

## MARKET RESEARCH

TO SUPPORT THE DEVELOPMENT OF A GLAMPING

POD SITE AT

'ELLERBECK GLAMPING'

5 ELLERBECK BARNS, EGREMONT ROAD,

EGREMONT, CUMBRIA,

CA22 2UA

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# Market Research

**Market research to support the development of a Glamping site to be called 'Ellerbeck Glamping' in the Egremont area of Copeland, Cumbria.**

Egremont is a Market Town in Copeland and is around 5 miles South of Whitehaven and 9 miles from The Lake District National Park. The area and surroundings are rich in an array of historical tourist attractions which create a significant economic benefit to the area. The proposed site of Ellerbeck Glamping is situated just under 2 miles from the centre of Egremont.

This report will examine whether current accommodation options local to Egremont and the surrounding areas are sufficient to meet tourist demand. It will also look at tourism trends to suggest if a new glamping site in this area is warranted.

## 1.0 Cumbria County Council & Copeland Borough Council Tourist Markets

Cumbria has a thriving tourism market. The latest figures available were from 2018, Cumbria and The Lake District saw 47 million tourist visits, with an average of 6.6 million people staying overnight [1]. With an economic impact of £3 billion on the local economy [1]. Tourism has seen a 6.4% rise in tourism revenue and a 6.2% rise in staying visitors since 2016 to the local area. Most staying visitors' growth was due to those choosing non-serviced accommodation (caravan and camping etc.) [2]. The large number of visitors to the area provided 37,766 full-time employment opportunities [1].

Glamping is a new style of accommodation to the area, something which it is lacking, with more modern features and luxuries provided compared to those such as camping sites. There has been an increase in staycations to the area, this is something that glamping can satisfy the need for.

We believe that due to the popular demand for glamping that it will aid in Cumbria's predictions of new means of luxury and unusual accommodation's growth in the coming years – reaching new demographics of visitors [2]. The nature of glamping makes it an attraction in its own right.

## 1.1 Main Tourist Markets

### 1.1.1 Tourists

Domestic visitors, international visitors, tourists, and sightseers are the main market for Cumbria's tourism. From 2016 to 2017, the County of Cumbria saw a rise of 6.4% in tourism revenue, we can assume that it will continue to accelerate with Brexit and Covid 19 factors feeding into this rise. It is reasonable to suggest that there will be demand for this development (Glamping) well into the future, being a desirable alternative for those who do not wish to stay in hotels or B&B's or are seeking an affordable private alternative, with uncompromising luxury and comfort.

### 1.1.2 Historic Sites & Attractions

St Bees Golf Club, situated on the St Bees coastline, just 2.4 miles from Ellerbeck Glamping – with great sea views, brilliant staff, and a friendly atmosphere.

The Beacon Museum, in Whitehaven, 6 miles from Ellerbeck Glamping; a fair entry price, offers an abundance of local historical and current knowledge and facts. It is highly interactive, suitable for all age groups, the option of both an elevator and stairs provide access over several floors – offering stunning views across the harbour.

Rum Story & Jefferson Shop, approximately 6.6 miles from the proposed site, is located in Whitehaven. Visitors can discover the origins of Whitehaven's dark slave trade, piracy, smuggling, Nelson Navy and Whitehaven's maritime fortunes, as well as Jeffersons Family Trading Post.

Visitors can travel around 2.5 miles from Ellerbeck Glamping to visit St Bees Beach, a stunning sandy beach with rock pools – a perfect spot for dog walking. Also nearby is a play park suitable for kids of all ages. St Bees Red Cliffs are home to a colony of Black Guillemots, Puffins, and Terns, making it a popular RSPB bird watching area.

Cumbria is home to many museums and heritage centres, wild mountains and forests, galleries, exhibitions, festivals, historic houses, and castles. With Egremont itself dating back to the bronze age, the area is rich with must-see historical sites.

Egremont Castle - Located less than 2 miles North-East of the site, visitors can enjoy exploring Egremont Castle overlooking River Ehen. The castle is now nestled amongst the bustling market town [3].

St Bees Priory – Guided tours are available to visitors of the 900-year-old church. Delve into the history of the priory; from the medieval hall to the discovery of St Bees Man in 1981, believed to be that of Anthony de Lucy who was killed and preserved in 1368. All of which is just 2 miles from Ellerbeck Glamping's proposed site.

### 1.1.3 Walks & Nature

St Bees and the surrounding areas offer several circular walks and cycle routes, all accessible from Ellerbeck Glamping Site. Light Booklets with maps and details of all these routes alongside an abundance of historical information can be purchased from the Beacon Museum, provided by the local council authority.

The county of Cumbria, including the Lake District National Park, has a great number of walks with an abundance of maps and guides to the best-known walks in the area. Visitors can enjoy the dramatic views

and beautiful landscapes while exploring or by joining one of the many tours on offer. One of the most famous climbs is Blencathra via Halls Fell and other well-known walks include Beatrix Potter Country, The Pillar Round, and The Beauty of Ullswater. There are numerous waterfalls to be discovered including Scale Force, Moss Force, Aira Force, and Stanley Ghyll.

Closer to the site of Ellerbeck itself, guests can visit Longland Lake, complete the Coast to Coast walk, and Dent’s mountain peak.

Longland Lake & Country Park – Visitors can enjoy the beauty of Longland Lake through the 0.75mile circular walking route. With permeable paths, the route is suitable for all users in all weathers to enjoy the views and wildlife. Accessible via bus transport, car, or walking the lake is an estimated 3 miles from the proposed site [7].

Coast to Coast Walk – 2.5miles from the site is the beginning of the Coast to Coast Walk, a gruelling 192mile long-distance walk via a series of footpaths, founded by Alfred Wainwright. Beginning in the West at St Bee’s, heading inland covering the Lake District amongst other infamous routes and landmarks, finishing off at Robin Hood’s Bay in North Yorkshire [6].

The River Ehen (*ref. Figure 1*) supports the largest viable population of Freshwater Muscles, take a walk along this SSSI river, and spot the muscles or their shells.

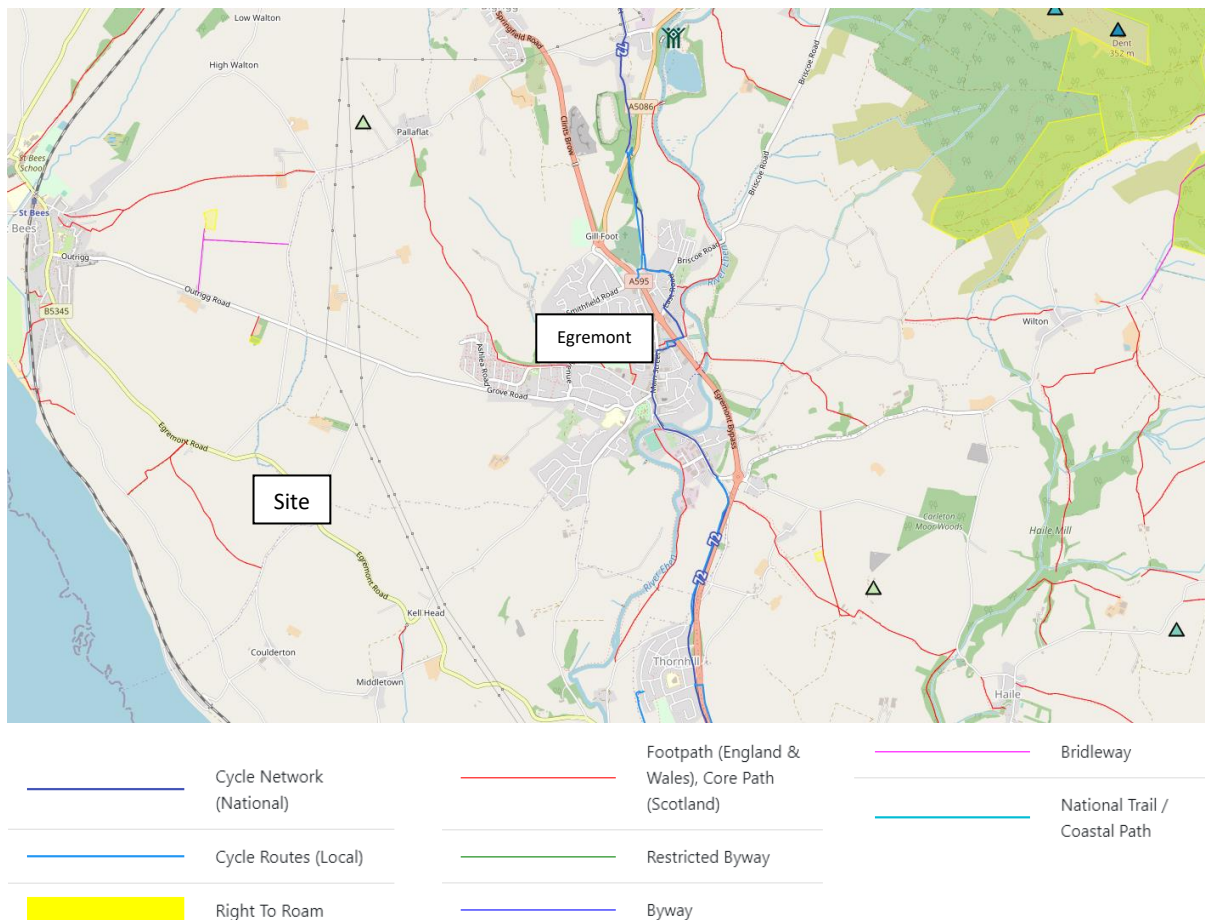


Figure 1 – Footpaths, cycle routes and hills local to the site [4].

#### 1.1.4 Activities & Experiences

Cumbria and The Lake District are full of many experiences for all ages and interests. From Whinlatter Forest Park, paddle boarding on Ennerdale Water, golf at St Bees, wild fishing and rock climbing, the list of activities is never-ending.

13miles from Ellerbeck Glamping, visitors can explore Muncaster Castle. With a guided tour of the castle, guests can take in the scenic views from the beautiful gardens, a fairy walk, a play park, and an interactive maze. Also within the vicinity is a hawk and owl centre offering a range of activities such as flying displays, conservation, and a Bird Box Gift Shop. Afterwards, visitors can peruse the Castle Gift Shop and grab a bite to eat in the Café. Plenty to learn and enjoy for a full-day activity.

Hoister Slate Mine is around 26miles away from the proposed site, offering guided tours of the mines as well as other adrenaline-filled activities.

Whinlatter Forest is home to fantastic walks with amazing views, mountain bike trails, rare wildlife, and adventure play, including GoApe.

Cumbria in Bloom – The largest horticultural campaign in the UK, running for 30 years to encourage locals to take pride in the appearance of towns. A further aim of the campaign is to also promote a *“litter-free and sustainable environment”* [9].

Explore the Lakes – Deliver all the equipment required to participate in Stand-Up Paddleboarding directly to visitors’ accommodation, along with a guide on how to explore the lakes in Cumbria County [8]. They also provide a guide to what activities are safe to do and where.

#### 1.1.5 Food and Drink

The Manor offers a varied menu with good ambience and delicious food all reasonably priced. They are located on St Bees Main Street, with a free car park making it accessible for all.

Hartey’s Beach Shop is a modest Café with a reasonably priced, simple menu. Perfectly situated with panoramic views along the St Bees coastline. On a clear day, the Isle of Man Mountain range makes for a picturesque setting. Visitors can purchase children’s meals in a bucket, equipped with a spade for digging sandcastles and other beach fun after eating.

There are a range of local supermarkets in both Egremont and Whitehaven, as well as smaller shops – *including a post office* – for those who wish to self-cater.

Cumbria has an outstanding range of culinary expertise and locally sourced produce. Catering for everyone, visitors can enjoy fish and chips while overlooking the sea, to drinks at various bars and delicious restaurants a stone’s throw from the harbour at Whitehaven.

Bars and restaurants near the site include The Cat Inn and The Blue Bell both approximately 2 miles from the site. Hartley’s Beach Shop caters for breakfasts and lunches. Local partnerships could be created with these businesses to stock goods as a welcome gift in the glamping pods. Guests could travel slightly further to enjoy a variety of restaurants and cafes in surrounding coastal areas.

## 2.0 Tourism Demand Analysis

### 2.1 Demand in the Area

Tourism in the area appears to be enjoying stable growth in recent years. We, therefore, expect demand for accommodation to grow in the years ahead. This is due in part to the Brexit effect (more on this later), and the ever-increasing demand for this new style of accommodation.

This number does not take into account seasonal fluctuation but does suggest a large potential market for the proposed development, which is unlikely to be met by existing accommodation options, especially during peak season.

### 2.2 Glamping Popularity

Each year we witness a cyclical increase in google searches for glamping (as seen below). This trend matches Glampitect’s experience of witnessing increasing demand. Interestingly the trend shows increased demand for both peak and off-peak seasons & shows no sign of decreasing for the time being.

The concept of luxury glamping is now gaining popularity throughout the UK, with standards and guests’ expectations on the rise. It is intended by the site operator that this site will be amongst the best available in the area. At the moment, there is a limited presence in the Copeland area offering this kind of luxury pod accommodation giving guests exclusive facilities. Therefore, we feel the site would be providing a positive alternative for visitors to the area, where none currently exist in the Egremont.

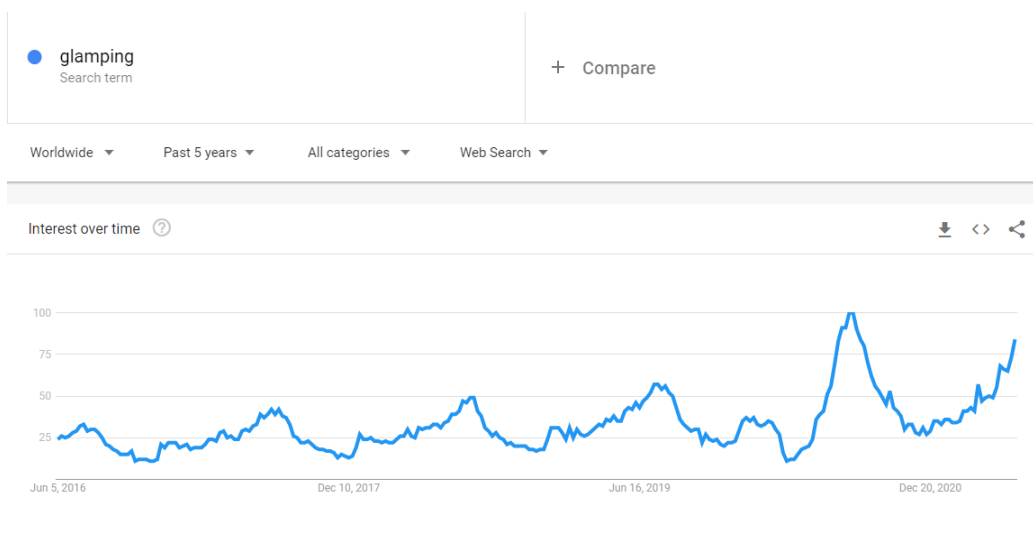


Figure 2 - Glamping Popularity

We have seen in other parts of the country that glamping sites are popular even in areas short of tourist attractions, and when close to other glamping options. Glamping has a certain novelty meaning it is now an attraction in its own right. The location of this site being in Egremont will certainly affirm it being ‘its own attraction’.

## 2.3 Brexit Uncertainty & Covid-19 Impact

Historically, uncertain political times have seen UK-based tourists favour 'stay-cations' over foreign holidays. Fears over foreign travel due to the Covid-19 Pandemic are also expected to encourage home-based tourism. This is tempered by the possibility of fewer tourists arriving from the International Market due to the same uncertainty. However, domestic tourists using accommodation typically outnumbered international tourists by a ratio as high as 9:1 so we view this as a potential net benefit.



### 3.0 Existing Accommodation near Ellerbeck Glamping

Below is a list of accommodation options near the proposed glamping site and the surrounding area.

- Ellerbeck Manor – (*within the ownership of the proposed site operators*) – from £60 per room
- Seacote Holiday Park –
  - Static Caravan – from £210 3/nights in December
  - Pitch for Tent – from £10 per night in high season (*varies per person*)
  - Pitch for Tourer / Motorhome – £21 per night in high season
- Moorclose B&B – Double Room & en-suite - £75 per night inc. Breakfast
- Mona Villa – Sea-front rental cottage - £110 per night
- Greysouthen Camping Pod Site – Caravan site, with 1 pod option - £45 per night (*weekend*)
- Stay in Eskdale Luxury Glamping – Eskdale – Glamping Pods - £105 per night

Several things stood out during our research of existing glamping sites. Firstly, there were a high number of short-stay accommodation in Egremont and the surrounding areas, which suggests demand. Most of the existing accommodation tends to be holiday parks for caravans & tents, or B&B's and Hotels. This perhaps makes sense given the reputation these areas hold for beautiful countryside and leisure activities/experiences. With glamping's popularity growing ever stronger (and the impact of Covid-19 likely to accelerate it further), we can be confident of sufficient glamping demand to justify Ellerbeck Glamping. Secondly, there is a gap in the market for a higher-end glamping facility where none exist in the Egremont area. It also suggests that there will be a demand for glamping within the immediate area.

By comparison to the choices above, the proposed glamping site would be a completely different proposition to current options and likely attract a demographic who at present are not catered for locally. The site could expect to command upwards of £150 per night per unit.

Accommodating this new demographic should also see benefits pass through to the local economy. Increased spending by guests of the site is guaranteed and jobs created will be filled by residents.

The tourist trade in the winter months is naturally low in most parts of the UK. Despite this, we believe there would still be sufficient demand for a glamping site in the low seasons, again due to the wild solitude, nature, and leisure activities.

## 4.0 Summary

Tourism in the UK is expected to increase in the years ahead, even without the effects of Covid-19 & Brexit, which are also expected to accelerate demand, and evidence of this is already apparent in Copeland, Cumbria. This should also mean increased demand for tourist attractions and accommodation in and around Egremont, coupled with the ever-increasing demands for glamping experiences.

The proposed low-impact development will also boost the local and rural economy and offers a scenic stay for guests. We believe that the proposed development will be beneficial to this part of Egremont and the surrounding villages without sacrificing the area's ecology, landscape, or residential amenity.

## 5.0 References

- [1] [Economic Impact of Tourism 2016 - Cumbria Tourism](#)
- [2] [Cumbria Tourism Research Newsletter June 2018.pub](#)
- [3] [Egremont Castle History – Egremont Town Council](#)
- [4] [Map | FootPathMap.co.uk](#)
- [5] [Beaver Reintroduction – Wild Ennerdale](#)
- [6] [Coast to Coast path UK](#)
- [7] [Longlands Lake - beautiful walking route for everyone, Egremont Cumbria | See Beyond the View](#)
- [8] [Paddle Board Hire - Explore the Lakes](#)
- [9] [Pride in Your Community – Cumbria In Bloom \(cumbria-in-bloom.org.uk\)](#)