

# CRIFFEL VIEWS

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# INTRODUCTION

This report will give a detailed analysis of the initiative insight of 'Criffel Views'. This is a project that offers high end accommodation in an area of glorious beauty and huge historical value. The accommodation will take the shape of two shepherd huts, designed and built of Scotland with locally source materials, fitting for the countryside surrounding it, filled with native breeds of cattle and sheep. What makes the sight even more special is that in amongst the view point we also have a fully intact Royal Observer Cores Monitoring Post, an underground bunker opened in 1959 by the ministry of defence. We have a vision to be able to preserve this historical sight and enable a future appreciation for this important part of history. Our future aims for the company will be to incorporate the bunker as part of the accommodation available or to be opened to the public to draw in further tourist.

Our current proposal is for two shepherd's huts to provide luxury self-catered accommodation for a range of visiting tourists. The local area has a wide variety of attractions that can only be seen to grow as Dumfries and Galloway visiting rate steadily increase. We believe our accommodation can stand out amongst the rest with its spectacular views, our historical value and unforgettable location.

## MARKET RESEARCH

Our first initial thought processes was how to make a scrap piece of 4 acre land a viable asset to a farm business, we researched into livestock purposes, forestry or fruit harvest with little luck. Due to type of soil, terrane and travel from venders these options where not viable. We also wanted to preserve the land and the native shrubbery, including gorse, heather and Scottish Bluebells. We had an access road, with possible water supply and electricity lines, it was at this point we steered towards hosting tourists for stays and creating a native a natural space for them in which to relax and enjoy the local community and culture.

## THE SITE

The site is also situated on the up and coming new tourist route, The South West Coastal 300. This route runs from Dumfries hugging the coastal road with breath taking views and welcoming culture all the way to Ayr, then back through the hill to Lockerbie and Dumfries. A new route that has been developed by Visit South West Scotland (VSWS) after campaign and receiving £20,000 worth of funding which is expected to reach over 800,000 people via social media and at least double organic traffic. (Visit Scotland, 2020).

From the ([Driving Scotland's forgotten roads in a Hyundai i30 Fastback N | Autocar](#))



## COVID 19 IMPACT

As with everything COVID-19 has put a stop to many tourism industries through the lockdowns but it has also seen record breaking peak season times even with the new management of the 'new normal' such as social distancing, extra hygiene levels and increased health and safety, this has tailgated the tourism economy tenfold, putting many business out of work. Although, as we saw the domestic travel open back up, the trend of self-catered accommodation being more sought after, as it allowed individuals or parties to have self-contained spaces which may help them feel safer.

As people flock back to our beautiful rural areas, we want to make sure these communities are ready to welcome back increased visitor numbers, especially as international travel may not be possible for some time yet (Scottish Tourism Alliance).

## LOCAL COMPETITORS

We based our statistical market research on Visit Scotland reports as they provided clear and concise statistics that had relevance to what market research we needed. We also attempted to contact Parkdean Caravan site in Southernness Village, the largest supplier of self-catered accommodation on the coastal road between Dumfries and Dalbeattie, made up of hundreds of caravans and lodges. We are unsure why they have not got back in touch. We also contacted Cavens house hotel, a high end hotel in the outskirts of Kirkbean Village, also they were also unable to reply.

## VISITORS STATISTICS

The main aim of market research is to follow the flow of tourist visits and overnight stays in the region, to do that taking statistics from between 2016 and 2019 gives an idea on numbers pre-pandemic therefore giving us an idea what the tourism flow will settle back into post-pandemic. Visit Scotland 'Dumfries and Galloway Factsheet-2019' provided relevant and broad statistical research on all tourism to the area. Although there is a large amount of facts and figures around visitor number and overnight stays into the region of Dumfries and Galloway, it was stated is also important that while these results give good precision at national level, at regional level they can be less reliable because they can be based on a relatively small sample size (Visit Scotland, 2019).

Between 2017 and 2019, the region hosted 735,000 overnight trips per year on average, a 3% increase from 2016-2018, overnight tourism expenditure totalled at £148 million (Visits Scotland, 2019).

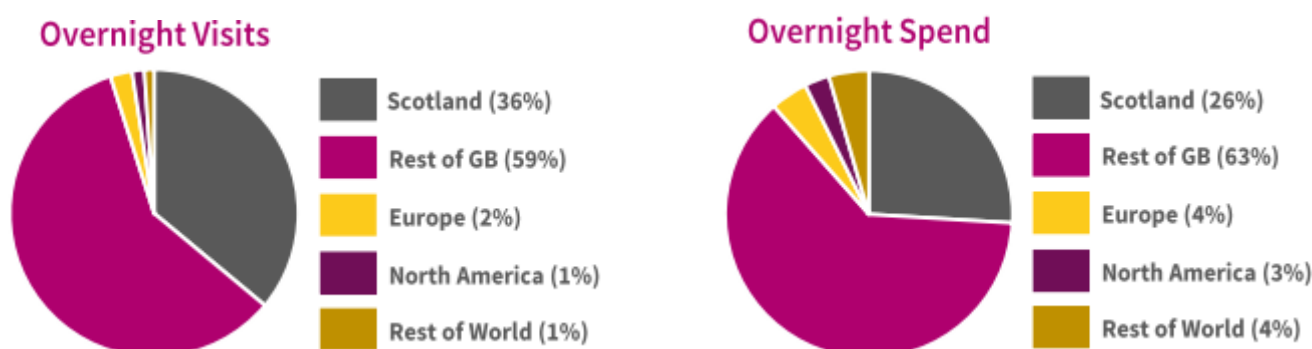
As we can see from the bellow graphs taken from the Dumfries and Galloway fact sheet, the graph show the residency of the Overnight visits and Overnight Spend. It is interesting to see that most visitors come from 'Rest of GB' 59% for Overnights visits and 63% for overnight spend, with Scotland being the second biggest residency 36% and 26% respectfully. What we can take from this is that 4% of overnight visits are from international visitors, this leaves the question of why are there not many

international visitor to our region and how can we increase their visits as well as preserving our domestic visitors? It is known that the participation of tourism in Scotland is based largely on natural beauty, historical nature and advertisement of these products. As stated, the organisation Visit South West Scotland (VSW) received £20,000 worth of funding which is expected to reach over 800,000 people via social media and at least double organic traffic. (Visit Scotland 2020).

## SOCIAL MEDIA IMPACT

As we all know social media is an extremely powerful tool especially to promote adventure and travel, the new trend of TikToks have seen single videos reach millions of viewers at a time. If VSW is able to promote our region to the rest of the UK as well as international traveller this will intern create a social media frenzy from visitors that will further promote on their own social medias.

By using social media, websites and other types of advertisement, if we are able to promote our region through trend such as the South Cost 300 or through promoting our sole business, to international visitor as somewhere who has not yet been discovered, even a slight increase would greatly expand our tourist diversity.



Sources: GBTS/IPS, 2017-19. Figures may not sum up due to rounding.

Available : [\\*Dumfries and Galloway Factsheet 2019 \(visitscotland.org\)](https://visitscotland.org/dumfries-and-galloway-factsheet-2019)

## International Tourism Performance, 2019 and 2017-19 Annual Average Figures

Indicators	Scotland		Dumfries & Galloway			
	Key Facts in 2019	% Change 2018/19	Key Facts in 2019*	% Change 2018/19*	2017-19 Annual Average	% Change 2016-18/ 2017-19
Visits (000s)	3,460	-7%	32	-18%	36	-8%
Spend (£M)	2,538	+7%	16	+31%	17	+6%
Nights (000s)	27,385	+8%	357	+28%	286	+17%
Average length of stay	7.9 nights	+16%	11.2 nights	+57%	7.9 nights	+27%
Average spend per day	£93	0%	£44	+2%	£59	-10%
Average spend per visit	£734	+15%	£489	+59%	£472	+15%

Source: IPS, 2019. \*Annual Dumfries & Galloway data is based on low sample sizes.

## WHAT MAKES OUR ACCOMMODATION DIFFERENT

Location, location, location.

We picked this sight as it has been a waste piece of land for over 20 years now, it has little nutritional factors for livestock and displays an impressive show of wild scrub and woodland area, which we intend to preserve as much as possible. As you can see from the photos and videos, the huts will be located just at the base of the famous Criffel hill. There is an easy access road leading to a hard standing platform at the top of the plot for our current residents the honey bees. This is also the sight of the MOD bunker that we will go into more detail laterally. The sight boasts a beauty fill 360 degree view stretching from the top of Criffel, to the woods of Arbigland estate, the sight of Jone Paul Jones museum, all the way over the water to Glencaple and further to the beautiful hills of England.



This above photo can really put into perspective what the view and location we have to offer. Just a stone's throw away from John Paul Jones birth place on Arbigland estate where there stands a museum and memorial garden, which is open to the public throughout the summer months. On the estate the beloved Abirgland Gardens that have many open days throughout the summer in which the public can explore the acres of gardens leading onto the Solway coast. The Steamboat Inn also just a short drive on leisurely walk away, a well-loved local pub who are profound winners of many awards in Dumfries and Galloway and Scotland.

## HISTORICAL VALUE

As mentioned before the sight is an abandoned but fully intact Royal Observer Cores Monitoring Post. The post was first opened in 1959 by the Ministry of defence first being used to monitor aircrafts coming up the Solway coast and then as a radiation monitor through the cold war before closing in 1991. In its day shifts where set to 8 -12 hour shifts where 3 personnel's where on shift at a time with all rations to last a shift and a bunk bed.



The local village Kirkbean has a local community full of history for example in the 18th century, the parish was birthplace to a number of historical figures including John Paul Jones, the father of the United States Navy, novelist and poet Helen Craik, and navigational expert and colonial governor of Newfoundland John Campbell (Kirkbean Heritage). Short drive away is Sweet Heart Abbey, This splendid red-sandstone ruin of the late 13th century was founded by Lady Dervorgilla of Galloway, in memory of her husband Lord John Balliol (Scotland Alba).

## **OUR SHEPHERDS HUTS**

**SHEPHERDS HUTS - [LUXURY SHEPHERDS HUTS- HIGHLAND COSY CABINS](#)**

We have decided to go with shepherd's huts for the style of our accommodation as these are unique and different. They are very fitting for sitting on criffel hill as for many years sheep have been grazing across it so there would have the need of huts around the bottom of the hill years ago. We have opted to go with highland cosy cabins as our manufacturer as they are designed and built in Scotland. This company is classed as a small business, and you tend to find they pay more attention to detail and really cater to your needs and requirements. Standard pods are 2.4m wide x 5m long externally and sleep 4 people. The luxury one is slightly bigger at 5.4m long instead of 5m sleeping 5 max.

*Prices start - £19,995 + VAT and delivery*

### Standard hut includes

Doors and windows – double glazing

Insulated walls, floors and ceilings using earthwool

Fitted double bed with mattress, headboards and under storage or pull-out daybed.

Electrics, light fittings, and sockets

Underfloor heating or designer electric radiator

Simple WC with plumbed in toilet and hand basin or cupboard space

Solid wood, engineered or laminate flooring

Guttering

Exterior finished with untreated larch

Could do 1 luxury and 1 standard

## COST AND PAYMENT TERMS

Will need to put in extras in such as kitchen - £2,300, shower - £1,250, electric designer radiator - £580(for standard ONLY as luxury has stove) = **£4,130 for standard, £3,350 for luxury.**

For luxury could add in wood burning stove - £1,450, bunk bed - £330, pot rack - £95, plate rack - £125, large window - £650, extra length - £1,400, midge screens - £85, oak table & chairs - £495 = **£4,630**

Standard – £19,995 + Extras (kitchen, shower, radiator) £4,130 = **£24,125**

Luxury - £19,995 + Extras (kitchen&shower) £3,350 + extra luxuries (wood burning stove, bunk bed, pot rack, plate rack, large window, extra length, oak tables and chairs, and midge screens) £4,630 = **£27,975**

£27,975 + £24,125 = **£52,100** without VAT & delivery.

### Payment terms

£1,000 non-refundable deposit to secure the build date

50% instalment 1 week commencing your build date

25% at halfway point

Final 25% instalment once you have inspected and happy with it.

## INTERIOR FURNITURE

Kitchen area – pots, pans, cutlery, chopping board, mixing bowl, glasses, mugs.

Wet room – towels (hand & shower), hand soap, mini shampoo, conditioner, and body wash.

Living Area – TV, cushions in seating area, blankets, board/card games, lamp, mirror, on wall decor such as mirrors, local area photographs.

Bedroom – duvets, bed sheet, duvet covers, pillows, extra pillows, and blanket.

Cleaning - mop, bucket, brush, dust pan.

**Looking at around £1,000 each to furniture them, £2,000 total**



## HOT TUB

[Wood Fired Hot Tub](#) | [Traditional Wooden Hot Tubs in UK](#) | [Royal Tubs](#)

Having the addition of a hot tub can be a massive boost for our business. When holiday makers are looking for a staycation they like the idea of a hot tub as they provide a 'luxury' feel. Our hot tub is unique as it's fully wooden which blends in with the shepherds huts and they are also heated through a wood burning stove. We have added in extra features to it including LED underwater lights, and a hydro massage system, comprising of 6 jets. It will have a lid so it is not exposed to the elements and has steps to get in and out safely. The tub will be situated out the front of the hut, therefore guests will be able to relax in it whilst soaking up the view. This tub is also made in the UK so is our way of supporting british businesses.

Size- 1.5mx 0.75m, will fit 2 people

### Heaters

Standard external heater - £565

External heater with glass door - £65

### Interior & Exterior

Wood exterior with wood treatment - £65

Wooden lid - £65

### Accessories

Chimney heat guard - £125 (essential)

High flow drain tap - £70 (essential)

LED underwater lights - £270

Hydro massage system 6 jets - £525

Wide steps - £210

Stirring paddle - £55 (essential)

Submersible skimatic filter - £210



**hot tub - £3,959 + shipping - £303.60 = £4,262.60**

## OUTDOOR SEATING

[Garden Furniture Scotland brings you quality garden and patio furniture :: teak garden furniture, garden benches, barbecues, hammocks, sun loungers, Tayside, Angus, UK, Scotland](#)

Having an outdoor seating area is crucial, we need the guests to feel relaxed inside and out. Having seats outside means they are not trying to move furniture from inside to out. Our view is one of our main selling points and is what sets us apart from our competitors so we need our guests to enjoy it. Having the addition of the fire bowl for the luxury pod will help add to the cosiness of our pods as the bowl would be perfect to light on a summer's evening whilst admiring the view. It's little memories like these that guests won't forget. This company is also from Scotland, so we are supporting Scottish business at the same time, and they offer free delivery to any UK mainland address. The addition of weathercovers will help protect them.



Atholl chunky 6 "A" frame picnic table - £249.99

Seats fold up when not in use

Pressure treated redwood

Weathercover 7yr guarantee - £47.25



Atholl 3 seat garden bench -  
£279

Weathercover - £37.50



Haiti fire bowl 80cm - £139

Made from steel

Cover - £24.99



Evlo adirondack chair - £175

Standard hut has picnic table & cover - £297.24 + 3 seat bench & cover - £316.50 = **£613.74**

Luxury hut has fire bowl & cover - £163.99 + picnic bench & cover - £297.24 + 2 evlo chairs - £350 = **£811.23**

**Total Cost for both - £1,424.97**

## HAMPER/WELCOME ESSENTIALS PACKS

Having an essentials and welcome pack would be a nice addition to each hut. It gives the guests the feeling of being welcomed and thought about. It's just a small gesture that would go a long way, as these could be easily forgotten about but could cause problems without.

Have an essentials cleaning pack including disposable cloths, tea towel, mini tub of fairy liquid, safety matches for stove burner, kitchen roll, toilet roll, hand sanitiser, anti-bac wipes, and bin bags.

For the luxury hut, they have the stove burner inside, the hot tub and the fire pit, all running off wood so could give them a basket of logs, fire lighters, and kindlers, just enough to get going and they can then buy more after.

There will also be a welcome pack in each hut that will include, emergency contact details, health, and safety booklet regarding fire safety etc, huts 'dos and don't', leaflets for attractions in the area, bus routes timetables, local taxi numbers and how to connect to Wi-Fi and its password.



Finally, a refreshment pack which includes coffee sticks, sugar packs, individual packed tea bags and a tin of biscuits. Have a bottle of fresh milk in the fridge, locally sourced from Howie's, that way they can go fill it up.

If we know in advance if it is an anniversary, or birthday or celebration we could have a bottle of prosecco and a box of chocolates in the fridge waiting for them.

## BOOKING SYSTEMS

Guests could book through different booking agencies, but we will also have our own website with a booking system on there. Booking through these agencies will either take commission or we will need to pay a subscription. We need to try and get them to book through our own website so we can get the full payment so making sure our marketing is on point will be paramount.

We could let them phone us to make bookings and just pay over the phone or they could use our booking system called 'bookalet'. [Pricing Plans - Bookalet](#) this is a software that manages property lettings. You can either make a website through them or you can attach the system to your own website. We must pay a £159 subscription charge

Benefits to using this system -

- Review all current and past bookings
- Colour code to indicate status of bookings
- Click through to manage individual bookings
- Accept or reject bookings and emails guests
- Records a deposit payment and sends receipt
- Record a balance payment and sends receipt
- Automatically sends out payment reminders
- Records and review all correspondence with guests
- Review and manage payments
- Simple one clicks to chase up an outstanding payment via email
- Record payment against
- Send an email to the guest anytime via bookalet
- Enquiry forms
- Availability calendar
- Add & charge for extras
- Weekly pricing
- Attach arrival information
- Attach terms & conditions

## CANCELLATION POLICY

If the guests cancel their stay with us 1 week before their check in date, then we can refund them, but we keep the deposit because of the inconvenience caused. Deposits are £50.

If they cancel a few days before the check in date, we keep the deposit plus an additional 25% as the likelihood of us filling this now available duration on such a short notice is slim. This way by keeping the deposit plus 25%, is a way of us still having income.

## DISABILITY ACCESS

These huts would not be ideal for those who need extra space to move around, such as being in a wheelchair. We could include a ramp that is suitable for wheelchairs, but the experience would not be enjoyable for them as the huts are small. For example, using the toilet and showering facilities could be a huge struggle for them.

Therefore, we do not recommend those booking who need extra space to move around. In future this could be something we could look at, making them more disabled accessible.

## CLEANING PRECAUTIONS

We want our guests to be reassured that our pods are cleaned up to high standards. It's more important now than ever to make sure everything is sanitised because of Covid19. We would have

hand sanitiser outside our pods that you could use before entering. This is a way of trying to keep the inside area risk free. We will provide each pod with anti-bac wipes as well that they can take away with them as we will set a new pack out for every new set of guests. The refreshment pack has each item individually wrapped as well to stop any contamination.

We will clean the pods after the guests leave, we will wipe/ wash down every surface and make sure the tea towels/bath towels and bedding are washed and dried. We will also try our best to air the pods out as much as possible to have fresh air circulating through it during the clean time.

## **WHAT TO SEE AND DO IN THE AREA**

### **WALKING TRAILS/ HILLS/ MOUNTAIN BIKING**

Walking - Southern Upland Way, Annandale way, Balcary Bay cliff walks, Eskrigg Nature Reserve

Mabie & Ae Forest host good mountain biking and walking trails for different abilities.

Galloway Forest Park – Red deer park, mountain biking, hill walking, otter's pools, Carrick Forest Drive, Bells Memorial, Glen of a Bar, Clatteringshaws loch, Kirroughtree/Clatteringshaws/Glentroot visitor centre, Wild Goat Park and holds dark sky status.

Hills - Grey Mare's Tail, Queensberry Hill, Waterloo Monument, Burnswark, Scree Hill, Merrick (highest in D&G), Criffel, Cairnsmore of Fleet.

### **HISTORIC ATTRACTIONS/MUSEUMS**

Drumlanrig Castle, Morton Castle, Caelaverock Castle, Threave Castle,

Mull of Galloway Lighthouse, Sweetheart Abbey, Dundrennan Abbey, Drumcoltran Tower, Orchardton Tower

Aviation Museum, Robert Burns Centre, Moat Brae, John Paul Museum, Devils Porridge Museum

### **FAMILY FRIENDLY**

Drummuir Farm Ice Cream Farm, Cream o' Galloway Ice Cream

Farmers Den, Dalscone Fun Farm, Mabie Farm Park, Dino Park, Lonsdale Cinema

Powfoot Golf Course, Southernness Golf Course

### **GARDEN CENTRES/FARM SHOPS**

Heathhall, Hetland Garden Centres, Garden Wise

Kilnford Farm Shop, Dalscone Farm Shop

## PUBS/BARS/RESTAURANTS

Steamboat – Homemade food & pub

The Bank – Cocktails and Tapas

Casa Mia – Homemade food & drinks

Hetland Hall Hotel – Homemade food & drinks

Nith Hotel – Homemade food & drinks

The Swan – Homemade food and drinks

## LOCAL EVENTS LIST

Dumfries & Lockerbie Agricultural show, Stranraer Agricultural show, Stewartry Agricultural show, Moffat Agricultural show

Beltie Beer festival, Galloway Country Fair, Eden Festival, Guid Nychburris, Lockerbie Gala, Annan Riding of the Marches, Langholm Common Riding

Wedding Fairs at Gretna Green.

# PROMOTION AND ADVERTISEMENT

As mentioned before social media will be a large amount of our self-controlled marketing, we aim to build our social media followings by offering competitions and offers on stays. We will also build friendly social media relationships with local business, for instant the business we will offer coupons for in our welcome pack. Although we can advertise on social media, websites such as-

- Cool camping
- Canopy and stars
- Quirky accom
- Glampingly

Can be extremely helpful when reaching avid travelers looking for innovative accommodation that has the edge.

Although we can advertise on many different platforms sometimes the marketing view is more important. In such a location as Criffel Views we can take many takes on our marketing

- Historical discovery, a stay in amongst decades of eras of rich and defining historical moments. The birth of John Paul Jones, the Sweetheart Abbey and our very own MOD monitoring bunker.
- Off the beaten track. Birds eye view of the world below in a luxurious shepherds hut, watching over the valley below. A chance to take a breath of the fresh Solway coast air, hugged by the base of old Criffel hill.
- Star gazing. In the best star gazing region of the UK a mixture of the fresh Solway coast air and the reduced air pollution away from any residential areas looking up to the shadow of Criffel with one of the best views to the brightest stars. Would take the breath away from any guest to the region.



There are many different views we can advertise our innovative and diverse accommodation, this will give many advantages in a growing tourist economy within our region.

## FINANCE

### PLANNING

• Initial advice from D&G planning on proposal.	£120
• Full planning application, for permission, plans for huts sighting, drainage, electricity, water etc (ie. all services).	£802
• <u>Land agents fee (advice and planning).</u>	<u>£700</u>
	<b>£1622</b>

### SITE PREPARATION & CLEARANCE

Digger, Tractor & Trailer.

36hours @£60/hour	<b>£2160</b>
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### BUILDING MATERIALS

• Stone infill for roads, hardstanding for cars, pod etc.	
- 330 ton @ £9/ton	£2970
• Haulage @ £363 per ton.	£1200
• 4 Rolls of terrain.	£700
• <u>2 concrete pads 5m x 4m.</u>	<u>£500</u>
	<b>£9150</b>

NOTE: May vary as very possibly good quality stone infill already on lad.



## DRAINAGE AND WATER

• 140 m of 110mm plastic pip, joints inspection, traps and sewerage bulb.	£1481
• Water pipes and connections.	£240
• <u>Scottish water connection plus meter.</u>	£800
	<b>£2521</b>

## ELECTRIC SUPPLY & WIFI CONNECTION

• Connection fees	£2186
• <u>Fittings and connections</u>	£1500
	<b>£3686</b>

## LABOUR AND MACHINERY

• 160 hours @ £65/hour	<b>£10400</b>
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## LANDSCAPING

• Paths, fences, kerbs etc	£2400
• <u>Labour 40 hours @ £45/hour</u>	£1800
	<b>£4200</b>

Total Site development costings **£33739**

## TOTAL EXPENDITURES

• Site development	£33800
• 2 shepherds huts	£52100
• <u>Additional Borrowing (ei hot tub, outdoor furniture)</u>	£5800
	<b>£91700</b>

Total funding needed £92000 in loan or mortgage.

Before any bank applications, it would be advisable to visit our accountant. To ensure everything is correct, proposals, figures etc.

## POD RUNNING COSTS

• Insurance	£250
• Electricity	£800
• Water	£360
• Misc	£200
• Cleaning	£2400
• <u>Rates</u>	£802
	<b>£4812 or per month £401</b>

## FINANCING THE HUTS

Long-term finance might be obtained from banks insurance companies or mortgage providers AMC. Long term loans are generally partly or fully secured against the value of existing property. These tend to be structured as an agricultural mortgage or secured loans typically extending between 10 and 25 years at fixed or variable interest.

Interest is usually changed monthly or quarterly alternative paying of interest in half-yearly tends to be more expensive. Frequency of capital repayments will be subject to negotiation with the lender. Capital repayments are generally packaged together with accrued interest in monthly repayments or repay a lump sum on a fixed date each year.

It is necessary for the business borrowing the money to be deemed financially secure and demonstrates the ability to secure the loan. This will be determined based on past financial performance. There years farm accounts with balance sheet, cash flow budgets from the huts themselves and perceived risk of the proposed venture by the bank. The loan will be secured against business assets so a valuation will be carried out, and a legal charge taken out by a solicitor in the banks favour, for the assets (Title deeds).

## LOAN RATES

Quotes by Harrison and Hetherington Carlisle – You can borrow money at 3% above bank of England base rate of 0.1% at the present time ie for every £100 borrowed, you pay £103.10

## FIXED RATE OR VARIABLE RATE

Fixed – Repayments remain the same for the duration of the loan.

Variable – Bank rate are used to control inflation so borrowing costs will rise if bank rates rise. Cost of servicing loan increases (ie goes up).

## CAPITAL AND INTEREST

Here are 3 examples of loan fixed at 3.1% on £91700 over 7.8 and 9 years.

7 years (84 months) = £1214.01 monthly (£101976.74 total repayable)

8 years (96 months) = £1077.97 monthly (£103485.07 total repayable)

9 years (108 months) = £972.29 monthly (105007.57 total repayable)

Also added to this can be the cost of running the Huts over the year £4812 or £401 per month.

So repayment on a monthly basis for hut-

£1214.01 capital and interest repayment

£401 hut maintenance

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£1615.01 per month

## OUTPUT FROM HUTS

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If huts let at 50% occupancy/year = 183 nights (for 1 hut) or 366 nights (for 2 huts) at average £75/night. The hot tub will not be included in this price but can be added as an extra purchase, this will save cleaning costs on running the tub while not in use and cleaning products and time when guests have not took advantage of the experience.

Output –  $366 \times 75 = £27,450$  per year at 50% occupancy.

-£2287.50 per average month

## GROSS MARGINS

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Average monthly takings of £2287.50 (at 50% occupancy) minus £1615.01 monthly running (including loan pay back = £672.49

Any Hot tub bookings will further add to this.

## VALUATION

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The ground work and huts could be sold as an on-going concern, after title deed adjustments this valuation was £100,000 - £120,000 after a couple of successful trading years.

## QUOTES AND REFERENCES

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### Land Agents

GM Thompson. Dumfries.  
H&H. Carlisle.

### Site Preparation

Allan Tuer Plant. Longtown.  
(Own Tractor and Driver)

### Building Materials

Grange Quarry. Lockerbie.  
Hoddam Contracting.  
John Davidson Pipe. Longtown.

#### Drainage and Water

John Davidson Pipe. Longtown.  
Scottish Water Website.

#### Electric Supply

Scottish Power Website.  
Fitments and Connections.  
Premier Electrics. Carlisle.

#### Landscaping

Border ESK fencing. Longtown.  
Hoddam Contracting. Lockerbie.  
Sandysike Builder Merchants. Longtown.

#### VAT

Farries, Kirk and McVean. Dumfries.

#### SRUC

Farm management Handbook.

## **FUTURE PLANS**

Looking in the future, we need to keep staying with the times and current markets. In the future we could look at including additional huts, we could expand and add 2 more in years to come. We would make 1 more wheelchair/disabled friendly and one more standard pet friendly as there is plenty of places to take your dogs out for walking and going down to the beach. We would look at ground expansion as we don't want to crowd the pods in together as we want to keep them having their own area. We would also look at seeing if we could open up the bunker for people to go in and have a look, this would require someone to be there all day though supervising her.

# SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• Our ability to market the huts in many different ways in which to reach many different visitors.</li> <li>• Location – on the South West 300 route, out of residential areas still within reach of pub/restaurant</li> <li>• Alternative accommodation to what is in the area.</li> <li>• Lack of staff once up and running will be an advantage especially with worker shortages.</li> </ul>	<ul style="list-style-type: none"> <li>• Tourist numbers don't fall back into routine after post pandemic.</li> <li>• Cancellations with COVID cases.</li> <li>• Lack of public transport on route. Hot tub cleaning and maintenance costings.</li> <li>• In the future we may need to think about tarmac road instead or hardcore, as the hardcore road may be damaged in adverse weather conditioned.</li> </ul>
OPPURTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• With the space available there is definitely plans to expand either in to similar accommodation or to different types of accommodation.</li> <li>• Being able to open the bunker to the public, tourist and community would be a great opportunity.</li> </ul>	<ul style="list-style-type: none"> <li>• If Southernness is given the opportunity to expand especially into similar accommodation types.</li> <li>• Weather and climate, could affect tourism rates.</li> <li>• Planning approval.</li> </ul>

As we can see from our teams analysis that one of our main strengths is the location, the historical value of the location, the breath taking view in the daylight as well as the bright night skies of stars. This project also relies on a small number of staff meaning there is less chance of business being effected by work shortage.

Our business is extremely dependant on tourist numbers arriving in the area, Dumfries and Galloway is a relatively new undiscovered place to tourist's especially international tourists, but with more funding projects like the South coastal 300 we hope this will promote our region.

We hope for many opportunities to extend our project in the way of more accommodation offered or enhanced stays such as the opened bunker, pet friendly lets, larger family sights etc.

Threat are always going to be on the horizon for a small business but we hope through our innovative thinking these threats will be monitored and dealt with in efficient and effect ways. Southernness being one our largest competitor although we hope our tranquillity and off grid sight will bring a different type of holiday away from the hustle and bustle of a busy caravan park.

***Thank you to all business that provided us with detailed quotes, statistics, figures and useful knowledge on how to create an effective building project and small business.***

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