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Squirrel's Nest - Add 3rd Treehouse



What were the projects aims?

To create a high end, luxury Treehouse accommodation that could comfortably sleep a family. We also wanted this Treehouse to be more accessible, so a hard stone track was installed, a wide walkway and a downstairs bedroom.

How were these aims achieved?

We carefully planned each stage. We worked closely with our architect and the builders onsite to ensure each area was finished to a high standard.

We chose an attractive kitchen with a quartz worktop, brass bath, modern walk-in shower and luxurious mattresses to ensure it was 5 star. We wanted it to be about 'the experience' and so we created an area with a floor suspended hammock for

people to relax and read whilst gazing out to the trees. We also have a selection of health and well being books, a reading corner, cosy blankets, Welsh toiletries, fluffy bathrobes, and homemade Bara Brith as part of the welcome hamper.

We feel that we provide 5 star accommodation for people wanting to retreat themselves.

Who was involved?

Laura and John project managed the build and they used local businesses to help construct and finish the build.

How was the project funded?

Our own funds alongside the MSBF grant
Where did you go for help and advice? Considering it was our third build, we felt much more confident as we were going

through a similar process to when we built the others. We didn't seek much advice from external agencies, we just worked closely with Powys with regards to building regulations and our architect when constructing the platform for example.

What has been the greatest achievement so far?

We collaborated with Dunelm which was very exciting. They ran a competition on their Instagram which at the time had 870k followers. As a result, our Instagram following increased by 54k within about 4 days.

We took thousands in bookings over the course of that week which was just fantastic. The big following has meant that we have continued to get a huge number of direct bookings for all of the Treehouses. Dunelm then

came out to Prince Llywelyn Treehouse later in the year to do a photo shoot for a 'Sleeptember' campaign.

We have been fully booked from the day we opened in March 2021 and are so in demand that when we get a cancellation, the dates get filled within minutes. We have amazing feedback with guests often refer to friends and family.

And the biggest challenge?

COVID-19! We aimed to open Christmas 2020 but we had to close due to the national lockdown. The Treehouse sat empty for over 3 months before we could welcome any guests. The pandemic hit us massively. Squirrels Nest refunded thousands of pounds worth of bookings, moved multiple bookings to later in the year, meaning they essentially stayed for 'free'. Although we got awarded a grant, it was nothing to what we lost out on.

Any tips for those setting up a similar project?

Think different. How will you stand out amongst the rest? How will you still be running a successful glamping site in 10 years? Spend more to make more!

What's next for your project?

We have put planning in with our local council for a fourth Treehouse. It was difficult deciding on a site as we want

them all to be spaced out so that guests have privacy, but we have found a beautiful spot in some woodland overlooking a stream. It's a peaceful area with lots of wildlife.

