

Case Study

Eskdale / The Pod Pioneers

Martyn & Sara Merckel's stunning site at Eskdale in the Lake District National Park was the very first in the UK to take Pods. Investing in ten Pods has proved to be a tremendous success, turning an unused area of peat bog into a thriving Pod village. This case study details their journey from bog to Pod!



Q. What made you decide to take a chance on The Pod?

A. Pods are a local, sustainable product, expertly crafted and totally unique!

Q. Any problems with planning?

A. We are in a sensitive area of the national park, but the planners recognised the Pods would encourage sustainable tourism.

Q. How did you prepare your site for their arrival?

A. I drained what was a large bog in order to create a suitable location amongst the trees, which offer a superb setting for our Pod village.

Q. How did you install them?

A. I hired a crane to lift all 10 Pods into place, it only took 2 1/2 hours to finish the whole job!

Q. What do the Pods stand on?

A. 3 treated sleepers laid underneath and then we made them level with local slate.

Q. What about maintenance?

A. It takes one guy 2 hours to clean all ten. That's 12 minutes per Pod. Other than that we just make sure they are well looked after and they don't give us any problems.

Q. Are they popular?

A. Very. They run at 55% occupancy from March to January at £40 per Pod per night.

Q. How do you promote the Pod?

A. Online. A short Pod video has received 56,000 views on Youtube and Facebook has groups dedicated to 'serial podders'. I even sell nights in the Pods on Ebay!

All ten Pods paid for themselves in **8 months**

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