



Glamping Consultancy

Support from the market experts
at every stage of your build

**CANOPY
& STARS**

We're employee owned
– everyone working at
Canopy & Stars cares
about the success of
your business

Start your journey with us

Right now is a great time to start your journey in the growing glamping industry. Canopy & Stars was the first dedicated glamping booking agent and is the only company to offer a comprehensive new business consultancy service. With our years of expertise and data, we'll turn your wildest ideas into profitable places to stay.

- ☐ Longest-standing marketing and booking agent, established in 2010
- ☐ Currently work with over 850 successful places
- ☐ Exclusive collection – less than 20% of applicants accepted
- ☐ Personal support from dedicated Account Managers
- ☐ 98% owner retention rate.

Get in touch:

0117 204 7830

ideas@canopyandstars.co.uk

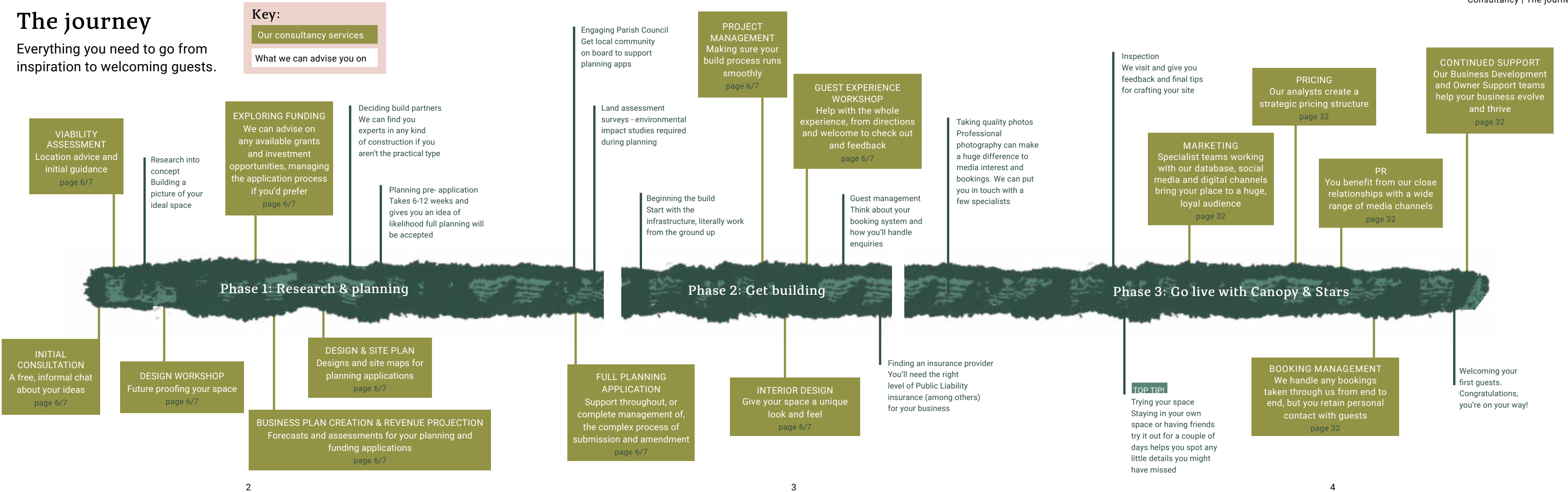
The journey

Everything you need to go from inspiration to welcoming guests.

Key:

Our consultancy services

What we can advise you on





Our build consultancy services

We offer friendly, expert advice and specialised services. Bring us in right from the start or on that one issue you just can't find a way round.

INITIAL CONSULTATION
It starts with a free, informal chat. We'll discuss your ideas and use our industry insight and market data to advise you on your best opportunity.

VIABILITY ASSESSMENT
On a visit to your site, we assess the feasibility of your plans and offer feedback on location, choice of space type and guidance on potential earnings.

DESIGN WORKSHOP
A collaborative session focused on bringing out your creativity, pushing your boundaries and making your place's design future-proof.

EXPLORING FUNDING
We can advise on any available grants and investment opportunities or manage the application process if you'd prefer.

BUSINESS PLAN CREATION
We'll write full and thorough business plans for use in planning applications or funding bids.

REVENUE & PROFIT PROJECTIONS
We provide strategic pricing advice, initial investment projection, guidance on running and maintenance costs and a ten-year forecast of revenue and profit. Useful for planning applications and necessary for funding bids.

DESIGN & SITE PLANS
With your preferred build partner, our in-house team pull together designs and site plans required for planning applications.

FULL PLANNING APPLICATION
We can help you with planning or even take on the whole process, from first

submission to the last amendments, to make sure you're up and running on schedule.

PROJECT MANAGEMENT
We'll run your build, coordinating appointments with water and power services, builders and designers to make sure everything happens when it should.

INTERIOR DESIGN
One of our designers works with you to create a unique interior style that will amaze your guests as much as the space itself.

GUEST EXPERIENCE WORKSHOP
An intensive session planning your whole guest experience, from welcome to send off, looking at actions you can take to maximise occupancy, feedback ratings and advocacy.

We accept less than 20% of applications – joining us is a mark of quality



“Canopy & Stars couldn’t have been more helpful from the beginning! They were always available to discuss ideas and provide us with examples of what guests want. They gave us very accurate financial figures on what similar treehouses made a year, which made building Netherby a bit of a no-brainer for us.”

Netherby Treehouse, Cumbria

The Linhay - Rescued from Ruin

Caroline and Nick, owners of The Linhay in Devon, on the labour of love that turned a crumbling ruin into a place that delights their guests while supporting their work on the land

We think of ourselves as custodians of our little slice of Devon heaven, as Nick's father and grandparents were before us. The old building had refused to fall down for years and reviving it was our way of preserving a bit of the past while helping to secure the future. We felt it deserved a chance to show us how beautiful it could be, but knew that it could also earn its keep and help inspire people at the same time.

We thought of every way we could minimise the impact the space had on the environment and maximise the impact it had on guests. We wanted to show people how great it was to get close to nature and how simply it was possible to live. That meant being completely off-grid, using solar power for lighting, our own timber for the wood burner & local and charcoal, and even water from our spring-fed well, which makes the best cup of tea you'll ever taste. We also offer pick ups from the local bus stop and a shopping service to encourage people not to drive to us. Our guests have embraced this ethos and delight in the fact that they are closer to nature and feel they can really disconnect from the busy and sometimes crazy world outside.

We plant a tree
for every booking
we take



“The initial conversation with Canopy & Stars gave us real confidence in terms of making the investment in the treehouses and encouraged us to be brave with the design. This was largely due to what their experience in the marketplace told them about the huge demand for the product and anticipated occupancy and income levels.”

Hideaway Treehouse, Devon

Design ideas & successful spaces

We use our market knowledge to find a space that suits your site and budget. Here are some designs to get you thinking and a few examples of successful existing spaces, but if you've got something wilder in mind, we'd love to help you make it happen.

TREEHOUSES

Nostalgic and magical - our most popular and profitable space type

CABINS

Year-round opportunities that offer huge scope for creativity in design

TEMPORARY STRUCTURES

Low-impact spaces, often easier to get through planning

ONE-OF-A-KIND SPACES

Striking designs that generate huge levels of media and guest interest

Octagonal Couples Treehouse

Sleeps: 2
Octagonal open-plan treehouse with king-size bed, fully-fitted kitchen and en-suite bathroom. Bifold wall from living space on to deck. Firepit, hot tub and clay pizza oven at ground level.

Build Cost: Between £100k - £140k
(Excluding infrastructure, planning, and interiors)



Tiered Family Treehouse

Sleeps: 4
Rooftop terrace, bifold living/dining space on to deck, full-glazed bedroom end walls, fully-fitted kitchen, hot tub and sauna in treetop bathhouse.

Build Cost: Between £150k - £200k
(Excluding infrastructure, planning, and interiors)





We are 24% owned by a charitable trust that supports environmental causes



Case Study

Lime Treehouse, Worcestershire

Nightly rates: £260 - £375
Avg occupancy: 80%

Sleeps: 4

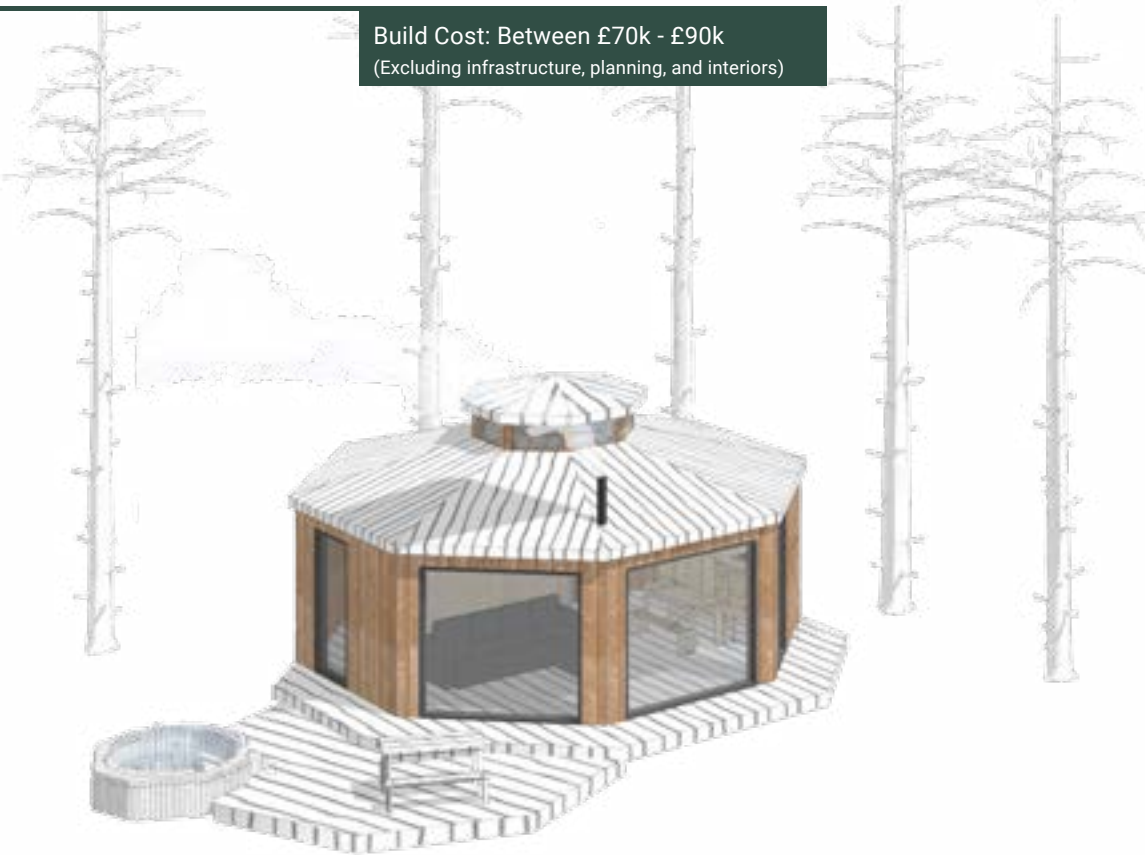
Owners Emma and Richard have given Lime Treehouse a rustic feel with some lovely touches of luxury, such as a hot tub on the deck and a bath inside. They've used the open-plan interior very cleverly, with cupboard beds for the kids that don't get in the way if they aren't needed by couples, maximising appeal to two different markets.

They joined us in 2014 and have welcomed a total of over 2000 guests. Building on the success of Lime Treehouse, they created a second space, privately sited and in a similar style.

Traditional Couples Cabin

Sleeps: 2
Open-plan cabin with king-size bed, fully-fitted kitchen, en-suite bathroom and open-air deck with hot tub and firepit.

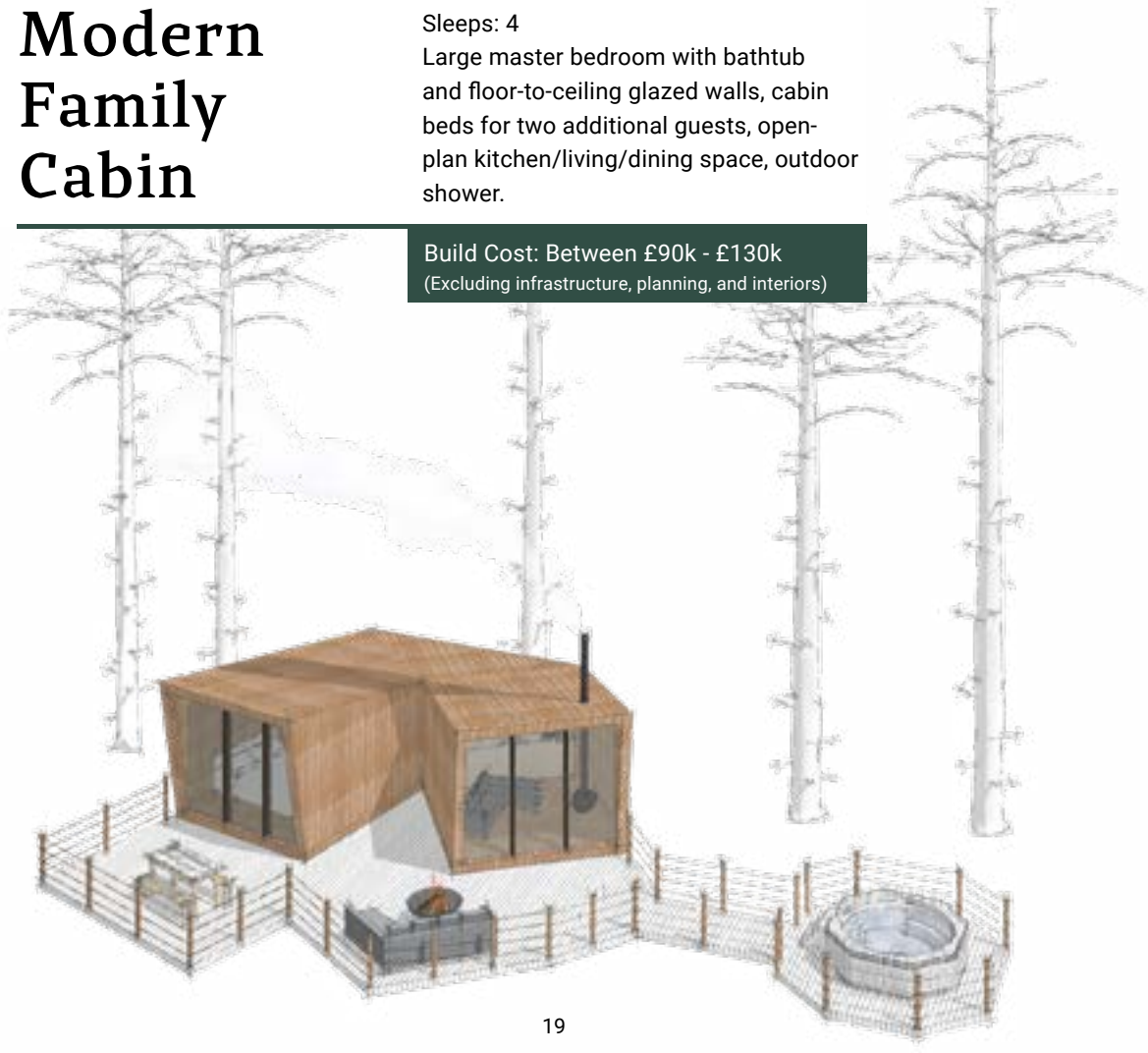
Build Cost: Between £70k - £90k
(Excluding infrastructure, planning, and interiors)



Modern Family Cabin

Sleeps: 4
Large master bedroom with bathtub and floor-to-ceiling glazed walls, cabin beds for two additional guests, open-plan kitchen/living/dining space, outdoor shower.

Build Cost: Between £90k - £130k
(Excluding infrastructure, planning, and interiors)





Ten years of experience
advising and consulting
owners



Case Study

The Lodge, Cumbria

Nightly rates: from £270
Avg occupancy: 87%

Sleeps: 6

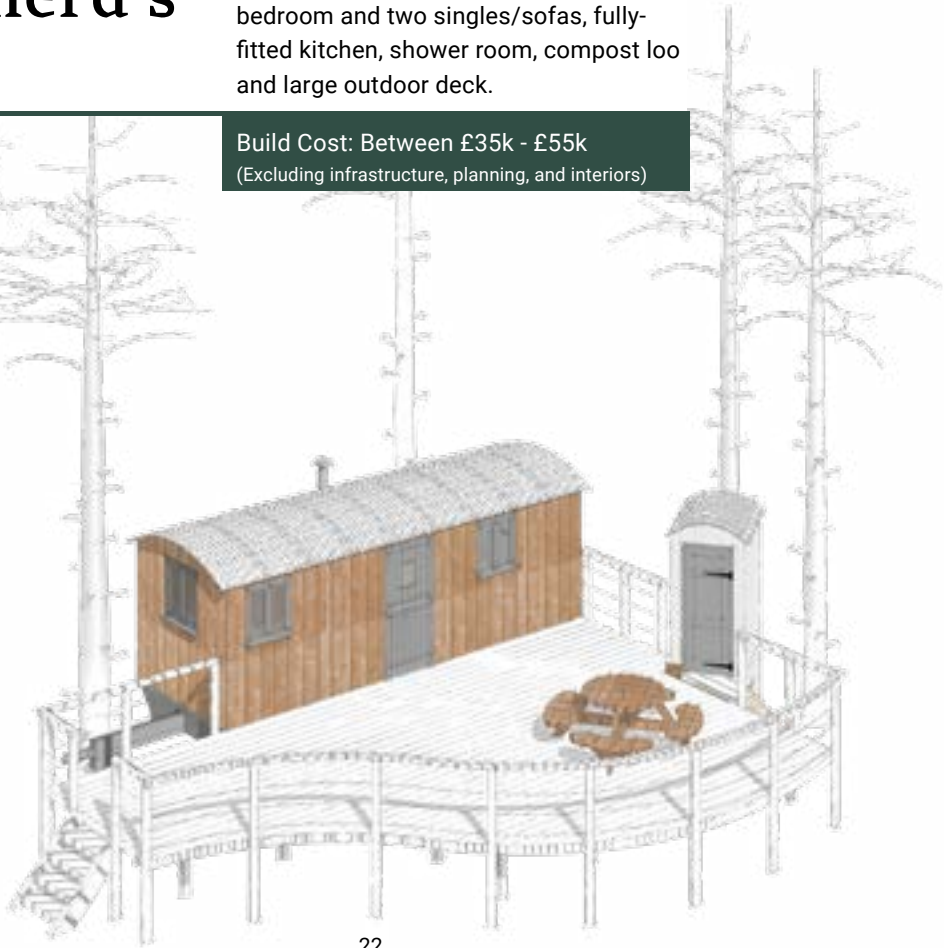
The Lodge was built by Mark Holden-Hindley on the Edenhall Estate in Cumbria. It has a hot tub out on the deck and a classic log cabin look, but by far the most important feature is the setting. It really is completely secluded on a bend of the river, making people feel like they've disappeared into the wilderness.

Mark joined Canopy & Stars in 2011 and The Lodge has been incredibly popular with families and groups of friends ever since. The revenue has helped him develop other areas of the estate, including further glamping spaces and some more traditional self-catering units.

Couples Shepherd's Hut

Sleeps: 2-4
Temporary structure with a master bedroom and two singles/sofas, fully-fitted kitchen, shower room, compost loo and large outdoor deck.

Build Cost: Between £35k - £55k
(Excluding infrastructure, planning, and interiors)



Case Study

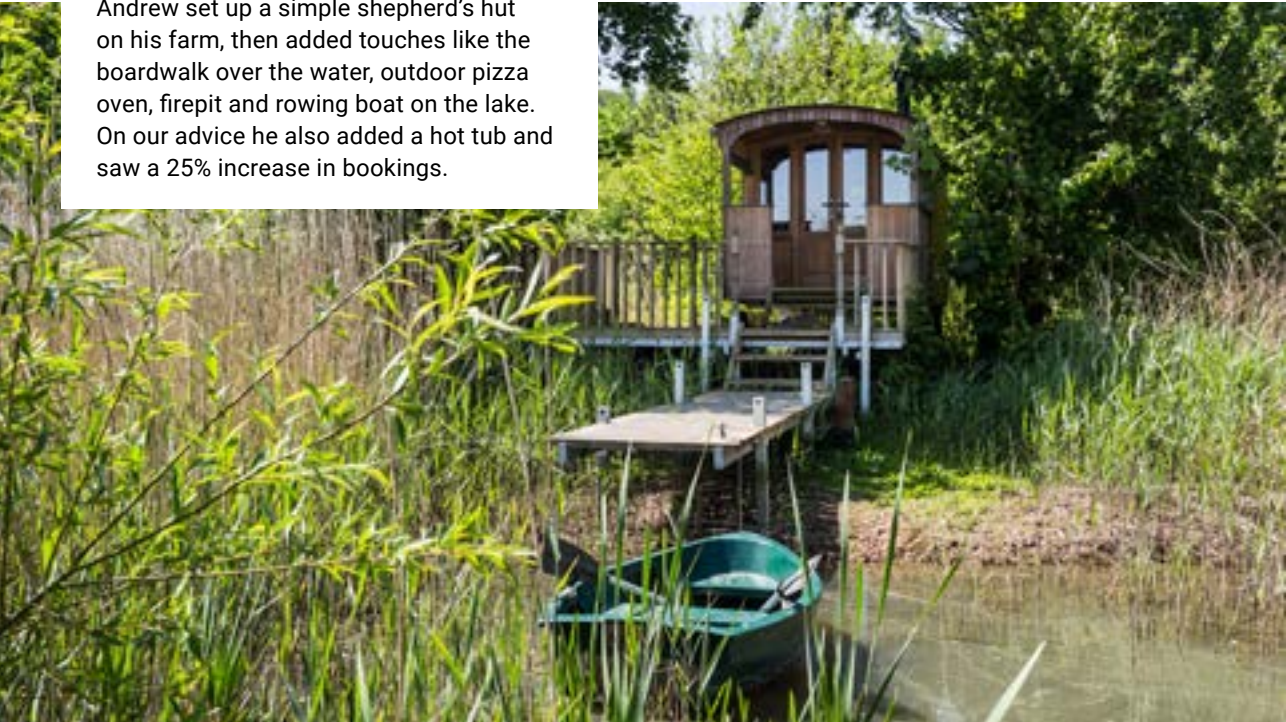
The Nancy Blackett, Somerset

Nightly rates: £100 - £130
Avg occupancy: 85%

Sleeps: 2

A clear focus on providing an idyllic couples retreat and great use of location gives Nancy Blackett a strong identity that really appeals to guests.

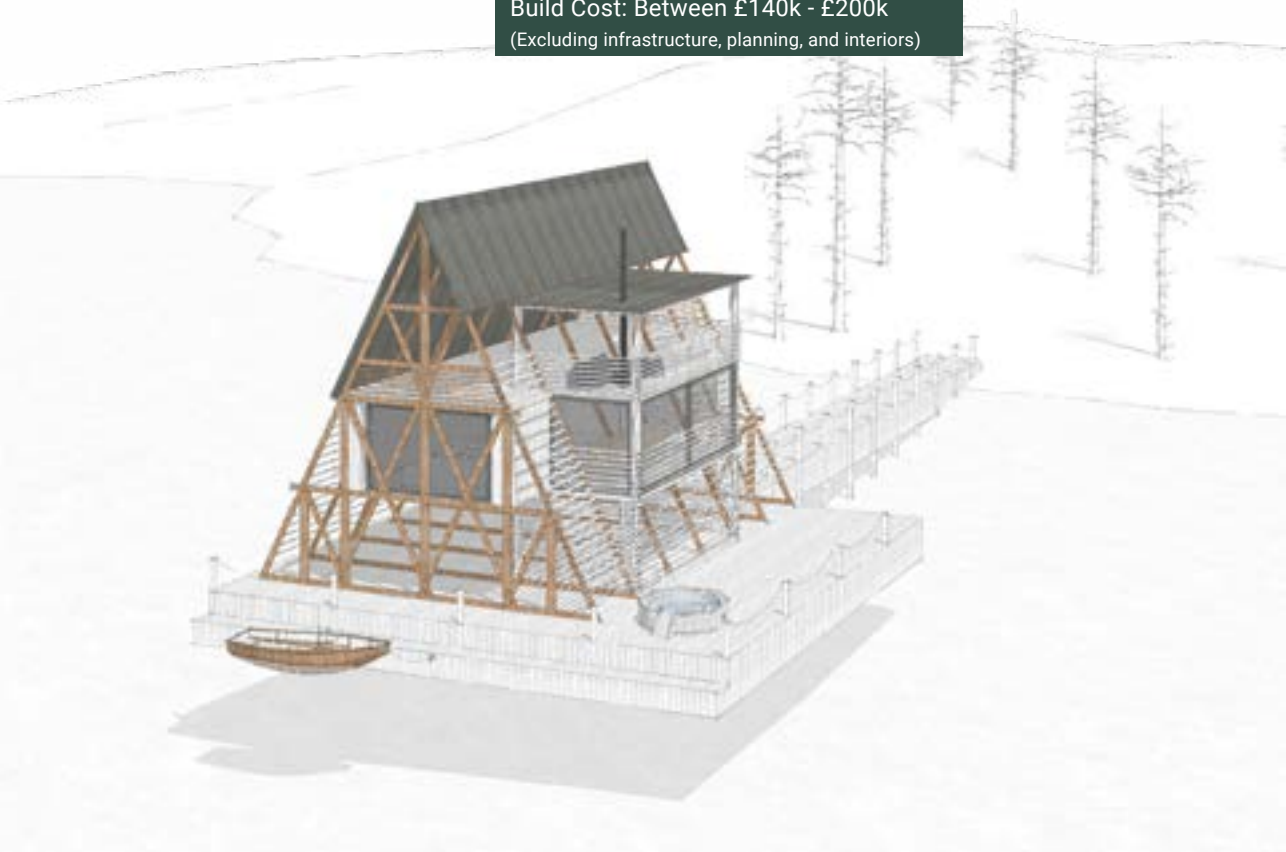
Andrew set up a simple shepherd's hut on his farm, then added touches like the boardwalk over the water, outdoor pizza oven, firepit and rowing boat on the lake. On our advice he also added a hot tub and saw a 25% increase in bookings.



A-frame floating cabin

Sleeps: 4-6
Cabin on pontoon with mezzanine bedroom, shaded roof terrace, picture windows and rowing boat.

Build Cost: Between £140k - £200k
(Excluding infrastructure, planning, and interiors)



Case Study

The Raft at Chigborough, Essex

Nightly rates: £195 - £300
Avg occupancy: 80%

Sleeps: 2

A floating cabin with separate hot tub raft was always likely to attract guest attention and press coverage. When The Raft at Chigborough joined Canopy & Stars in 2013 we placed it in Time Out, The Times, iPaper and The Telegraph and it took an enormous number of bookings in its first few months. Thanks to our site optimisation, social media and targeted marketing, we've maintained high levels of occupancy since launch and owner Paul has been able to build two more spaces, one of them another floating pod accessed by chain bridge





One-of-a-kind Case Study

Humble Bee,
Devon

Nightly rates: £135 - £220
Avg occupancy: 83%

Sleeps: 2

Humble Bee is the sort of unique idea that we just love and a great example of what happens when you let your creativity run free. Owner Yvette's first space was a giant Bird Box and she one-upped herself with the creation of this three-storey beehive.

The design made the space easy for us to place with the press and it has now featured in the iPaper, The Sunday Telegraph, Lonely Planet and Stylist among others.

What makes a great space?

For us, a great space is a combination of a beautiful exterior, a creative interior and an inspiring guest experience.

We can give you advice, support and contacts to make every aspect of your site a delight for guests and keep them coming back year after year to see your latest innovations.



“Canopy & Stars have reach, an excellent website, many hundreds of thousands of contacts, great social media and published media coverage. Their team are delightful to work with and seem to be able to get our little piece of heaven in front of the people who want to share it with us.”

Woodlands Farm, Monmouthshire



As your business partner

When you join Canopy & Stars, our specialist teams become an extension of your business.

MARKETING

Engage our huge audience of loyal guests through our site, newsletters and social media platforms to bring you bookings. A dedicated digital team works to achieve top ranking in Google for key industry search terms.

GUEST EXPERIENCE

Field enquiries, talk to potential guests, gather feedback and take on all the admin, to save you time and stress.

OWNER SUPPORT

Monitor your stats, advise on your pricing structure, look for opportunities, answer your questions and provide personal support to help your business run smoothly and successfully.

PR

Use our longstanding relationships with a wide range of media, including The Guardian, The Times, The Telegraph, iPaper, Metro, Cosmopolitan and features on the BBC and Channel 4, to gain valuable exposure for your place.

BUSINESS DEVELOPMENT

Leverage industry insight and our extensive experience to help you plan new spaces, develop your site and grow your business.

OUR OWNER COMMUNITY

Become your friendly network of like-minded owners. The Canopy & Stars tribe meet regularly at owner gatherings throughout the UK and have access to helpful information and market insight on our online Owner Hub.

We're a human business
- you'll always have
personal support from
our team



Why work with us

- Our inspected & selected collection is a mark of quality
- Run your business your way
- Personal support on all aspects of your business
- Over 850 successful spaces
- Over ten years of experience in the glamping industry.

Why our owners love us

- We're real people, getting to know them and providing personal support at every step of the journey
- We're employee-owned
- 24% of all profits go to our charitable trust
- No problem is too big, too small or too weird!
- We plant a tree for every booking we take
- We're part of Sawday's, a trusted travel company for 25 years.



Start your journey now

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