

Case Study



BACKGROUND

The Forestry Commission (FC) has been running camp sites throughout Great Britain since the 1930's. In more recent times, it has operated as an FC business unit, under the Forest Holidays (FH) brand, comprising 3 self-catering log cabin sites and 21 touring caravan and camping sites located throughout Great Britain in forests and woodlands.

The FC identified that stabilisation and growth of the FH business, required capital investment and access to skills and expertise not available within the organisation. A PPP, delivered under the Government's Wider Market Initiative, offered the best way forward for FH to fulfil its true potential.

THE CHALLENGE

The Forestry Commission is a Cross Border Public authority set up by statute, and since devolution reports to the relevant Country administrations. The outcomes of the PPP needed to satisfy the requirements and vires of all three constituent countries of Great Britain.

ROLE OF PARTNERSHIPS UK

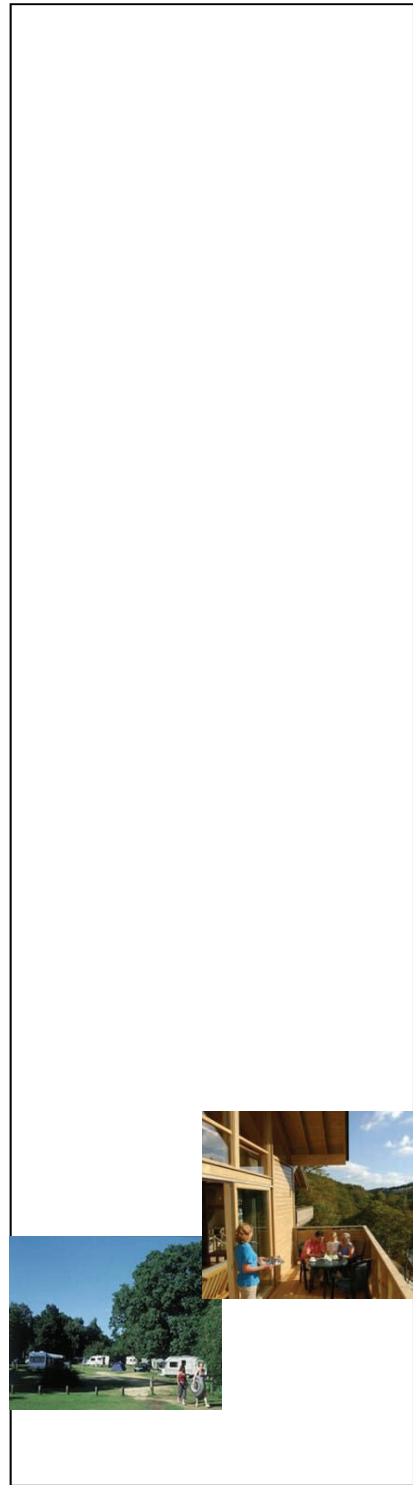
PUK were invited by the FC to develop an outline business plan and help implement the PPP.

PUK worked as co-sponsors of the commercialisation project alongside FC, launching a competitive process to find a joint venture partner who would provide capital investment, complement the FC's core skills and thereby realise the potential of the FH business.

OUTPUT

The Camping and Caravanning Club ("CCC") were chosen as the partner for FC and entered a joint venture to take forward the FH business in May 2006.

CCC share FC's vision, and its financial and non-financial aspirations for the FH business. The vision will see substantial capital investment in sites across Great Britain in the coming years, generating increased returns for FC as well as increasing significantly the estimated number of visitors staying in the forests and woodlands.



For more information on how PUK can help you contact :

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