

*The*  
**Glampitect**  
*Academy*



*Calum Macleod*  
*Glampitect Director*  
*Award Winning Glamping Site Owner*

# Who Am I?

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*Calum Macleod*  
*Director*

*Director of North Coast 500 Pods, Glampitect, Glampitect Global and Glamcompare*

*Won awards for owning best glamping site in Scotland*

*Worked on over 400 glamping projects worldwide*

*Own 2 glamping sites – 3 more in various stages of design*

# Who Are North Coast 500 Pods?



*Let's Take The Walkround*

*Opened in Summer 2019*

*On Mum & Dad's land*

*Second site on rent to buy – now own land*

# Who Are Glampitect?

Glamping design setup consultancy

- *Idea born at the glamping show*

Help people set up glamping sites

- *Site Feasibility*
- *Pre & Full Planning Applications*
- *Websites & Marketing*



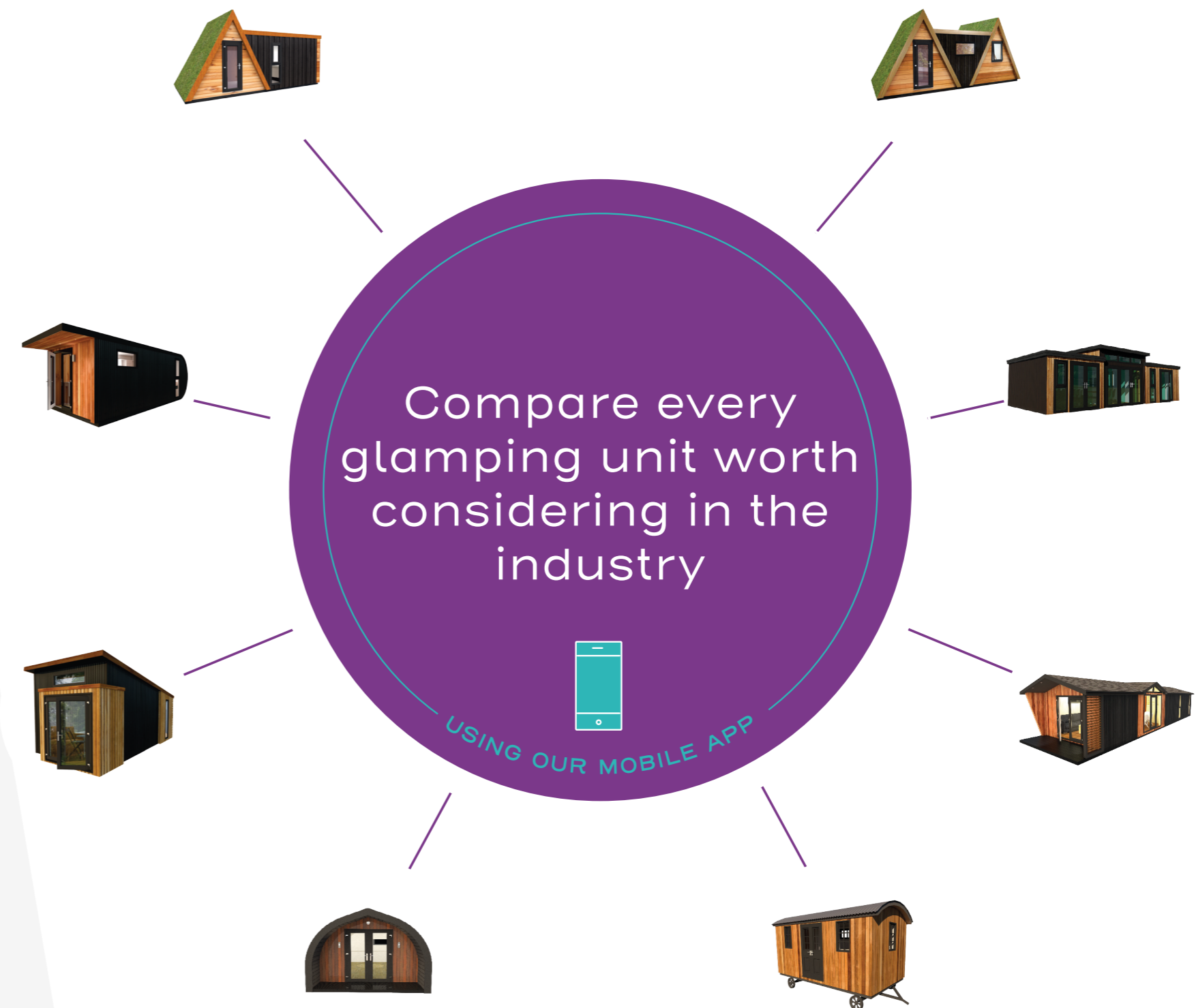
# Who Are GlamCompare?



*Comparing every glamping manufacturer worth knowing*

*Saves you spending time working out who suits from different websites*

*Project management software, all for free*



# *What Stage are your Glamping plans?*

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- New and considering
- Began researching
- Recently started your process
- Progressed with your plans

# Glampitect Feasibility Study

*Planning Probability*

*Construction Challenges*

*Demand & Competitor Analysis*

*Return on Investment*

*Manufacturer and Supplier  
Recommendations*



# Land

## Do

- ✓ Check if any forestry on your site is classified as ancient woodland.
- ✓ Do be mindful of what is existing on the land; eg. Ecology, trees etc.
- ✓ Think about access for pod/hut delivery.



# Land

## Don't

- ✘ Don't jump into a full planning application without some sort of pre check, whether it's a feasibility study or pre-planning to gauge the risk of proceeding.
- ✘ Don't jump into buying land without doing a feasibility study first, £497 could save you £100k's in wasted purchase.
- ✘ Don't carry out any work on the site during the planning process as this can give potential objectors fuel, and can actually work against you.
- ✘ Don't assume the most scenic plot of land is the most suitable. There may be planning laws that restrict development on that plot.

# Feasibility

## Do

- ✓ Do thoroughly consider the policy and designations affecting your site as well as access provision, flood risk or public rights of way etc.
- ✓ Do consider USPs that you could offer which are not currently available at competitor sites in your area.
- ✓ Research other sites in the local area to see how much they're charging and how you can separate yourself from them.
- ✓ Research costs & ROI.

# Feasibility

## Don't

- × Don't assume that a nearby refusal means the same result will happen in your case. Every site is different and every proposal must be considered on its own merits.
- × Don't propose a permanent structure for guests to stay in (such as houses or "architect designed structures"). That one structure could be the reason an application gets refused.
- × Don't ignore the results, but look for explanations to why they have occurred.

# Design

## Do

- ✓ Do make sure your application is robust and thorough, giving the council as much as possible that lines up with policy is crucial, a rushed job will lower your chances of approval.
- ✓ Research current sites within your council, some are very strict on scale and unit types.
- ✓ Do try to incorporate sustainable elements to the proposal, eg renewable energy, e.v charging and bike storage.
- ✓ Do your research, find manufacturers you like/sustainability choices/have an idea of what you want from your site.
- ✓ Design a site that will be cost effective, but will provide a memorable guest experience.

# Design

## Don't

- × Don't put too much belief into Pre-App's at the moment. Some councils are doing them well but generally they are weak responses if you ever get one.
- × Don't overcrowd your site, less is always better.
- × Don't pressure the council into making a decision, some have high workloads which may cause delays.
- × Don't not think about budget, be aware of what you are able to complete when you submit, be realistic.

# Sales

## Do

- ✓ Do utilise the knowledge and experience of Glampitect's client relations team for help and advice, they have worked on 100's of glamping projects.
- ✓ What packages could work for your site, local produce / guest experience activities – food and drink offering.
- ✓ Do you include hot tubs/fire pits/sauns - will this attract sales?
- ✓ Who is your target audience.
- ✓ Booking Frequency – minimum stays & off and on peak calendar / prices.

# Sales

## Don't

- × Don't rush things and create a plan.
- × Don't think you will just achieve a high nightly rate without adding value.
- × Don't think winter will be as busy as summer.

# Marketing

## Do

- ✓ Do invest time and money into marketing, it is what separates you from the 'competition'.
- ✓ Make sure to emphasise any unique or special characteristics of your site in your marketing to set you apart from the competition.
- ✓ Ensure marketing is based around value and unique guest experience.
- ✓ Understand where are you being seen and by who.
- ✓ Know your ideal customer – what they want, like and expect.



# Marketing

## Don't

- × Don't have an ugly website. Main point from this is gaining trust early on.
- × Don't rely on one form of marketing.

# Build

## Do

- ✓ Make sure you ask Glampitect's client relations team for manufacturer recommendations, this will connect you directly to trusted suppliers who can deliver, there are a lot of cowboys out there.
- ✓ Research your build partners – do they have relevant experience – can you see examples or visit their workshop?

# Build

## Don't

- × Don't go cheap on a manufacturer. Go for Quality.
- × The real sweet spot for units is £25-35k, don't think by spending double that you are guaranteed to get double the nightly rate.
- × Don't expect to be open super quickly or in a matter of a couple months from your initial idea – the planning process can take several months and manufacturer lead times/build the same.
- × Don't underestimate the amount of work required if self-building units or completing your own groundworks. Chances are, it's a lot more complicated than it seems!
- × Don't just get one quote.

# Other

## Do

- ✓ Do be prepared for a lot of hurdles along the way, there's a lot to overcome but it's worth it.
- ✓ Find a USP that makes you stand out from the crowd, be creative.
- ✓ Create an operational structure.

# Other

## Don't

- ✘ Skimp on the little extras – complimentary toiletries, a welcome card or some fresh flowers in a vase can really make a difference to the guest experience and can be what ensures visitors keep coming back, while being very cost-effective to provide.
- ✘ Don't base decisions on other glamping sites in the local area. Make sure it is a thoroughly considered idea before jumping into the application process.



## Questions