

**PLANNING STATEMENT IN SUPPORT
OF THE SUBMISSION OF A FULL
PLANNING APPLICATION**

FOR

**USE OF SITE FOR TOURIST
ACCOMODATION INCLUDING THE
ERECTION OF A LOG CABIN**

AT

**ABBOTTS FARM
DENHAM
IP29 5EW**



- 1.0 Introduction
- 2.0 BACKGROUND INFORMATION
- 3.0 NATIONAL PLANNING POLICY
- 4.0 LOCAL PLANNING POLICY
- 5.0 CONSIDERATIONS
- 6.0 CONCLUSION

APPENDICIES

APPENDIX 1 – WHAT IS GLAMPING

APPENDIX 2 – PRELIMINARY ECOLOGICAL APPRAISAL (SEPARATE DOCUMENT)

APPENDIX 3 – ARBORICULTURAL REPORT (SEPARATE DOCUMENT)



1.0 INTRODUCTION

- 1.1 The application site is positioned off Barrow Road via an existing access. The site is also accessible via the applicants other adjoining land, which is not sectioned off from the application site. For the use proposed, all clientele will access the site directly from Barrow Road. It is located in the countryside and outside of any Development Boundary.
- 1.2 The site comprises of heavily treed land which is surrounded by agricultural land and a paddock. None of the trees on the site are protected or individually of any importance. Currently the land has no specific use and cannot be farmed because of the significant tree cover. The nearest house is 125 metres from the nearest proposed building. There is also significant tree screening in between the two buildings.
- 1.3 This submission seeks full planning permission to erect a log cabin for holiday 'glamping type' use and for use in association with the adjacent barn at Abbotts Farm which is utilised as a wedding venue during the summer months. The site will be for short holiday/weekend breaks, promoting rural tourism, economic growth in the rural area, the diversification of an agricultural business and will assist the retention of local shops and services by bringing in new people to the area.
- 1.4 The log cabin will measure 7 x 8 metres with a height to the ridge of 3.1 metres. It is of timber construction with a shallow pitched roof in order to keep any impacts down to a minimum.

2.0 BACKGROUND INFORMATION

- 2.1 The land is currently not used for agricultural purposes, it is woodland surrounded by agricultural land with an adjoining paddock. The applicants have explored the possibilities of utilising the land, which has not been used for any purposes since it has been in their ownership. The majority of trees on the site are young, many planted by the applicants. The planting provides a very pleasant area, which the applicants would like to utilise and allow for others to benefit from its tranquil setting. In addition to renting the site to those wishing to get away from their hectic lifestyle and spend a couple of nights in a quiet rural location away from the general hustle and bustle of every day life.



- 2.2 Market research has been carried out by the applicants, as well as their being clear demand from those that use the listed barn at Abbots Farm for a wedding venue, they also believe that a business case can be made from demand of other similar style buildings in the countryside in the district.
- 2.3 Currently the farm consists of limited farmland, and buildings which are no longer in use for agricultural purposes. The farm is looking at ways to diversify in order to bring in further income. The proposed use of this small piece of land for tourist accommodation for glamping would make use of the land and assist in the financial upkeep of the farm.
- 2.4 No previous planning applications have been submitted historically which are relevant to this application proposal.

3.0 NATIONAL PLANNING POLICY

- 3.1 The National Planning Policy Framework (NPPF) is a material consideration in determining planning applications and is now supplemented by the Planning Practice Guidance (PPG), which was published on 6th March 2014.
- 3.2 The NPPF explains that there are three dimensions to sustainable development: economic, social and environmental. The NPPF states that 'Achieving sustainable development means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives).
- 3.3 Paragraph 11 of the NPPF states that "Plans and decisions should apply a presumption in favour of sustainable development. This paragraph goes on to advise that for decision-taking this means:
- c) approving development proposals that accord with an up-to-date development plan without delay; or



d) where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:

- i. the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed⁶; or
- ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.

3.4 Paragraph 83 of the NPPF is concerned with supporting a prosperous rural economy. It states that;

Planning policies should enable:

a) the sustainable growth and expansion of all types of business in rural areas, both through conversion of existing buildings and well-designed new buildings;

b) the development and diversification of agricultural and other land-based rural businesses;

c) sustainable rural tourism and leisure developments which respect the character of the countryside; and

d) the retention and development of accessible local services and community facilities, such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship.

3.5 Additionally, paragraph 84 of the NPPF advises that; Planning policies and decisions should recognise that sites to meet local business and community needs in rural areas may have to be found adjacent to or beyond existing settlements, and in locations that are not well served by public transport. In these circumstances it will be important to ensure that development is sensitive to its surroundings, does not have an unacceptable impact on local roads and exploits any opportunities to make a location more sustainable (for example by improving the scope for access on foot, by cycling or by public transport). The use of previously developed land, and sites that are physically well-related to existing settlements, should be encouraged where suitable opportunities exist.

4.0 LOCAL PLANNING POLICY



4.1 The St Edmundsbury Local Plan sets the long term planning and land use policies within the Borough. The Local Plan includes documents previously referred to as the Local Development Framework (LDF). The Local Plan is made up of the of the following:

- Core Strategy: this was adopted on 14 December 2010, it sets out the vision, objectives, spatial strategy and overarching policies for the provision of new development in the Borough up to 2031
- Vision 2031: consists of three Local Plans, Bury St Edmunds Vision 2031, Haverhill Vision 2031 and Rural Vision 2031, these were adopted on 23 September 2014 and identify where growth will be allowed and what local everyday services people will need to enjoy a good quality of life.
- Joint Development Management Policies Document: this was adopted on 27 February 2015 by Forest Heath District Council and on 24 February 2015 by St Edmundsbury Borough Council. It contains policies that form an important tool for the day to day determination of planning applications in both St Edmundsbury Borough and Forest Heath District.
- St Edmundsbury Policies map: showing the areas where the policies of the adopted Core Strategy, Vision 2031 and joint development management policies local plan documents will apply. For example, it shows sites allocated for housing development, employment or open space and any conservation area boundaries. The map will be revised each time a new local plan document is adopted. You can also view the policies map on the West Suffolk interactive map 'find my nearest'

4.2 West Suffolk have already commenced a review of the local plan which will set out the long term planning and land use policies for the area.



4.3 DM34 of the Local Plan is concerned with Tourism Development, this policy states;

Planning applications for new tourism facilities, including overnight visitor accommodation (hotels, bed & breakfast, self catering, holiday lodges, static and touring caravans and tenting fields), or improvements and extension to existing facilities, will be permitted provided that:

a. the proposals are connected to and associated with existing facilities or located at a site that relates well to the main urban areas and defined settlements in the area and can be made readily accessible to adequate public transport, cycling and walking links for the benefit of non-car users;

b. it would not adversely affect the character, appearance or amenities of the area and the design is of a standard acceptable to the Local Planning Authority;

c. vehicle access and on-site vehicle parking would be provided to an appropriate standard.

The larger urban areas (Market Towns and Key Service Centres), will be the focus for larger scale tourism activities and overnight accommodation in accordance with the requirement to concentrate development at the most sustainable locations. In rural areas any tourism activity/proposal must, in addition to criteria a., b., and c. above, seek to support the existing local community services and facilities, and:

d. have no significant adverse impact on nature conservation, biodiversity or geodiversity interests, or upon the character or appearance of the landscape and countryside;

e. be of an appropriate scale for their context and/or comprise the conversion of suitable existing rural buildings or limited extension to existing visitor accommodation.

The occupation of any new tourist accommodation will be restricted via condition or legal agreement to ensure a tourist use solely and not permanent residential occupation.

4.4 Policies within the Local Plan go on to support more specifically farm diversification and recreational facilities in the rural area. The policies have been replicated below.



4.5 Policy DM31: Farm Diversification

Proposals for farm diversification will be permitted providing they meet the following criteria:

- a. the proposal is a subsidiary component of the farm enterprise and contributes to the continuing viability of the farm as a whole, retaining existing or providing new employment opportunities and services for the local community;*
- b. the scale and nature of the proposal must be appropriate within its rural location and where it is likely to create significant vehicular movements to and from the site it should be well located in relation to sustainable settlements;*
- c. the proposal should re-use or adapt any existing farm buildings which are suitable and where appropriate include the removal of any redundant buildings which are derelict or offer no opportunity for beneficial use;*
- d. if a new building can be justified it should be sited in or adjacent to an existing group of buildings, be compatible in scale, design, siting and materials, must relate satisfactorily to the surrounding landscape and character, and must avoid where possible the loss of the best and most versatile agricultural land;*
- e. there would be no significant detriment to the amenity of nearby residents, the surrounding landscape, biodiversity or geodiversity, and no unacceptable effect on water quality or flooding on any watercourse in the vicinity of the site;*
- f. the proposal should have regard to the local road network and the associated traffic movement should not compromise highway safety or the free flow of traffic; and g. where a retail use is proposed it must be directly related to the farm unit.*

Proposals for retail development in the countryside, not related to a farm enterprise, will not be permitted and should be directed to more sustainable settlements identified within the Core Strategies and other adopted Local Plans.



4.6 The Council have adopted a Vision Statement for Bury St Edmunds 2031, although there are no specific policies on tourism facilities, various references are made to supporting such proposals. The document states on page 15 that *'Bury St Edmunds has a rich cultural life. It is an attractive medieval and cathedral town and is increasingly a tourist destination. The most popular attraction in the town is the award-winning Abbotts Gardens, and there is also a country park on the town's outskirts, Nowton Park, as well as many sports grounds. The Apex, an award-winning and highly-acclaimed entertainment and conference venue, recently opened in the town centre and offers a programme of events and entertainment. The town also has its own festival every spring and an increasingly popular Christmas Fayre, both of which attract significant numbers of visitors. The town's Guildhall is widely believed to be the oldest complete civic building in England. The 18th century Athenaeum is also still used as a public hall. There is a wide heritage offer, including Moyses Hall Museum which tells the story of Bury St Edmunds. The leisure centre has recently been refurbished and an athletics arena lies besides it that provides a high class facility for regional and national competition. The town's central location in the region means that it is well positioned to host regionally significant cultural destinations, sporting facilities and events.'*

5.0 CONSIDERATIONS

5.1 The application proposes one new log cabin building for use as 'glamping' accommodation. The new building will be aimed at the high end camping market which has become popular in recent years. Glamping, an abbreviation of 'glamorous camping' involves all the luxuries of home but with the opportunity to escape a busy life to recharge amongst nature.

5.2 The principle of outdoor recreation within the Green Belt is appropriate and in accordance with both Local Plan policies and the NPPF. Both aim to promote the expansion of the tourism industry through the development of appropriate visitor attractions and facilities and tourist accommodation. Furthermore the diversification of agricultural land is also heavily supported by both local and national policy.



- 5.3 The impact of the physical development in this instance will be negligible. The proposals are for one single log cabin which will by its very nature, be small in size and scale. The cabin is small in size and carefully positioned between trees to reduce any visual appearance. The site is well screened and secluded which helps to mitigate landscape impacts as well as provide for an appropriate location for the intended use.
- 5.4 The log cabin will be sufficient to house a double bed, table and chairs and provide a modest living space all heated when necessary by a wood burner. The height is kept to a minimum although the cabin will sit amongst the trees, this in turn reduces any visual impact. The cabin will be environmentally friendly, in terms of both its heating and the materials used. The appearance will be negligible and the overall height, at 3.1 metres, is not considered excessive or inappropriate particularly when the overall dimensions and hidden location are borne in mind. The building will be painted timber to remain in keeping with their woodland surroundings. No other buildings are sought as part of this application. If the tourism business were to cease then the log cabin could be removed and the land could be put back to its original condition.
- 5.5 A small 'car park' area is proposed as part of the development, this is located just off the existing access track. This will allow for the parking of one vehicle. The area will be approximately 6 x 2.7 metres and will be made up from crushed concrete. It is proposed to add further planting to the perimeter of the parking bay in order to minimise any impacts.
- 5.6 In terms of the sustainability of the buildings location, as previously mentioned, it sits near Abbots Farm, where a wedding venue is located. This currently venue currently has no overnight accommodation, and therefore this new log cabin would be particularly useful, saving one couple (or family) from travelling to a nearby hotel in the evening.



- 5.7 Surrounding the site is the Denham Estate, this covers 365ha consisting of arable and grassland enterprises. Many of the arable fields are buffered by grass margins and bordered by some excellent hedges. The arable operations include cereals, sugar beet and oilseed rape. The grassland is managed for a deer farming enterprise and rare breed cattle and sheep. The site includes some extensively managed organic orchards. This can be accessed by foot from the site.
- 5.8 The occupants will also be offering all occupiers the chance to use bicycles when staying at the log cabin. This will enable them to see more local sites within a 10 mile radius of the site, including nearby towns and villages. This will create additional footfall into local shops, pubs and restaurants, that would not occur without this facility.
- 5.9 If occupiers were looking to travel to the site by other means other than car, the applicants would also provide a pick up service from Bury and Kennett train stations. Overall means of transport other than car will be available to the occupiers of the log cabin, if they were minded to chose these.
- 5.10 The proposed use of the site for tourist accommodation will see enhancements to the existing internal footpath network which lead to the public footpaths which surround the site. The applicants have encouraged biodiversity of the site prior to this application with additional planting and pond clearing. As the land is not agricultural, the trees, grassland and dense hedgerows have been allowed to grow. Although Google Earth images show that the existing tree's have only been in situ for approximately 20 years. The land is in private ownership and no public footpath run through the land, meaning to some degree it is wasted with only the applicants and their family/friends having the benefit of enjoying the site. This proposal will allow for the site to be enjoyed by a wider variety of people.



- 5.11 In accordance with paragraph 28 of the NPPF the proposals will support economic growth in the rural area, in a sustainable manner. The use of the site as tourist accommodation will support the growth and expansion of this new business as well as promoting the development and diversification of the agricultural business. It promotes rural tourism and respects the character of the countryside, with the new building carefully positioned on the site.
- 5.12 The primary issue with rural tourism is often the effect upon the surrounding neighbouring amenity. In this instance the nearest residential dwelling is over 130 metres from the new building. It is therefore not considered that the use of this site for a very small scale tourist accommodation use would have any impact upon neighbouring amenity. No open fires will be permitted within the woods for safety reasons, again the applicants would be in agreement for a condition to be added to secure this (although BBQ's will be allowable in the amenity area and wood burners will heat the huts). Views of the buildings would not be possible from any surrounding residential dwelling. The glamping business attracts people who wish to escape the hustle and bustle of the city rather than the stag and hen market, therefore no excessive noise or antisocial behaviour will be created from this small scale proposal. This site will be high end, primarily due to its attractive woodland setting, just outside of London, and will appeal to those wishing to spend time outdoors. Furthermore, the building is only likely to be rented out for around 9 months of the year, further reducing impacts.
- 5.13 The applicant has a vested interest in ensuring a peaceful environment as their property is also near to the proposals. Site rules will be drawn up and users of the site will be made aware of these, any occupiers not complying with the rules will be asked to leave. The likely user of these facilities – typically married couples and adults between 35 – 54, seek a tranquil environment in which to observe and explore their surrounding natural environment. Further information on 'what is glamping' can be found at appendix 1.



- 5.14 There is a clear need for a tourist facility in this area, this has been established from the applicant's research which has resulted in this application. The demand indicates that there is a clear need which has resulted in this planning application. The applicants will run the business alongside the agricultural enterprise which will assist profits for the farm.
- 5.15 Given that the proposals will be amongst trees, a tree survey has been submitted with the application. The proposals will not have any detrimental impacts upon these trees, primarily due to the small scale of the proposals. Instead the proposals will utilise the trees to both screen the development and enhance the overall enjoyment of the site.
- 5.16 No trees or trees with bat roosting potential would be lost to a proposal and no trees with potentially suitable roosting features were identified on site. It is possible that bats may forage/commute in the wider landscape. Given the small scale of the project (log cabin) and retention of all trees/woodlands, it is reasonable to conclude that bat behaviours would be unaffected by the proposal. It is not considered reasonably likely that great crested newt or reptile species would be adversely affected by the development proposals. No active or inactive badger setts were found, with no evidence of badger activity identified. No surveys have been advised. No further surveys are deemed to be necessary and mitigation measures are outlined in the Preliminary Ecological Appraisal.
- 5.17 The overarching aim of the proposed glamping business to attract clients wanting to enjoy nature – to this end, there are considerable enhancement opportunities/ecological gains to be explored. Such measures are prescribed in the PEA report and will contribute to Government aims under paragraph 109 of the National Planning Policy Framework; requiring all development to enhance biodiversity where possible.



6.0 CONCLUSION

- 6.1 In conclusion, the development proposed does not alter the general appearance of the countryside and promotes a sustainable rural tourism development, supported by both national and local policies.
- 6.2 The location is appropriate for the use proposed, away from neighbouring amenity and surrounded by trees to allow for appropriate screening. No harm will be caused to the trees at the site and none of the trees are protected species.
- 6.3 The extent of development is limited and all work could be put back to its original condition if the business were to cease. The car park area would be limited to a small area of crushed concrete and the building proposed is small in size and scale, overall there will be no detrimental impacts upon the countryside setting.
- 6.4 The development will provide for a sustainable development, in terms of paragraph 7 and 28 of the NPPF. It will provide benefits in terms of the economic, social and environmental roles, and given the identified need, should be permitted in accordance with paragraph 14 of the NPPF.
- 6.5 Accordingly, in light of all of the above material considerations to hand, in accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004, the council are hereby respectfully requested to grant this application.



What Is Glamping ?

Glamping, glam camping, luxurious, luxe camping, and luxury boutique camping, can all be defined in one unique way. So if you're asking "what is glamping", it's all about camping, but it's also all about smoothing the edges of roughing it. The official definition is:

Glamping (noun) an abbreviation of 'glamorous camping'; glamping involves all the luxuries of home. 'Glampers' stay in yurts, tipis or luxury caravans, instead of basic tents.
Macmillan Dictionary

It isn't just about getting away for a time to be closer to nature and under the stars. It is also about visiting hospitality venues that are equipped to give their guests a unique, and sometimes quirky, outdoor experience. For the camper it must be inspiring, homely and authentic. It is nothing like a traditional camping experience, as it is luxurious and completely effortless. A 5 star experience under canvas, which focuses on the environment, respecting nature and keeping it high quality and as local and artisan as possible.

Glamping is definitely not camping. Instead it redefines the whole concept and gives guests an experience they want to talk about, share and revisit.

People are attracted by the magical wow factor associated with glamping, and the opportunity to escape a busy life to recharge amongst nature in an unforgettable way. They will pay extra to glamp because they are getting extra; similar to a luxury hotel stay but with the added bonus of the great outdoors.
Kate Paulwell, Unique Sleeps

We've seen many camping trends come and go over the years but none have been so determined to stick around than 'glamping'.

Many people try camping once or twice but are put off by the lack of facilities, creepy crawlies and leaky tents, so they return home disappointed and devoid of motivation to ever return again. But this does not remove the inherent desire that most people have to stay in our great outdoors, soaking up the atmosphere and absorbing the fresh air.

As humans we would not have spread across the globe if we hadn't been compelled to travel from place to place. As a result, we have had to become travellers, adventurers and campers to survive. Similar to how a salmon swims up stream to reach its spawning grounds, we feel an equally powerful desire to get on the road and begin more outdoor adventures.

Basically we are all prehistorically hardwired to want to go camping whether we want to or not. Added to this is the fact that travelling abroad or staying in the comfort of a hotel isn't what it used to be. Volcanic ash clouds and terrorist threats interrupt flights, while hotels have become crowded, over heated and tedious, with very little about the experience that doesn't cost the earth... both financially and environmentally... and with the credit crunch still firmly in our minds this is a problem.

Adventure seekers are realising it does not have to be that way, and now there is an alternative. This alternative allows all the outside experiences everyone adores with the added benefit of the type of luxury similar to a hotel, that allows you to feel you have really had a break from the humdrum of life.

The alternative is Glamping, also referred to as boutique camping. It has all the advantages that camping can offer except it comes with the type of equipment we have all come to expect from high quality hotels and expensive holidays. Also, as it can be a luxury staycation it has the benefit of being a low-to-no hassle holiday for the family, with or without children.

The type of thing glampers expect are lighting, real beds, real linen, even bathrooms facilities. By providing these facilities glamping has opened up the camping experience to the mainstream that have been dissatisfied with it until now. It has also opened up the season as glamping sites are now equipped with heat and shelter to keep even the most discerning traveller satisfied throughout the year. This means glamping gives more earning potential to existing and new campsites alike.

Glamping is attracting a completely new customer base to the hospitality and tourist industry, and with the associated extension of the glamping season, in comparison to some types of camping, this brings more earning potential to existing and new campsites.

As a result glamping is really catching on across the world, for both campsites that have never offered it before, to new campsites opening up. But it's not only the hospitality and tourist industry that are benefitting. Customers are also getting more choice, improved facilities and more of a chance to take part in hassle free lower cost but high quality breaks.



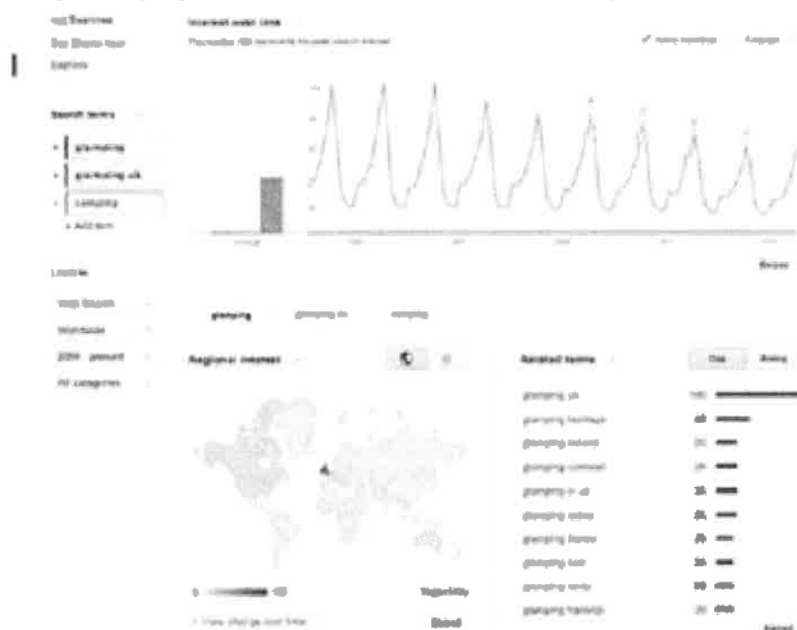
As making our vacations more cost effective is growing in importance following the crash in the economy, especially for families, higher value vacations are being sought out. The advantage of glamping is it increases the camping season because the facilities, such as woodburners, are able to keep spaces heated appropriately, and the whole experience is much more hassle free. This is good for holidaymakers and good for the outdoor industry.

***Glamping absolutely has become the latest thing for people to get in to.
Deborah Meadon, Leisure and Retail Specialist, Dragons Den***

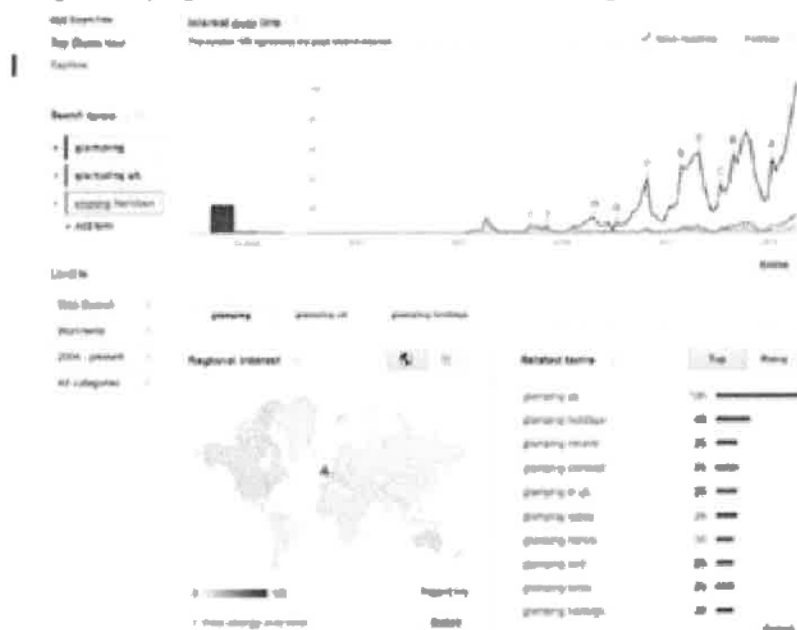
The Growing Glamping Trend

Evidence of the current worldwide glamping markets growth, and factor that indicate this is not going to be slowing down any time soon.

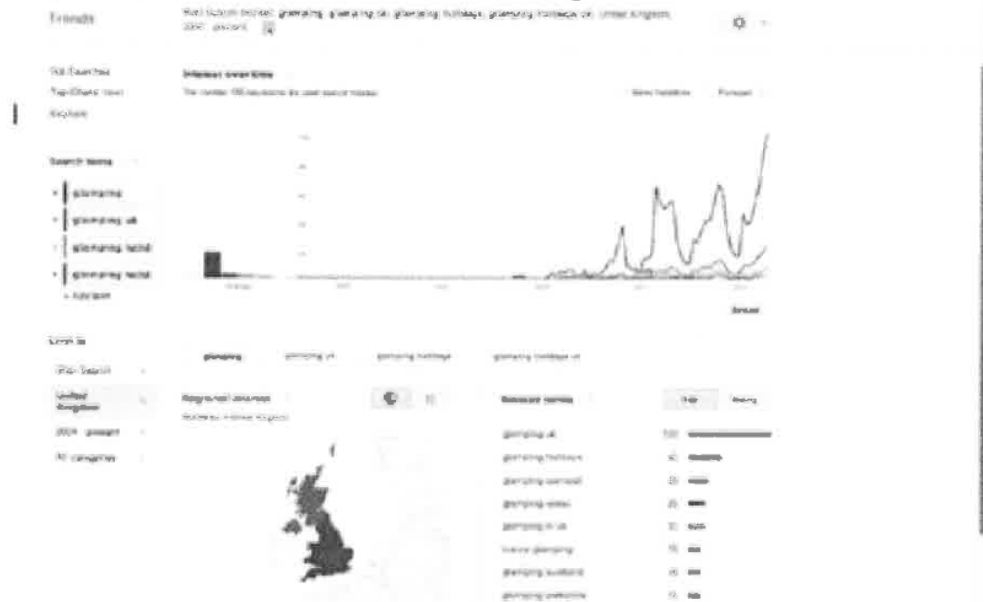
Glamping has received worldwide interest and the following Google trends statistical graphs give more insights.
Google Camping Search Trends Worldwide – Decreasing



Google Glamping Search Trends Worldwide – Increasing



Google Glamping Search Trends In The UK – Increasing



This statistical evidence shows that while the search term 'camping' is huge, overall it is on a gradual decline. However, glamping is a new trend growing rapidly and is on a strong incremental line. Also, statistical evidence from Industry Councils supports this information. For example, the number of people booking caravan and camping holidays in the UK has risen by almost 15 per cent in the last year. This growth was partially attributed to the rise in popularity of glamping. (Source: National Caravan Council.)

Finally, the social evidence is pointing towards an increasing trend in glamping. Celebrities across the world are now getting involved in this outdoor activity, and history shows that if they are doing it then it is inevitable that mainstream markets will follow. Even Justin Bieber has taken part in the activity, which illustrates the diversity of customer the trend is attracting.

I doubt very much the popularity of glamping will slow down; if anything, demand is rising. I see through my visitor stats to my website and enquiry levels that it is showing no signs of waning. A new market has been created, those who love to be outside but want to do it in style. What makes a glamping business so appealing to a newcomer is the relatively low entry investment (in comparison to a traditional bricks and mortar holiday let.)
Kate Paulwell, Unique Sleeps

Camping overall is still a very popular outdoor activity. Statistics collected in the UK, US and worldwide show the following:

- In 2012, spend by GB residents during domestic camping and caravan trips was up 5% compared to 2010 and bed nights were 2% up (source: Great Britain Tourism Service GBTS)
- In 2012, UK residents took 15.9m camping and caravanning trips, spending £2.5bn during their trips. By contrast, they made 9.8m visits to Spain and 6.2m to France (source: GBTS)
- In the UK tourism is Britain's 5th largest industry, 3rd largest export earner and worth c£115 billion a year. It employs c2.6 million people and supports over 200,000 small and medium sized enterprises. Overseas visitors contribute £3 billion to the Treasury every year. (Source: Visit Britain)
- Of the 15.9m trips, 48% were spent in static caravans, 26% camping and 26% in touring caravans or motorhomes
- In 2012, UK residents spent some 71 million bed nights in caravans, tents and motorhomes. The accommodation category is second only to hotels and larger than the combined B&B, guest house and built self-catering sectors, by domestic trips/bed nights (Source: GBTS)
- In 2012, average trip length was 4.5 nights and average spend per trip £159 per person for domestic camping and caravanning breaks (source: Visit Britain)
- From April 2009, the number of tourists going on camping and caravanning trips, rose by 27% between 2008 and 2009 (UK Visit Britain)
- In the UK and USA the buzzword is 'staycations'. In the UK alone Visit England reported an 11% increase in this type of trip in Great Britain in 2011.

- The Camping and Caravan Club has reported an annual average increase in occupancy of 8% since 2008.
- A survey in 2010 indicated that camping and caravanning accounted for 71 million nights in England; which is a growth of 5 million nights since 2008, and 18% of the accommodation market share (The National UKTS).
- Retailer Halfords (UK) reported record sales of camping equipment in June 2009, which attributed to British holidaymakers trying to save cash on their next break.
- One in three people has taken a camping or caravanning holiday in the last three years. This has increased from one in five in 2009 (source: Mintel 2011)
- At least 17% of holiday parks and campsites are open all the year round (source: Pitchup.com)
- The American Camper Report shows that camping participation is growing. In 2011, 42.5 million Americans — or 14.9 percent of the US population over age six — went camping. This participation rate is up from 39.9 million, or 14.1 percent of the population, in 2010. Whether roughing it in a tent or enjoying a luxury cabin, campers spent an impressive 534.9 million days camping, an average of 12.6 days per person. (Source: US Outdoor Foundation)
- Most reports from private and public campsites support that camping is on the rise across the United States. (Source: US Outdoor Foundation)
- A representative from America's State Parks attributes the increased camper numbers at his campsites to a number of factors, but especially to the weather, gas prices and overall state of the economy. In addition to these influencers, the very idea of camping is expanding to appeal to various tastes as more options are being provided. (Source: US Outdoor Foundation)

INSPIRED CAMPING

Get Your Glamping And Luxury Camping Lifestyle Business Started Today

4 people travelling from London Gatwick to Corfu Island Greece on a return trip will generate 2.96 metric tons of CO2

4 people travelling from Truro, Cornwall to the Yorkshire Dales National Park in an average petrol car -a roundtrip of 850 miles -generates 0.25 metric tons of CO2

Source: inspiredcamping.com & CarbonFootprint.com

WWW.INSPIREDCOURSES.COM

Other Reasons The Glamping Trend Is Likely To Continue:

- Glamping is a low-impact earth friendly and green activity, which is particularly important to the younger generation who are concerned about their future;
- Glamping helps families spend time together in an environment, which is different from normal, allowing them to experience things they otherwise may not in their everyday life;
- Glamping offers an experience in its own right, as well as a gateway to the countryside and adventure, by allowing customer to stay under canvas, build fires, cook in the open, spend time outside and under the stars and yet still enjoy a luxury vacation with comfortable beds, full bathroom facilities and minimal effort or hassle.
- We are seeing a growing desire for authenticity and genuineness amongst consumers and the business they interact with. This is demonstrated by the growing popularity of local produce markets, farmers markets, organic food, local crafts, Fair Trade, and people generally becoming more earth friendly and considerate of their surroundings. Time with family and friends outdoors amongst nature supports this fundamental desire, as does using and supporting small locally based businesses. Currently these elements make up the foundations of the niche glamping and cool camping industry, which is possibly why it has continued to grow during times of financial difficulty.



Key Glamping Statistics For The UK

This section takes a detailed look at evidence and glamping statistics in the UK. This information can be used to make Business Plans more robust.

Reported figures from the Office for National Statistics show that a total of 5.43 million camping trips were made in 2010, an astonishing increase of 29 per cent on the year before. For the first time, this number overtook bed and breakfasts, which attracted 4.98 million stays.

The 'staycation'

In 2009, camping and caravanning trips by UK residents grew by 20%, ahead of overall domestic holiday growth of 17% (source: UKTS)

Meanwhile, holiday trips abroad by UK residents fell by 15% from 46m in 2008 to 38m in 2009 – the largest annual decline in overseas holidays for more than 25 years (source: National Statistics) – reaching 36m in 2012

According to VisitBritain research, 90% of "staycationers" expect to take at least one England break in 2010 onwards. The declining economy encouraged staycations. This 'forced' change has improved opinions of holidaying at home for many, and left them keen to discover more

Registrations of new touring caravans rose by 14% in the first quarter of 2010 (source: European Caravan Federation)

Is this a permanent shift?

There are signs that a more permanent shift in attitudes is occurring, with almost half the population (and 70% of staycationers) expecting that beyond 2010 they will take more holidays in the UK than they have in the past (source: VisitEngland)

Adverse exchange rate movements:

In May 2010, your pound buys you 21% fewer Euros than in May 2007 (Source: X-rates.com)

In May 2010, it costs 26% more in pounds for a holiday of the same euro value, compared to May 2009 (Source: X-rates.com)

Other trends:

90% of staycationers expect to take at least one England break in 2010 – the 2009 experience has improved opinions of holidaying at home for many, and led them keen to discover more, though this may mean taking shorter breaks rather than a longer holiday.

The continued impact of the recession means that some will have to take domes/c breaks again in 2010 for financial reasons, but there are signs that a more permanent shift in attitudes is starting to happen, with almost half the population (and 70% of staycationers) expecting that beyond 2010 they will take more holidays in the UK than they have in the past.

Camping and caravanning is green, cheaper and takes less time than foreign travel. For a typical journey comparison, a family would save 8.6 hours of travel time, spend 92% less on transport costs, and save 95% of their CO2 emissions – enough to brew 80,472 cups of tea.

Adult-only camping and caravanning is on the rise. Between 2006 and 2010 the number of domestic camping and caravan trips in England taken without children rose from 44% to 50% (source: VisitEngland)

There has been a 50% increase in 'glamping' sites listed on Pitchup.com in 2011

Bookings are being made later for shorter holidays closer to home. In 2012, 44% of bookings on Pitchup.com were for within one week of departure, with an average stay of three nights.

Camping and caravanning is moving upmarket, with the AB category growing from the smallest customer segment to the second largest between 2006 and 2009 (source: UKTS)

Activity holidays increased by 13% between 2004 and 2008 (Source: Mintel)

eFestivals listed just 12 music events in 2000. Pitchup.com now lists 500 events

Greater willingness to book online

According to VisitEngland, 60% of advance bookings for domestic holidays were made online in 2010. The number of domestic online bookings grew by 65% between 2006 and 2010

Online booking is available at only 28% of camping and caravan sites, compared to 79% of hotels and 36% of guesthouses and B&Bs (source: VisitEngland)

In 2010 Center Parcs reported that over 70% of its bookings are made online

Celebrities and quirky camping

At £9,600 for two for a four-night stay, Britain's most expensive campsite is believed to be Camp Kerala in Shepton Mallet, near Glastonbury for their festival. The cost includes interstage festival tickets and Winnebago access, food and concierge (it's £900 extra for an ensuite toilet, and visitors pay extra for drinks, spa treatment...and helicopter transport)



A three-bedroom caravan at Abersoch, North Wales – complete with underfloor heating and a luxury Italian kitchen – was sold for £550,000 to a millionaire couple in December 2010

Richard Hammond of Top Gear fame has published a book – a Short History of Caravans – and has destroyed 56 caravans during his time on the show.

Author Jane Field-Lewis has co-authored the immensely successful books 'my cool caravan', 'my cool campervan' and 'Amazing Spaces', based on the TV series featuring George Clarke, which follows the start-up and development of many glamping businesses.

Images of Kate Moss, Sienna Miller, Jamie Oliver and Jodie Kidd on camping trips have made camping cool again. However, celebrities have also driven a new trend in luxury camping

Designers including Ted Baker and Cath Kidston have created stylish tents ranges. Many campsites now offer tipis, wigwams and yurts (Mongolian-style domed tents)

Elements of The Glamping Market And Likely Customer Profile

This means that Glamping is attracting a completely new customer base to the hospitality and tourist industry, and with the associated extension of the glamping season, in comparison to some types of camping, this brings more earning potential to existing and new campsites.

I intrinsically understand this end of the market. I used to find that people chose to camp or even stay in caravans not just because of money or because of price, but because it's different and it's fun. They've chosen that. You've got that in the glamping (business) model.

Deborah Meadon, Leisure and Retail Specialist from Dragons Den

Customer profile of the emerging glamping market

- It attracts individuals who enjoy luxury, new experiences and being outdoors in comfort;
 - Low-impact, earth friendly and green activity, are important to glampers;
 - They like to spend quality time with their family and friends, in an environment which is very different from their every day life, without the loss of any luxuries;
 - They want an experience in its own right, as well as a gateway to the countryside and adventure.
 - They want to stay under canvas, build fires, cook in the open, spend time outside and under the stars and yet still enjoy a luxury vacation with comfortable beds, full bathroom facilities and minimal effort or hassle.
 - The majority of glamping bookings by Canopy and Stars in the UK are made by city dwellers. Source: Canopy and Stars, UK
 - The majority of Facebook followers are female. Source: Canopy and Stars, UK & InspiredCamping.com, worldwide
 - The majority of Facebook followers for glamping breaks and inspirations are aged 24 – 44 years. Source: Canopy and Stars, UK & InspiredCamping.com, worldwide
 - The worldwide market size is estimated as \$2 billion and growing. Source: Glamping Hub;
 - Glampers are time poor and affluent individuals. They are seeking relaxing and hassle free luxury breaks during precious time off with their families; Source: Glamping Hub
 - Glampers reading Inspired Camping have the following interests: sports, (running and walking), electronics, gadgets, food and drink, and travel. Source: Inspired Camping Analytics
 - Sustainable tourism and eco tourism seeks to reduce the industries environmental impacts, contribute towards sustainable development and environmental conservation. Eco tourists actively seek out sustainable vacations to limit their own impact on the environment. Glamping and camping activities attract eco tourists and this is a possibly untapped resource for glamping businesses. Please see the detailed section on Environmental Considerations Of A Glamping Business.
 - There is also evidence that even traditional campers love the mix of two things that do not normally go together: comfort and the outdoors.
 - Ecotourism and glamping with soul are a perfect fit, therefore it is important to know more about the average ecotourist profile so businesses can understand how they can attract this market segment.
- Information about the typical ecotourist customer profile is as follows:

Average Ecotourist Profile

1. Age : 35-54
2. Gender : Generally 50-50
3. Education : Highly Educated, a majority (82%) college graduates
4. Party Composition : The majority(60%) travel as a couple, 15% with families and 13% prefer to travel alone
5. Trip Duration : A majority (50%) preferred trips lasting 8-14 days
6. Expenditure : Generally higher than main-stream tourism.
7. Motivation for taking : 1. Enjoy scenery / nature – Next trip 2. New experiences / places

Source: *Wight 1996 a & b*

Glamping attracts a wide range of visitors but mainly average to high earning couples, groups and families. People love to go glamping for a special occasion, such as an anniversary or birthday.

Kate Paulwell, Unique Sleeps