

# Farm Diversification-with Glamping + Self-Catering



**ISCF**  
*Irish Self Catering Federation*

# Who is the Irish Self-Catering Federation?

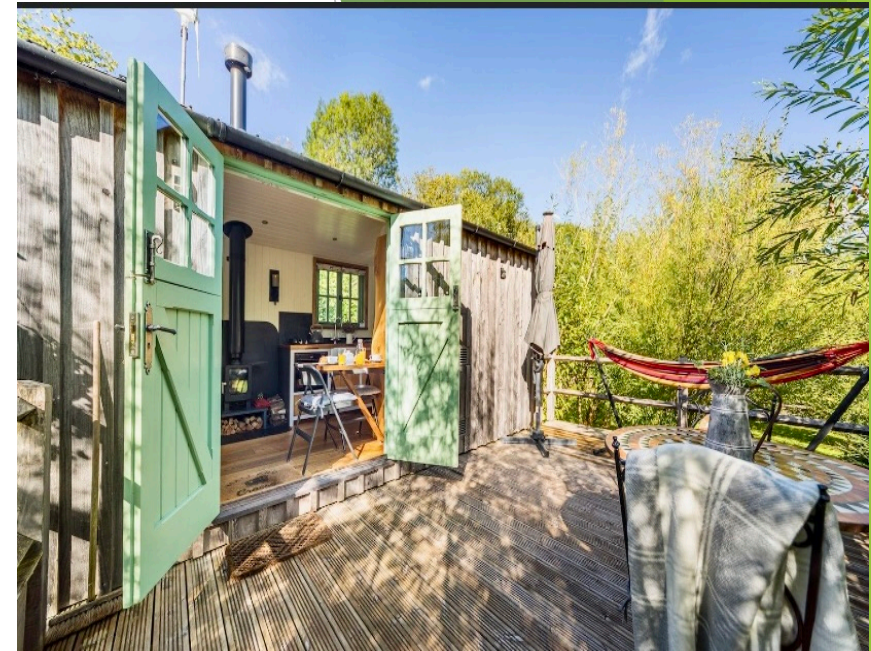
- ▶ National Organization of owners, over 21 years
- ▶ Support for Members and associate members
- ▶ Newsletter, Training and Webinars
- ▶ Partners for businesses to help develop
- ▶ Consultancy on Business Development





# Key Considerations for Farmers

- ▶ Space + Family interest in the tourism industry long-term.
- ▶ Enough units to make viable business
- ▶ Separate entry and divide from main farm activity
- ▶ **Need the following:-** Central Block for reception, office, kitchen, meeting point/couches and tables, linen store, shop, Washing Machines, Children's Play area
- ▶ **Types**  
Glamping, Cottages, Campervans, Bunkhouse/Student  
Farm Building into accommodation or Meeting place,  
Campsite /Tent Facilities, Shepherds Huts,  
Remote off grid units



# Regulations

- **Register for STR** will be in place within 6 months – each unit have a registered no. Failte Ireland are statutory agency to manage for EU.
- **Planning Permission.** - new Guidelines for Planners and Owners which will treat rural areas differently to urban areas, even in RPZ area. Make a Plan, talk to planner and then draw up plans.
- **Insurance** – Public Liability Insurance – build Health + Safety into Plan.
- **Quality Assurance** – Standards ( not legal requirement yet)





# Challenge

- ▶ **Planning** -be ready but don't apply until the Regulation changes in next few months!
- ▶ **Regenerative tourism** - use old buildings is the best way to be sustainable
- ▶ On Call all the time during the season.
- ▶ **Woodland areas** – fires so less likely get planning permission.
- ▶ Sewage and Water supply for full site.
- ▶ Investigate Glamping in Northern Ireland and Scotland (bothays)



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# Collaboration

- ▶ **What Can you offer**
- ▶ to Community - toilets, cafe, showers, public pathway through part of farm.
- ▶ Link with Business - Activity providers, visitor attractions.
- ▶ What the area offers - sights – get someone else to look at your site.
- ▶ Food and Drink Producers in area promoted and links.
- ▶ Work with local pubs ( music), restaurants in area.
- ▶ Festivals and events- cheval, walk festivals,





# Supports and Resources

- ▶ Irish Self-Catering Federation - newsletter, Quality Assurance, Website, Training and Consultancy
- ▶ Teagasc
- ▶ LEO - Training Online Voucher for
- ▶ SEAI - Funding for sustainable practices/add at development
- ▶ Leader - Tourism Development Grants
- ▶ Septic Tank and Water Supply Grant.



# Marketing Trends

- ▶ Greenways and rural interest
- ▶ Guests do Research before booking - own website for direct bookings
- ▶ Short lead time to booking and most online.
- ▶ All year around Bookings i.e. star gazing
- ▶ Sustainable Certification for all tourism business from Tourism Ireland by end 2024





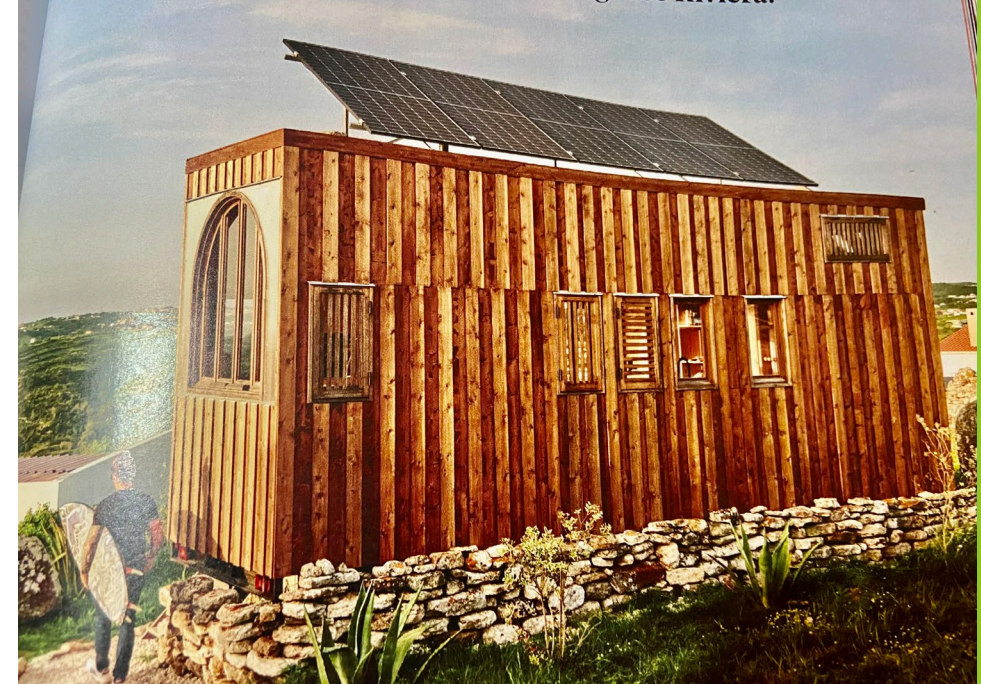
# Buildings

- ▶ Barns, Pods,
- ▶ Galvanized Structure,
- ▶ Old Buildings,
- ▶ New Structures to add to Offering
- ▶ Camper Site
- ▶ Shepherds Huts
- ▶ Cottages
- ▶ Central Support Building



# Sustainability & Environmental Considerations

- ▶ Need to have sustainability as core to project - re-use old buildings, heating systems, water systems, solar and wind power, sewage
- ▶ Sustainability Practices Essential
- ▶ Tourism Ireland developing all Island Sustainability System
- ▶ LED 50 Shades Greener Programme - certification
- ▶ Data/ Measurement of use power, water etc.
- ▶ Waste water and Sewage ( Build big enough)
- ▶ Sustainable cleaning agents and systems





# Community Engagement

- ▶ Give something back to community -
  - ▶ Type of client want to encourage come
  - ▶ Noise Control and Light control
  - ▶ Work with local activity providers/visitor attractions
- 
- ▶ **Integrated to Rural Landscape**
  - ▶ Sperin Glamping and Killarney Glamping



# Irish Self Catering Federation



## SOLE REPRESENTATIVE AND LOBBYING BODY FOR SHORT TERM RENTAL PROPERTY OWNERS IN IRELAND

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- Farm Diversification
- STR Legislation & Planning
- Sustainable Living
- STR Business Development

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