

RE-OPENING AND MANAGING WITH CONFIDENCE

Rural businesses and farms are increasingly diversifying into glamping and holiday accommodation to generate additional income and provide great experiences for the public.

If you're now re-opening and managing your site during the pandemic, here are Five Top Tips from our trusted partner Canopy to get you started safely.

1. CREATE AN ACTION PLAN FOR YOUR BUSINESS

By getting a plan down on paper, you will see where the pressure points are likely to be in your business. The aim here is to give you the confidence to manage, and in turn deliver a safe strategy for re-opening.

This should include several elements such as:

- Risk assessments
- Cleaning procedures
- Communication strategy
- Staff training
- Responsible resourcing.

2. IT'S ALL ABOUT THE SYSTEMS

Implementing systems is not only a tool reserved for large companies. In fact it's crucial to small businesses and can be the best way for you to safely manage your way through this pandemic. These can be as simple as a sign-off sheet for safety/maintenance checks and cleaning rotas, through to automated communications regarding safe travel for your guests.



3. TRAINING AND INFORMATION

Despite the challenges of the current situation, taking the opportunity to train and inform staff can bring many positives. It can enable and encourage you to standardise systems and processes, raise quality standards, support staff to work more productively and so on.

4. DON'T FORGET ABOUT 'BUSINESS AS USUAL'

It is all too easy to forget about other parts of your business, especially when the focus is on safety. Now is the time to:

- maintain the quality of your offering
- do those jobs you have always been putting off
- communicate your strategy with clarity, internally and externally, to set and meet expectations.

5. SELL YOUR STRENGTHS

We are currently in a very unique position. We have a captive market in the UK and our industry is best placed to allow people to be outside, which is what they want. Sell your safety credentials by all means to reassure your potential customers, but also make sure you sell your business and how it's unique. What makes your site so good? Is it quiet and secluded, offering great access to the surrounding area? Be clear and confident about why people should stay with you.

WHAT CAN I DO NEXT?

To find out how NFU Mutual can help you with insurance for your business, please search for **NFU Mutual Diversification** online now.

If you are interested in joining Canopy and accessing their exclusive content for the camping and glamping industry during the pandemic and beyond, please visit canopy-association.org.uk

ABOUT THE AUTHOR

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Having worked in the industry since 2001, John has been described as a trailblazer in the glamping industry. Along with his business partner Richard, he has co-founded Long Valley Yurts, introduced new innovations, and more recently established Canopy, the association for the glamping and camping industry.

Canopy, supported by NFU Mutual, offers consultancy, training, accreditation, auditing and qualifications to the camping and glamping industry. Their aim is to support this exciting industry and raise the bar for quality, safety and service.

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