



Glamping Consultancy

Support from the market experts
at every stage of your project

**CANOPY
& STARS**



The glamping industry has never been stronger and now is a great time to start your journey. Increased popularity makes for a competitive market, but with the right team and a standout space, your business will flourish.

Q A Frame, Herefordshire

Our consultancy brings together the combined expertise of Canopy & Stars and Crown & Canopy, who joined forces in 2023. Together, we offer a full package of industry-leading consultancy and support, helping you transform your ideas into a successful business.

YEARS OF EXPERIENCE

Established in 2010, we're the longest-running glamping marketing & consultancy agent

EXPERT KNOWLEDGE

Our award-winning sister company, Crown & Canopy, provide a full range of professional consultancy services, backed by the data and expert insights from Canopy & Stars

PERSONAL SUPPORT

We visit every place we work with to get a real understanding of your land and your plan

HELP AT EVERY STAGE

From initial feasibility studies to planning, architectural design, construction, and interior design

ADVICE, NOT INFLUENCE

We offer our insight and expertise, but the vision is all yours

With our years of expertise and data, we'll turn your wildest ideas into profitable places to stay. Here are our core services:

Free telephone consultations

- Call us to talk over your project, whatever stage it's at
- An informal opening conversation with no commitment
- Discuss your project, our services and how we can best support you in realising your glamping vision



“Canopy & Stars have contributed their combined expert knowledge, enthusiasm, and encouragement in just the right balance.”

Charles, Mollands

Q Silva Treehouse, Cumbria

Planning research reports

Before you can think about your space, you need to know you have land you can build on. This desk-based research report establishes the viability of your land in regards to planning and development and can be undertaken ahead of purchasing. Planning research reports include:

- ☐ A detailed planning policy review
- ☐ Research into past and present applications that provide relevant insights
- ☐ Protected land designation search
- ☐ A set of conclusions and recommendations

Initial Viability Assessment

Our specialist consultant will visit your site to assess the viability of glamping on your land. Our feedback report covers advice on all aspects of development including:

- ☐ Recommendations on the most suitable sites
- ☐ Scale and choice of structure
- ☐ Audience to maximise your investment return

Full Business Appraisal Service

Detailed business plans are essential for gaining planning permission and securing any funding you might apply for. Our unique business modelling service establishes:

- ☐ Full site assessment
- ☐ Defining your overall business concept
- ☐ Total project costs estimates
- ☐ Profitability and return on investment
- ☐ Detailed site and location plans

Planning services

Securing planning permission for your business is an essential but complex undertaking with many possible complexities. Our dedicated team have extensive experience of:

- Pre-planning applications
- Full planning applications
- Working in open countryside across the UK
- Passionately developing projects which result in biodiversity and environmental net gains
- Full grant application services
- Sourcing and supplying all types of surveys to accompany planning applications, from ecological and tree survey work to contamination and landscape assessments, to name only a few.

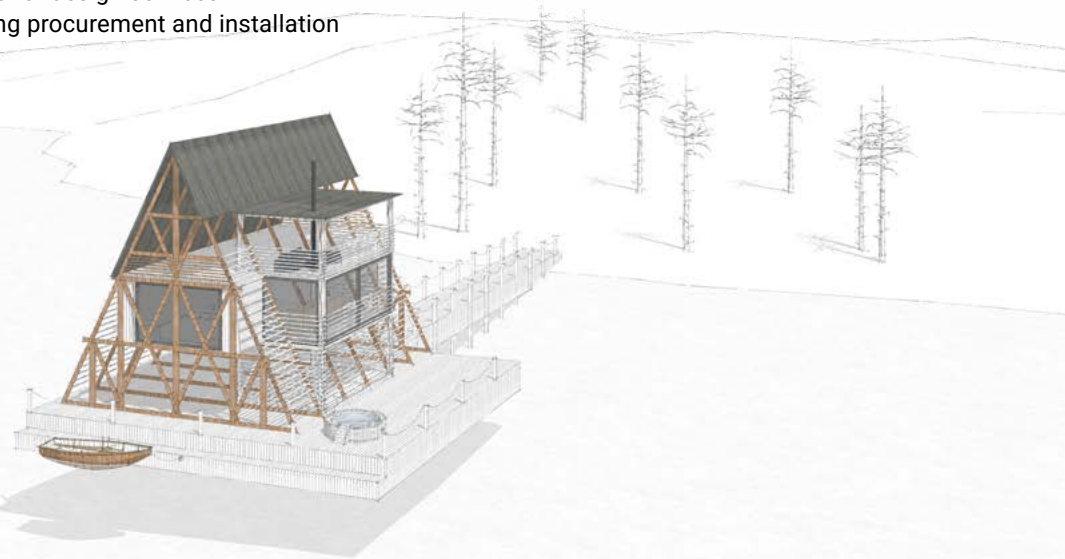


Architectural design

As well as business plans and site maps, for bespoke structures, you will need designs of the space itself for planning applications, costing and build. We can provide all of the following:

- Concept designs
- Developed drawings packages for planning
- Technical design and tender for build teams
- Construction and handover
- Full interior design services including procurement and installation

Following an initial meeting to discuss your design ideas and vision, we will work closely with you to create a design that meets your specification and site requirements.



Interior Design Service

Interior design is a brilliant way to enhance your spaces' performance and elevate your guest experience. Our specialist consultants can help you design your interior from scratch, or totally re-imagine your existing interior, from paint colours to soft furnishings and furniture. Our bespoke interior design service includes:

INITIAL DESIGN CONSULTATION

Discussion of concepts and ideas tailored to your needs

CONCEPT DEVELOPMENT

Creation of mood boards followed by a second round of discussion for refinement

COMPREHENSIVE HANDOVER

A detailed supplier list and purchase links for seamless implementation

PROCUREMENT AND INSTALLATION SERVICE

Full support for acquiring and installing selected items



Q Batman's Summerhouse, Devon



“We are so pleased with the consultancy services that Canopy & Stars provided; we cannot recommend them highly enough. From the outset, both the business development and design team listened to our ideas and understood exactly what we were trying to achieve... enabling us to put our own unique stamp on our project and bring our vision to life.”

Rob & Suzanne Berryman, Spindlewood Lodges

Profitability Enhancement – for existing businesses

If your business is already up and running, but not performing as you'd hoped, we can visit and provide you with a plan to improve occupancy and profitability.

Our years of experience in working with owners and guests mean we know exactly what people are looking for. We'll troubleshoot problems and provide actionable suggestions to enhance your offering and jump start your business.



“Canopy & Stars have been fantastic as a booking partner. This enables us to focus on other areas and not get too tied down in marketing and administration.”



Two Pines

Wilding Airfield,
Northamptonshire

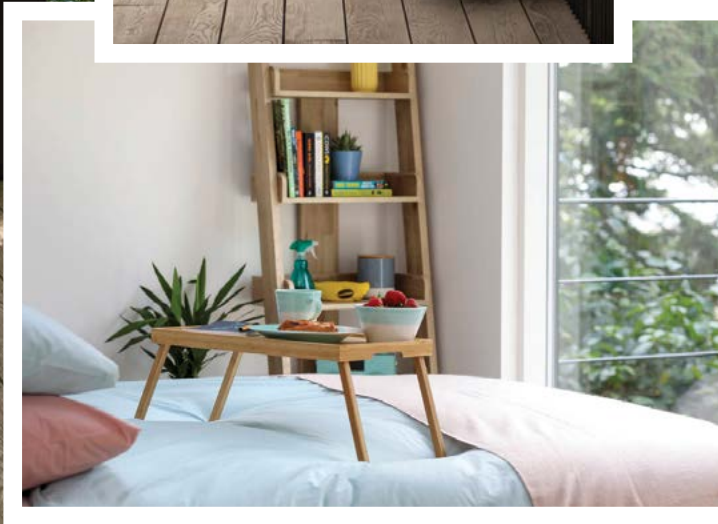
Went live: 2022
Average nightly rate: £222
Total occupancy: 95%

Sleeps: 2

We met Fin and Joanna, the owners of Two Pines, at the Farm Business Innovation show in November 2019, then worked with them on the development of two spaces.

After a visit for an initial viability assessment in collaboration with their chosen build partner, we produced a report outlining our recommendations and assisted the planning process with a support letter and predicted booking and revenue forecasts. We also successfully applied for RDPE funding on their behalf.

There followed two years of design and build, during which we were in constant contact with them and their team. They launched in 2022 and the space has run at almost full occupancy since it went live on Canopy & Stars.



Bracken Treehouse

Airdit, Fife

Sleeps: 2

Went live: 2022
Average nightly rate: £194
Total occupancy: 78%

We worked with Bracken Treehouse from when they had only trees to the launch of their beautiful space.

We began with a viability assessment and planning support and kept in touch with informal advice while owner Nick's vision took shape in the build. When the space was ready, we gave some pricing advice then put our marketing platform to work for a very successful launch.

“We felt it would be good to get a second opinion from someone who knew the industry inside and out – just to make sure we were on the right track... and what changes would make our treehouse more attractive to guests.”



Pumla

Blackhill Farm,
Herefordshire

Went live: 2022
Average nightly rate: £159
Total occupancy: 85%

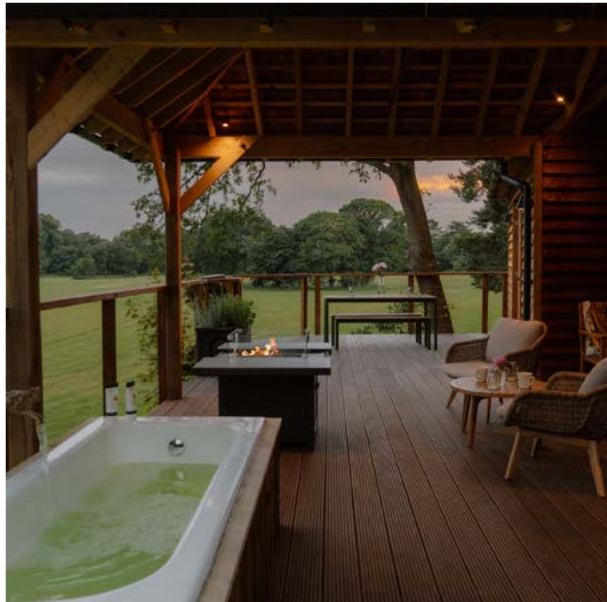
Sleeps: 2

Owners Malik and Emily used their expertise not only as artists, but as travellers and all-round nomads to create Pumla with every detail thought out. Frustrated by the lack of views in conventional yurts, they designed this space to have huge picture windows that stretch the entire front of the building.

We were alongside Emily and Malik from the very start. We helped them through the various stages of planning and one of our team even ended up milling the wood for the deck.

“Canopy & Stars are really committed to understanding what their owners want, and innovating to provide a bespoke service to meet each site’s needs.”

“Canopy & Stars were an incredibly helpful resource for me as I started my glamping journey. Their help with my business plan and direct knowledge of the market gave me a clear path for the design and pricing of the treehouse.”



Galtres Treehouse

Sutton Park,
Yorkshire

Went live: 2024
Average nightly rate: £159
Total occupancy: 76%
(in first 3 months since going live)

Sleeps: 2

In 2021, Robert approached us with the idea of creating a glamping space on his beautiful estate in Yorkshire. After an initial consultation, we conducted a site visit, followed by a comprehensive appraisal and business modelling to plan the entire development — from scouting the ideal location to providing full project estimates and financials.

For the next three years, we collaborated with Robert on every aspect of the business until the treehouse was ready to welcome guests. Our involvement included a pre-planning application, architectural and experience design, construction design and scheduling, and support with a business and marketing plan. We ensured a smooth onboarding process to the Canopy & Stars website, resulting in a successful launch in 2024 that generated over £33,000 in booking revenue in the first two months.

After the build: business partnership

We use our powerful platform and wider team to make your business a success:

OWNER SUPPORT

Advising you on pricing and making the most of your offering

MARKETING

Promoting you to a huge, engaged audience who trust us to find great spaces

SOCIAL MEDIA

Cultivating a loyal following who will love what you've created

PR

Securing press and influencer coverage across multiple channels

GUEST EXPERIENCE TEAM

Handling bookings and feedback

TECH

Constantly improving our website to ensure traffic and conversion

Taking sustainability seriously

At Canopy & Stars sustainability is about more than solar panels or local sourcing – it permeates all aspects of our consultancy, design and planning services. Our ultimate aim is to work with people on projects which aren't merely 'low-impact' but actually benefit the land they're built on.

We encourage our clients to make the green choice at every step, in their infrastructure and promotion of green travel, to the use of renewable and low-carbon energy, all the way through to design and interior finishes. We know that in the long term this approach results in environmental, cultural and economic benefits.

Every project we work on integrates a comprehensive and detailed biodiversity enhancement plan, delivering biodiversity net gain. We work closely with ecologists and landscape architects to develop schemes that respond to local and national targets, mitigate impacts of development and protect and enhance local wildlife habitats.



Q Lost Meadow Treepod, Cornwall

About us

We're an independent, employee-owned company that was established in 2010 and is now the leading marketing agent and consultancy service in the glamping industry.

We've always believed that both travel and business can and should be done differently, providing our guests with a connection to nature and our owners with the support and advice to help their businesses and their land thrive.

B Corp certified

We've always worked hard to be a good business, in every sense, but our B Corp certification is official recognition of that driving principle.



Their scoring system examines the ethical standards of a company in five areas – Governance, Workers, Community, Environment and Customers. We are proud to be amongst the highest scoring travel B Corps in the world.



Q Silva Treehouse, Cumbria

Want to start a conversation?

Get in touch:

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CANOPY & STARS

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