

# New Entrants to Farming

# Agri-Tourism -

# Glamping



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Glamping pods, Wigwams, and Yurts, may be a suitable diversification option for farmers, landowners and/or rural businesses. Glamping has become a popular attraction for UK holidaymakers and overseas tourists seeking the luxuries of hotel accommodation alongside the freedom and adventure of camping. Glamping can add value to your business, provide an additional income stream, and contribute to the local economy.

Glamping is a tourism experience where individuals, couples, or groups seek to immerse themselves in the natural environment by going back



to basics and re-connecting with nature from a luxurious base. A glamping pod, wigwam, or yurt is a free-standing and self-contained structure located in an area of spectacular natural beauty with all of the standard creature comforts found in a hotel or bed and breakfast.



In recent years, glamping has proved to be a very popular short-stay holiday escape for couples and/or small groups who want to escape the busy city lifestyle and enjoy the tranquil surroundings of the countryside.

## Setting up a Glampsite

There are a number of factors you should consider before setting up a glamping site.

### Planning Permission

Planning permission from the local authority is required before setting up a Glampsite. Even though the structures can be classed as temporary, meaning they could, in theory, be dismantled at any point, it is still advised to obtain planning permission before starting work. Planning consent is also required for a change of use from agricultural land or woodland to a glamping business. For sites with 4 pods or more, a Caravan Site Licence would be required from your local authority.

Local authorities and planning policies are generally supportive of rural tourism development which will have a positive impact on the local economy.

### Site Selection

Before setting up a glamping business it is important to assess the site in which you intend to locate pods, wigwams or yurts. The site should be easily accessible by vehicle with suitable disabled access, well maintained, and free from environmental hazards such as flooding, tree damage and loose rock. A site licence will be required which is granted by the local authority covering; site boundaries, fire regulations, water supply, drainage and sanitation.



The European Agricultural Fund  
for Rural Development  
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Scottish Government  
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Considerations should also be given to the location of glampsites within existing farming businesses. Choose a site which will have minimal impact on arable and/or livestock production. Hazard Analysis and Critical Control Point and Risk Assessments should be carried out before site selection to assess the potential risk to human health associated with arable production e.g. chemicals, spraying etc. and the potential for members of the public to come into contact with livestock. Pods, wigwams or yurts should be strategically positioned at a suitable distance from each other to give customers as much privacy as possible.

Location is key to the success of your glamping business. Glamping pods, Wigwams and Yurts should ideally be located in a peaceful setting with stunning views, spectacular natural beauty and idyllic countryside. A glamping site in close proximity to a town or village with shops, bars, restaurants and leisure facilities is also advantageous.

### Landscape Impact

Landscape impact is the impact that the proposed development has on the landscape in terms of its overall character and appearance. There may be some conflict here as the best Glamping sites often have fantastic views and can be seen from public vantage points such as roads, public walkways and rights of way. However, with careful planning and site selection it is possible to be attractive to guests, the public, and have minimal impact on the natural landscape.



### Costs

Glamping pods, wigwams and yurts come in various shapes, sizes, specifications and interior furnishings. Basic glamping pods start at around £3,000-8,000 each with more advanced models fully kitted out with en-suite and underfloor heating ranging from £10,000-20,000 each. Basic wigwams start around £7,000 with larger more advanced models ranging from £14,000-20,000. Yurts also vary in size, shape and cost. Small 10ft yurts start around £4,000-6,000 with larger models 25ft – 40ft ranging from £15,000-40,000. Delivery charges may also apply with certain manufacturers.

It is estimated that the maintenance of pods, wigwams and yurts will cost around 5-10% of the capital value per annum.

### Groundworks

Many glamping pods can be purchased and delivered fully built and simply lifted off a transporter and placed onto your chosen site. Before pods are installed you must do some initial groundwork. The footprint of the pod must be flat, free from debris with a concrete or hard core base. It is advised to liaise with your glamping pod supplier as groundwork preparation can vary. A source of electricity supply must be available to the pods and suitable drainage, water supply and sewage works must be provided. For larger glampsites, it is recommended to install a separate septic tank for sewage waste.

### Business Planning and Marketing

In order for your Glamping venture to be successful, it is important to carry out market research.

- Identify your target market
  - *Who are they?*
  - *Where are they located?*
  - *What are their demographics?*
- Carry out competitor analysis
  - *Who are your competitors?*
  - *Where are they located?*
  - *What services are they offering?*
  - *What are their prices?*
- Identify market trends
  - *What do your customers want?*
  - *Do you have a nice product or service offering?*
  - *Can you develop a Unique Selling Point?*

- Pricing
  - *What are your costs going to be?*
  - *What are your competitors' prices?*
  - *What can your target market afford?*
  - *Can you adopt premiumisation to increase your profit margin?*

## Website Development

The majority of existing glamping businesses promote their services online. This can be done by developing your own website or marketing through a third party webpage. It is advantageous to use an online booking system in order to managing bookings, payment etc. efficiently. This can be achieved on your own website and/or Air B&B and Booking.com

## Insurance

Insurance is required when setting up a glamping business.

- **Property and Buildings Insurance** is required for pods, wigwams and yurts. Property and Buildings insurance for a glamping business can be added to an existing farming or rural business policy.
- **Contents Insurance** is required to insure internal materials contained within the glamping pod, wigwam or yurt. This includes moveable materials such as beds, bedding, carpets, kitchen utensils etc.
- **Public Liability Insurance** is required to protect you if a member of the public suffers personal injury or if any of their property is damaged as a result of your business activities.
- **Employers Liability Cover** would be required if you employ people full-time or part-time to manage, administrate or assist with the business enterprise. This also covers cleaning and maintenance staff.
- **Risk Management – A Health and Safety and Fire Plan** is required before setting up a glamping business. Risk Assessments should be carried out before, during and after a glampsite is developed.
- **Business Interruption Cover** is insurance that covers the loss of income that a business suffers after a disaster e.g. fire, wind, flooding, or natural disaster. Although Business Interruption Cover is not essential, it is advantageous to cover any financial loss incurred due to a natural disaster.



## Sources of Information

Visit Scotland - <https://www.visitscotland.com/accommodation/caravan-camping/glamping/>

NFU Mutual - <https://www.nfumutual.co.uk/news-and-stories/glamping-safety/>

Inspired Camping - <https://www.inspiredcamping.com/starting-a-glamping-business/>

The Rural Planning Practice - <http://therpp.co.uk/setting-glamping-business/>

Farmers Weekly Setting up a Glamping Business - <https://www.fwi.co.uk/business/diversification/10-tips-starting-glamping-business-farm>

