

PERFECT-PITCHING

PRIVATE CARAVAN SITE DEVELOPMENT CONSULTANCY

DIRECTIONS & ROUTING:

As noted elsewhere on the website:

- *“First impressions count”, and*
- *“You never get a second time to make a first impression”.*

.....and there can be no stronger case for ensuring that prospective visitors arrive in a positive frame of mind ready to embrace all that the Small Private Caravan Site has to offer.

It must be appreciated that many drivers will automatically and exclusively rely on satnav directions to the exclusion of all other aids (maps and atlases) even to the extent of commencing a journey without first having looked at the intended destination or route to get there.



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Whilst this may be a satisfactory mode of navigation in urban environments, the same cannot necessarily be said for rural destinations. In these locations, postcode references can cover relatively large areas, invariably comprising of a restricted road network, and merely direct drivers to the general vicinity of the location they require.

To ensure that this is not the case, it is recommended that the suitability and accuracy of directions should be tested from all main access routes using satnav as the sole means of navigation thus establishing:

- Will it direct vehicles along roads which are unsuitable for towed combinations and motorhomes due to being:
 - Too narrow or winding and/or,
 - Have insufficient or inadequate passing places appreciating that what may be adequate for a solo car may not accommodate the larger and longer vehicles.



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- Does it direct drivers to the general area or the precise location?

If the answer to either or both of the above is in the affirmative, then it is advisable that a bespoke set of directions be provided with clear instructions to ***“NOT FOLLOW SATNAV FOR THE FINAL APPROACH but to follow designated directions.....”***.

Although year on year the number of drivers without access to in-car satnav or mobile phone navigation decreases, it may still be advisable, for the Small Private Caravan Site operator seeking the widest and most inclusive appeal, to provide a set of written directions.

To ensure the safe and timely arrival of visitor clients it is advisable to provide a comprehensive set of easy to follow directions littered with ‘comfort’ check-points thus avoiding the possibility of them missing an instruction and the need to turn around and retrace their steps.



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That concludes the 'taster' edition for this Design Consideration which we trust you have found interesting, informative & imaginative in equal measures.

**TO OBTAIN A COPY OF THE LATEST EDITION OF
THIS OR ANY OF THE TOPIC SHEETS**

**Complete the website Booking Form under 'Design
Considerations' and return to
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