make the site as good as possible, they have equipped it with hardstanding pitches (plus one seasonal grass pitch), 16A hook-up points as well as a shower and toilet block (including a laundry room).

**Location:** Greetham, Horncastle, Lincolnshire

**Call:** 01507 588640

**Pitch type:** hardstanding (plus one seasonal grass pitch)

**Facilities:** electric hook-up, fresh water and toilet/waste water drain point, toilet and shower room plus laundry room

**Dogs allowed?** yes

**Adults only?** no

**Open dates:** all year

## MEET THE OWNERS

### We chat with Rob and Jeanette Folwell



#### Why did you set up the CL?

"Being caravanners, we knew all about CLs and thought that this would be a great addition to the holiday cottage business that we were also creating. Situated in the Lincolnshire Wolds countryside, half way between Lincoln and the county's coastal resorts, we thought it would be a spot that caravanners would be interested in visiting. Most people think of Lincolnshire as flat and uninteresting, so they are surprised to see the undulating countryside we are surrounded by."

#### Describe a typical visitor

"People come from all over the UK and are often fans of wildlife – we are a short drive from several nature reserves, including Donna Nook on the Lincolnshire coast, where you can watch grey seals. This is especially popular in November and December when the seal pups are born. There are also plenty of cycling and walking opportunities in the area, plus people often like to explore the city of Lincoln or coastal resorts such as Sutton-on-Sea."

#### What does it take to make a winning CL?

"From the outset, we decided that we were going to do things right and not skimp on anything. We spent a lot of time planning and developing the site, including new roadways and hardstanding pitches, plus constructing our own washroom and toilet block. This meant a fairly large up-front capital cost, but this was paid off within two years of the site opening, so now we just have to pay the on-going running costs to cover electricity and maintenance. We think this is much better than developing a site in several stages, over many years, since there's less disruption and people will be much happier staying on a fully-equipped site."