

# the pod™

21<sup>st</sup> Century Camping



# Introducing the Pod



“Enjoy the great outdoors, indoors...”

Camping for the 21st century has truly arrived, and it comes in the shape of the Pod. Designed and built in Great Britain this exciting new innovation in camping technology is proving a huge success with both campers and site owners alike.

Built in solid treated timber, insulated with sheep's wool and featuring a roof guaranteed for 30 years, the Pod is able to open up new revenue streams like no other form of accommodation. Seasons are extended, wash-out weekends eliminated and under-utilised parts of sites brought back to life with the addition of these stunning wooden structures.

This brochure is designed to answer all your questions about the Pod. How to make them work on your site, how to achieve planning and most importantly how to generate revenue from them. But we love to talk about Pods too, so if you are ready to join the Pod revolution, visit our website or simply pick up the phone and speak to one of our experts today.

As featured on: ITV, BBC, The Times, The Observer, The Guardian and more

# Benefits for All



## Holiday Camper Benefits:

- Pod already set up when you get there - just move in and make yourself at home.
- Avoids the adverse effects of driving rain and wetness.
- More privacy and security through lockable doors.
- All the benefits of an insulated structure in winter and summer.
- Option of having heat, light and other electrical devices.
- They are all the same - you can carry your own Pod kit for maximum enjoyment.
- A massive hit with kids - it's a 'den' thing.
- Covered cooking and seating area.
- No need to take down and dry wet tents.

## Operator Benefits:

- Relatively low investment with the potential for excellent return on capital.
- Alternatively, long term hire contracts with minimal capital outlay.
- Capitalise on the growing demand for 'posh camping' or 'glamping'.
- Utilise marginal areas of a site that are either too rough or too steep for tents.
- Our national Marketing & PR campaigns and product support.
- Added diversity, as there will always be people in Pods that would not otherwise be on the site.
- Excellent customer satisfaction and high levels of return bookings.
- No need for hard standing. Simply lay on 3 treated bearers.
- No more pitch rotation.



“We are fully booked for New Years Eve for the 3rd year running!”  
Martyn Merckel - Eskdale

# Profit from Pods



We believe in the Pod. We believe in its environmental credentials, its beautiful design and most importantly its potential to generate revenue. However, we appreciate that to really demonstrate the potential of the Pod you need to see it working in practice.

Based on the Pod bookings received at Eskdale Camping and Caravanning Club Site (see page 4) which runs at 55% occupancy, we have created the following table which illustrates the potential returns available from a 'Standard' camping Pod. What this simple table demonstrates is the potential of the Pod to deliver a return on investment within the first season on site.

Established sites with Pods regularly report annual occupancy rates of between 50% and 60% at a rental rate of £40 per night. Even on conservative estimates of only 40% occupancy you will still have guaranteed your investment in year one. Perhaps your local market would suit a more affordable, budget offering of £30 per night? In these circumstances the camping Pod still remains a safe investment.

*If you are looking for a more flexible way to generate revenue from Pods, why not consider renting? (see back page for contacts).*

Revenue yield based on 12 month opening

Occupancy Levels	£30 Per Night	£35 Per Night	£40 Per Night
60% Occupancy or 219 Nights	£6570	£7665	£8760
50% Occupancy or 182 Nights	£5460	£2370	£7820
40% Occupancy or 146 Nights	£4380	£5110	£5840

# Case Study

\_Eskdale / The Pod Pioneers



Martyn & Sara Merkel's stunning site at Eskdale in the Lake District National Park was the very first in the UK to take Pods. Investing in ten Pods has proved to be a tremendous success, turning an unused area of peat bog into a thriving Pod village. This case study details their journey from bog to Pod!

Q. What made you decide to take a chance on The Pod?

A. Pods are a local, sustainable product, expertly crafted and totally unique!

Q. Any problems with planning?

A. We are in a sensitive area of the national park, but the planners recognised the Pods would encourage sustainable tourism.

Q. How did you prepare your site for their arrival?

A. I drained what was a large bog in order to create a suitable location amongst the trees, which offer a superb setting for our Pod village.

Q. How did you install them?

A. I hired a crane to lift all 10 Pods into place, it only took 2 1/2 hours to finish the whole job!

Q. What do the Pods stand on?

A. 3 treated sleepers laid underneath and then we made them level with local slate.

Q. What about maintenance?

A. It takes one guy 2 hours to clean all ten. That's 12 minutes per Pod. Other than that we just make sure they are well looked after and they don't give us any problems.

Q. Are they popular?

A. Very. They run at 55% occupancy from March to January at £40 per Pod per night.

Q. How do you promote the Pod?

A. Online. A short Pod video has received 56,000 views on Youtube and Facebook has groups dedicated to 'serial podders'. I even sell nights in the Pods on Ebay!

All ten Pods paid for themselves in 8 months!

for further info visit - [www.hollinsfarmcampsite.co.uk](http://www.hollinsfarmcampsite.co.uk)



Our commitment to the environment:  
This brochure is printed on  
100% recycled stock

the pod<sup>TM</sup>

# The Pieces of the Pod



## The Pod exterior includes:

- DECRA™ galvanised steel, weatherproofed roof tiles. Provide sound proofing and are guaranteed for 30 years.
- Foil membrane in roof cavity insulates Pod in winter and reflects heat during summer.
- Double glazed, lockable French doors.
- Easyfix decking panel simply slides into place.
- Electrical hook-up as standard.
- Bulkheads insulated with Cumbrian sheep's wool.
- All timber Vacsol Aqua™ treated giving desired service life of 30 years.
- Flooring of high quality resin coated plywood.

## The Pod interior includes:

- Double plug socket, oil-filled heater & lamp.
- Rear window provides ventilation and extra light.
- Internally clad with finest joinery Redwood.
- Durable carpet square makes for easy cleaning and maintenance.

### Standard Pod

(Sleeps 2 adults & 2 young children)

Width: 2.56m (8ft 4in)  
Length: 3.94m (13ft)

Inner Compartment  
Width: 2.32m (7ft 7in)  
Length: 2.70m (8ft 10in)

Head Room: 2.1m (6ft 9in)

### Family Pod 40% Bigger by Volume

(Sleeps up to 5 adults)

Width: 2.83m (9ft 3in)  
Length: 4.77m (15ft 7in)

Inner Compartment  
Width: 2.66m (8ft 8in)  
Length: 3.52m (11ft 6in)

Head Room: 2.2m (7ft 2in)

# Case Study

\_Saughy Rigg / Diversifying with the Pod



Kathryn Dowle has perfectly demonstrated the diversity of the camping Pods appeal by installing three in the grounds of her beautifully remote 18th century bed & breakfast in the Northumberland National Park. Directly opposite Hadrian's Wall and installed just in time to accompany its historic illumination, the Saughy Rigg Pods have already proved a great success.

The Pods have traditionally been delivered pre-fabricated in groups of three, towed to site and manoeuvred into place with the help of an integrated crane. Weighing in at just under 3/4 of a ton, Pods are easy to manoeuvre and when sited appropriately they won't move an inch.

At Saughy Rigg the ground was prepared with shingle before the Pods were lifted into position. Kathryn then used a number of felled logs to border each Pod in order to help integrate the structures into the local landscape.

Saughy Rigg Pods have effectively become external bedrooms, as customers check in for a nights stay and enjoy access to all the facilities of the B&B on site. Installing the Pods has proved a fantastic means of generating greater income as Kathryn is able to charge separately for breakfast and also bedding hire. In principle, because the Pods are located within the grounds of the B&B it was not necessary to obtain planning permission for their installation.

Saughy Rigg Pods provide a living example of the range of locations and settings within which the Pod can succeed. Whether sited on traditional camping fields or as an addition to established tourism businesses, the Pod has proved to be a diverse, unique and above all popular addition to any site.

For immediate access to Pod revenue with minimal outlay ask about Pod hire.

# A Versatile Pod



The Pod is a truly versatile structure, enjoyed by many different types of customer. **Mountain Bikers, Tourists, Walkers, Holidaymakers, Fishermen, Canoeists, Wedding Guests, Festival Goers, Outdoor Enthusiasts** and more have all enjoyed the Pod. Here we provide 5 different examples of the diverse range of sites the Pod has proved a success on.

## 1. Mable House Hotel

There are three Pods set within the grounds of this stunning 17th Century Scottish country manor house in the heart of Dumfries & Galloway. They are enjoyed by campers, mountain bikers and even wedding guests, who can all take advantage of the 3\* on-site facilities and treat themselves to a full Scottish breakfast. Posh camping indeed!

- [www.mablehousehotel.co.uk](http://www.mablehousehotel.co.uk)

## 2. Otterington Park (New for 2010)

A classic example of farm diversification which has seen the Pods occupied by people from as far afield as Australia! Otterington Park took three Pods in order to further expand their site's facilities. Campers can choose from tourers, statics and now Pods at this stunning site, set in the heart of North Yorkshire.

- [www.otteringtonpark.com](http://www.otteringtonpark.com)



## 3. Blazing Bikes MTB & Outdoor Centre (New for 2010)

A real adventurer's site, here the Pods house mountain bikers, walkers and those who just want to get away from it all. Set in woodland beneath the Longmynd and just next to the local pub, this site uses Pods to appeal to those with a love of adventure and the great outdoors.

- [www.camping-shropshire.co.uk](http://www.camping-shropshire.co.uk)

## 4. Abbey Farm (New for 2010)

Situated next to the ancient ruins of Valle Crucis Abbey, the Pods at this site will soon be hosting revellers from the local towns annual International Musical Eisteddfod. Abbey Farm provides a wide range of holiday accommodation including statics, park homes, lodges and now Pods, all set in the delightful countryside of North Wales

- [www.abbeyfarmcaravans.co.uk](http://www.abbeyfarmcaravans.co.uk)

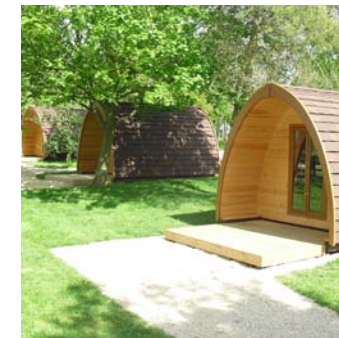
## 5. Rydal Hall

Set in the heart of the Lake District, this Christian centre has added Pods to an already diverse range of holiday accommodation. In the grounds of a Grade 2 listed building dating back to the 1600's, the centre provides B&B, cottage, bunk house, camping and also Pods.

- [www.rydalahall.org](http://www.rydalahall.org)

# Planning for Pods

When it comes to achieving planning for Pods, we are here to help. Our experience has shown that many planners appreciate the environmental credentials of the Pod and its potential to drive sustainable tourism to any area in which they are sited. Planning permissions have already been granted in National Parks and many highly sensitive areas. Our stepped approach provides an introduction to how best to deal with planning matters.



1

## Step 1

Can you take advantage of a current planning permission?

It may be that an existing planning permission allows the Pods to be located on a site without the need for planning permission. However it will be necessary to ascertain, in writing, from the relevant local council that this is the case. If a site does not benefit from a current planning permission it is likely that a formal application is required.

2

## Step 2

Is planning permission likely to be granted?

Before preparing a planning application it is worth obtaining an opinion as to whether it is likely that permission would be granted. This involves reviewing the planning policies of the current Development Plan and engaging with the local council to establish their own opinions.

3

## Step 3

Submit a planning application

A planning application consists of various elements including application forms, drawings and relevant reports. All relevant information must be submitted so that the local council can validate the application. The council takes 8 weeks to determine an application, though this is often longer for major proposals.

Let us put you in touch with our planning partners, experts who can champion your new development.

### For sales in West of UK:

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W: www.nytimber.co.uk/thepod

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### For Pod hire and 24 hour sales support throughout UK:

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[www.twitter.com/TheCampingPod](https://www.twitter.com/TheCampingPod)



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