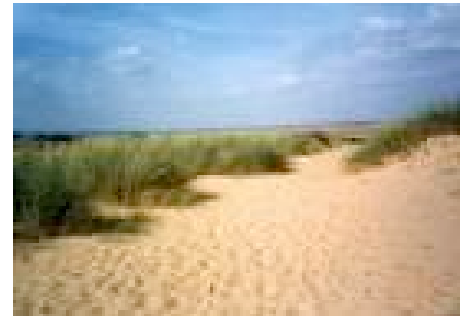


CAMBER BUSINESS PLAN

Location: Camber, East Sussex

Client: Camber Visitor Management Initiative/ Tourism South East

Services: Business Plan



Business plan to investigate the feasibility of establishing a locally owned body to operate the facilities at Camber

Project Objectives:

- It is the overall vision for the Camber Visitor Management Initiative (VMI) to create a vibrant, high quality destination integrated with the quality of life experience of the natural resources of the dunes and beach.
- The aim of this study was to assist with the VMI by developing a business plan and delivery mechanism that would involve the implementation of a local shareholding company, owned by residents, that would be responsible for the operation of the public car parks, public conveniences, beach cleaning and inspections, and other relevant health and safety tasks.

Our Recommendations:

- A six-year revenues and costs model for Camber was developed and based on the assumption that the car parks, beach, and dune area would be operated and maintained by a single "body". This analysis showed that there was a potential business case for the operation of Camber through a fully private or public-private sector body.
- There are many different land management scenarios that can be applied to coastal zones or areas of countryside. For Camber, three "bodies" were viewed as offering potential: private ownership, establishing a trust, or the implementation of a Community Interest Company. The pros and cons of each type were investigated to provide the VMI with the information required to decide how to progress with their scheme.