

Chase Farm Partnership Business Plan for 4 Luxury Glamping Pods and a Treatment Pod

1.0 Introduction

Chase Farm Partnership seeks approval for a revised planning application and business plan reflecting updated tourism trends and visitor preferences.

This replaces the previously approved plan for five 2-4 person cabins with a new proposal featuring:

- Three luxury glamping pods designed for 2-4 person occupancy, each with a kitchenette, living area, bathroom, and outdoor wellbeing area featuring a copper bath, wood-fired sauna, shower and a relaxation area with a log burner.
- One 4-6 person pod with two ensuite bedrooms, kitchenette, living area and outdoor wellbeing area featuring a wood-fired sauna and a relaxation area with a log burner.
- One treatment pod with two massage rooms each with a therapist sink and counter. Also included is a communal waiting area with one small communal bathroom with shower, toilet and sink, a staff toilet and space for a reception desk.

All of the above will enjoy beautiful rural views of the Sussex countryside and all year availability within an hour from London and 30 minutes from Gatwick Airport. The site is at Chase Farm, a working farm that is currently operating the Mid-Tier Stewardship Scheme and Sustainable Farming Incentive programme, which aims to promote the government's environmental farming initiative. Accommodation will also permit dogs and the project will benefit and compliment the local economy and tourist attractions.

2.0 Target Market and Rationale for the Update

2.1 Evolving Market Trends

The previous planning application was for five units that could accommodate up to 4 people in one double bed and a bunk bed. These original units were less luxurious due to their style, smaller size and lack of any wellness facilities.

According to the December 2024 Lighthouse Short Term Rentals Trends Report, demand for smaller holiday rentals (1-2 persons) has declined from 41% to 35% since 2023, while bookings for 3-5 person groups have increased from 36% to 39% and bookings for 6+ groups have grown from 23% to 26%.

The March 2025 Domestic Sentiment Tracker further highlights that 80% of those surveyed will be taking a domestic trip in the next 12 months, up by 74% from March 2024. The top barriers to taking a domestic overnight trip in the next six months are the British weather and the cost of living. However, 35% of adults surveyed are more likely to take a UK domestic overnight trip compared to 28% choosing a foreign overnight trip. This is due to UK holidays being easier to plan; cheaper; good for shorter, quicker trips that avoid long queues at airports and people want to take holidays in places they are familiar with. The primary reason for domestic travel is to spend quality time with family/friends, getting away from it all, and to connect with nature/great outdoors.

Sussex's recent inclusion in Condé Nast Traveller's "Top 25 Global Destinations for 2025" further supports the viability of this investment - <https://www.cntraveller.com/article/best-places-to-go-in-2025>.

This aligns with our shift towards larger and more luxurious accommodation. Meanwhile, we aim to cater to the increasing demand for wellbeing experiences by offering facilities and services for our clients to relax and recharge in nature.

2.2 Enhanced Visitor Experience

- **Larger Family Groups and Corporate Retreats:** All pods will have a covered and enclosed outdoor area with a log burner, double glass doors on two sides and wellness facilities. This additional 20 sqm will improve guest experience, by providing a sheltered area to enjoy the benefits of the great outdoors, even when the weather is poor. This response to the change in trends will encourage longer stays and return visits. All pods can be booked as one block booking, enabling groups to travel together. The new 4-6 person pod caters to multi-generational families, wellness retreats and corporate teambuilding retreats, with ensuite facilities enhancing comfort and convenience. One partner at Chase Farm Partnership is a Fellow of the Chartered Institute of Personnel and Development with 30 years Human Resources (HR) experience in a corporate setting. This application will provide the accommodation facilities needed for this partner to deliver onsite corporate training and team building events for select groups of up to 5 people.
- **Wellbeing and Relaxation:** Visit Britain's March 2025 Domestic Sentiment Tracker, lists "getting away from it all and having a rest" as the second most common reason for domestic travel. Other data pointing to the popularity of wellness tourism is listed below:
 - https://globalwellnessinstitute.org/press-room/press-releases/wellness-economy-reort-uk-2024/?utm_source=chatgpt.com
 - https://www.theguardian.com/travel/2025/jan/01/10-best-uk-wellbeing-retreats-holidays-2025?utm_source=chatgpt.com
 - https://www.thesun.co.uk/travel/32810152/fitness-travel-key-holiday-trend-in-2025/?utm_source=chatgpt.com

Chase Farm's beautiful rural location, provision of luxury facilities and wellbeing services such as massage and sound therapy will offer our guests the perfect opportunity to relax and unwind. One business partner of Chase Farm Partnership is a ITEC qualified (International Therapy Examination Council) massage therapist.

3.0 Site Development Plan

All units will be environmentally sustainable as they will be built in the UK, reducing airmiles on construction compared to other manufacturers. Each unit will be fitted with warm white spotlights internally and LED lighting externally and be fully insulated for all year use to reduce and manage heating needs. The heating system will be operational inside the unit, as well as remotely by management, e.g. being able to turn down the heating remotely once guests have departed. The project will use environmentally friendly cleaning products as well as energy efficient white goods. The wastewater will be processed by a central water treatment system, so that the clean treated water is safely discharged into a nearby ditch. The centralised system will improve water treatment efficiency and reduce the need for commercial journeys to empty one large tank compared to having individual tanks. This project will also provide future business opportunities for the local community and businesses e.g. corporate training events, personal wellbeing services and guided tours. Local dog day care will give guests greater flexibility of activity choices, and the project will be a promotional platform for local tourist attractions.

4.0 Accommodation and Treatment

This project will provide all-year accommodation as each unit will be fully insulated, fitted with radiators. Each unit will be at least 25m between each other, thus offering privacy.

- Three pods will offer accommodation for 2-4 people with one bedroom, one bathroom, a living area with a sofa bed, a fitted kitchenette and a dining area. There will also be outdoor decking and an enclosed wellbeing area featuring a copper bath, a wood-fired sauna, and a relaxation area with a log burner.

- One pod will offer accommodation for 4-6 people with two bedrooms with ensuite bathrooms, a living area with a sofa bed, a fitted kitchenette and a dining area. There will also be outdoor decking and an enclosed wellbeing area featuring a wood-fired sauna, and a relaxation area with a log burner.
- One therapy pod featuring two treatment rooms, each with a therapist sink and counter. There will also be a communal waiting room with a small, shared bathroom with shower, toilet and sink, plus staff toilet and staff reception desk. The intention is to offer massage to day visitors, as well as glamping guests.

5.0 Community Benefits and Tourism

This project will create local employment opportunities as we will employ up to two full-time equivalent employees as spa therapists in our treatment pod. The HR experience of one Chase Farm partner means we have the people management skills to make this a success. By opening up our treatment pod to day visitors, we will also be able to respond to demand for wellbeing services in the local community.

Chase Farm Glamping will also require regular cleaners and laundry services, thus providing further opportunities to local contractors and the services community.

This project will also encourage active tourism in the local area, whilst also retaining a low impact on the environment and neighbours. There are several public footpaths and bridleways to adjacent woodlands and the countryside beyond. These also join up to the more substantial Downs Link and South Downs Way. Chase Farm's location and facilities will be particularly attractive to walkers, cyclists and dog owning guests. This will open up the market as there is limited pet friendly accommodation nationally. For guests who wish to holiday with more dogs, they can book them in to the dog day/night care over the road from Chase Farm. There are other local sporting facilities within a few miles of Chase Farm. These including water sports at Southwater Country Park, and fishing at Sumner's Ponds, bicycle hire at Southwater Cycles or Riverside South Downs, plus guided cycling and vineyard tours. Within half an hour from Chase Farm is the Sussex Yacht Club, Slinfold and Mannings Heath Golf Clubs and Hurtwood Park Polo Club as well as Go Ape! in Tilgate Park, canoeing and paddle boarding at Pulborough, and paintballing in Holmbush.

There are other complementary local tourist attractions such as the rewilding project and wildlife safaris at Knepp Castle, wine tasting at Nyetimber Winery and Michelin Star dining at Leonards Lee Gardens. The South Downs National Park and the seaside are only a short drive of only 15 minutes and 25 minutes respectively. There are plenty of cultural and historic sites including Horsham Museum, Christ's Hospital School, Horsham Art's Centre, Newland's House Gallery, and Nymans Gardens.

Nature Reserve and RSPB Pulborough Brooks Nature Reserve within 10 miles from Chase Farm. There are plenty of National Trust and English Heritage sites as well as private gardens (e.g. the National Garden Scheme) within easy distance from Chase Farm. There are numerous annual events in the area such as various dog, gardening and agricultural shows at the South of England Showground, equine events at Hickstead, and Tough Mudder in Holmbush. Slightly further afield within 25 miles are Arundel Castle, Petworth House, Bignor Roman Villa, Brighton Pavilion and the Bluebell Railway.

There are various food and drink festivals in the local market town of Horsham throughout the year, and two weekly food markets every Thursday and Saturday. There are several local arts festivals at Shipley, Petworth and Arundel, whilst the South of England Showground holds four seasonal shows to name but a few. There are numerous gastro pubs and ten Michelin Star restaurants within 20 miles of Chase Farm. There are also many excellent independent and national restaurants in and around the Horsham area, providing a variety of different cuisines. Furthermore, there are nearby sporting events such as horse racing and the Festival of Speed at Goodwood and Eastbourne International Tennis Tournament. The project will also appeal to international guests. Gatwick airport is only a half hour drive, London is an hour by direct train from either Horsham and Christ's Hospital stations, and Portsmouth ferry terminal is only 75 minute's drive away.

6.0 Future Project Development

The luxurious accommodation and facilities will open up Chase Farm to hosting low impact events such as residential corporate training for up to 5 delegates. Good access to fields via concrete surfaces from the farmyard makes the site amenable to corporate away day experiences. Event hosting will benefit other local businesses such as catering companies and tour operators such as guided cycling or wine tours. This could provide prospective employment opportunities as such projects would require additional staff to help the managers run and service such events.

7.0 Need and Demand

There is a shortage in the Horsham area, and South East in general, for luxury all-season accommodation and wellbeing experiences. According to the 'Horsham District Hotel & Visitor Accommodation Study' there is growing demand for self-catering accommodation units for people attending events in the area (e.g. weddings) and extending corporate stays into holidays. This is also increasing demand amongst walkers and those visiting friends and relatives. With the lack of B&B facilities in the local area, there is an increasing need to fill this gap and to meet the accommodation demand.

Meanwhile the statistics and news articles in figure 2.2 above demonstrate the demand for accommodation for larger groups and wellbeing experiences. Furthermore, you only need to look at the local Horsham area community Facebook chat "Horsham Recommends", with its 27,300 members, to see the demand for massage within the local area.

8.0 Competition

This project will complement other nearby glamping sites and holiday accommodation by providing alternative all-season units, with the added benefit of private wellness facilities.

Lazy Days (0.25 mile away) is a high-end semi-detached three-bedroom house for up to 8 people. Its country cottage style targets groups and families, but has limited views due to its woodland location. Chase Farm has the added benefit of wide spanning views of the Sussex countryside and sunset opportunities. This project has the potential to work well together with Lazy Days by providing additional accommodation choice in the local area. It could enable groups to holiday nearby one another, whilst still maintaining privacy.

Knepp Castle (4.5 miles away) offers wildlife safaris and accommodation. None of their units (shepherd huts, yurts, bell tents and tree houses) have bathrooms or kitchens inside, and they are only available between April and October. Sumner Ponds (3 miles away) offers fishing and accommodation. These include shepherd huts, safari tents, basic units, log cabin, lodges, as well a caravan and tent pitches. The units are very close to each other giving the site a communal holiday park feel, whilst we will have at least 25m between each unit.

Goweco Glamping (4 miles away) has a selection of different styles of accommodation, ranging from Airstreams and converted horse boxes to bell tents and converted grain bins. These units are best suited to the spring and summer months and are sited very close to each other. The Hazel Hide (4 miles away) offers only one off-grid unit, so they cannot cater for groups as Chase Farm Glamping can. Strawberry Lane Tree Tent (6 miles away) comprises of a single unit in the trees that only hosts up to two guests and has a separate bathroom, basic field kitchen only, and they do not accept dogs. Conies Farm (6 miles away) only has a shepherd's hut. Merrion Farm (8 miles away) has a shepherd's hut and a cottage, which offer completely difference experiences to what Chase Farm will offer with its wellness services.

Two Woods Estate (11 miles away) offers bell tents and two retro caravans, which limits them to April-October bookings. Worth Forest Glamping (14 miles away) have two safari tents and a pod, which are aimed at groups and families from April-October but lacks the year around luxury Chase Farm Glamping can offer. Missing Link Glamping has pods, but they are very close together and smaller than what Chase Farm Glamping will offer. Foot

of the Downs (18 miles away) offers pods and a shepherd's hut, but again, they are smaller and less luxurious than our offering. The Forest Garden Shovelstrode (27 miles away) have all season units, but these are rustic, off grid, woodland huts and yurts without bathrooms inside. Wimble Farm (42 miles away) provides grown-up only units, but they are shepherd huts and do not accept dogs.

This project can demonstrate that it will provide new trade as there are no other similar glamping sites offering dog-friendly accommodation with luxurious wellbeing facilities and a glorious view, within at least 40 miles of Chase Farm. Chase Farm will therefore offer complementary accommodation options to its nearest competitors, rather than displacing them of their customers.

9.0 Conclusion

This revised application reflects the evolving tourism landscape, aligning Chase Farm Glamping with current market demand. With its unique combination of high-quality accommodation and wellness offerings, Chase Farm Glamping is well-positioned to become a leading rural retreat for families, corporate groups, and wellness seekers.

10.0 Set Up Costs

10.1 Accommodation Units

Set Up Costs	Unit Costs ex VAT	VAT %	Unit Costs Inc VAT	Number Required	Total ex VAT	Total Inc VAT
Ben Nevis	£87,190	5%	£91,550	1	£87,190	£91,550
Brecon	£69,820	5%	£75,000	3	£209,460	£225,000
Furnishing etc	£18,895	20%	£22,674	1	£18,895	£22,674
Misc	£2,000	20%	£2,400	1	£2,000	£2,400
Linen	£3,800	20%	£4,560	1	£3,800	£4,560
Groundworks	£20,000	20%	£24,000	1	£20,000	£24,000
Total Setup Costs					£341,345	£370,184

10.1.1 Running Costs

Occupancy Rate	Running Costs*
40%	£70,543
50%	£66,013
60%	£71,083
70%	£76,153
75%	£78,688

*Running costs include utilities, cleaning, general maintenance and sundries for servicing the units and a £20k salary and £9600k marketing in year 1

10.1.2 Income

Occupancy per Unit	Nights per Unit	Average Price Per Unit	One Unit					Less Commission** @ 20% per Unit	4 Units
			Year 1	Year 2	Year 3	Year 4	Year 5		
40%	146	£200	£29,200					£23,360	£93,440
50%	182.5	£200		£36,500				£29,200	£116,800
60%	219	£200			£43,800			£35,040	£140,160
70%	255.5	£200				£51,100		£40,880	£163,520
75%	273.75	£200					£54,750	£43,800	£175,200
Total								£172,280	£689,120

** Commission for promoting and advertising the units

10.1.3 Payback on Accommodation Units

Payback Year	Set Up Costs Inc VAT for 3 Units	Less Income	Debt Remaining	Profit
1	£370,184	£93,440	£276,744	
2	£276,744	£116,800	£159,944	
3	£159,944	£140,160	£19,784	
4	£19,784	£163,520		£143,737
5		£175,200		£175,200
6		£175,200		£175,200
7		£175,200		£175,200
8		£175,200		£175,200
9		£175,200		£175,200
10		£175,200		£175,200
Total				£1,194,937

10.1.4 Payback on Accommodation Units, Including Running Costs

Payback Year	Set Up Costs Inc VAT for 4 Units	Running Expenses for 4 Units	Debt Total	Less Income	Debt Remaining	Profit
1	£370,184	£70,543	£440,726	£93,440	£347,286	
2	£347,286	£66,013	£413,299	£116,800	£296,499	
3	£296,499	£71,083	£367,582	£140,160	£227,422	
4	£227,422	£76,153	£303,576	£163,520	£140,056	
5	£140,056	£78,688	£218,744	£175,200	£43,544	
6	£43,544	£78,688	£122,232	£175,200		£52,968
7		£78,688	£78,688	£175,200		£96,512
8		£78,688	£78,688	£175,200		£96,512
9		£78,688	£78,688	£175,200		£96,512
10		£78,688	£78,688	£175,200		£96,512
Total						£439,016

10.2 Therapy Room

Set Up Costs	Unit Costs ex VAT	VAT %	Unit Costs Inc VAT	Number Required	Total ex VAT	Total Inc VAT
Unit	£40,000	20%	£48,000	£1	£40,000	£48,000
Furnishing etc	£3,000	20%	£3,600	£1	£3,000	£3,600
Sheets	£1,200	20%	£1,440	£1	£1,200	£1,440
Groundworks	£2,000	20%	£2,400	£1	£2,000	£2,400
Total Setup Costs						£55,440

10.2.1 Running Costs

Occupancy Rate	Running Costs*
40%	£42,594
50%	£52,700
60%	£62,806
70%	£72,912
75%	£77,965

*Running costs include utilities, cleaning, general maintenance, laundry and sundries for servicing the units, as well as two salaries of FTE Spa Therapists at £28,220.46 per annum.

10.2.3 Income

4 Massages a Day	Occupancy	Average Price Per Unit	One Unit					
			Year 1	Year 2	Year 3	Year 4	Year 5	Total
40%	1056	£80	£84,480	-	-	-	-	-
50%	1320	£80	-	£105,600	-	-	-	-
60%	1584	£80	-	-	£126,720	-	-	-
70%	1848	£80	-	-	-	£147,840	-	-
75%	1980	£80	-	-	-	-	£158,400	-
								£623,040

10.2.4 Payback on Therapy Pod

Payback Year	Set Up Costs Inc VAT	Less Income	Debt Remaining	Profit
1	£55,440.00	£84,480	-	£29,040
2		£105,600	-	£105,600
3		£126,720	-	£126,720
4		£147,840	-	£147,840
5		£158,400	-	£158,400

10.2.5 Payback on Therapy Pods, Including Running Costs

Payback Year	Set Up Costs Inc VAT for Units	Running Expenses for 1 Unit	Debt Total	Less Income	Debt Remaining	Profit
1	£55,440	£42,594	£98,034	£84,480	£13,554	
2	£13,554	£52,700	£66,254	£105,600		£52,900
3		£62,806		£126,720		£63,914
4		£72,912		£147,840		£74,928
5		£77,965		£158,400		£80,435
6		£77,965		£158,400		£80,435
7		£77,965		£158,400		£80,435
8		£77,965		£158,400		£80,435
9		£77,965		£158,400		£80,435
10		£77,965		£158,400		£80,435
Total						£674,349

10.3 Total Profit from Accommodation and Therapy Pods over 10 Years

Payback Year	Total Profit
1	£0
2	£52,900
3	£63,914
4	£74,928
5	£80,435
6	£133,403
7	£176,947
8	£176,947
9	£176,947
10	£176,947
Total	£1,113,365