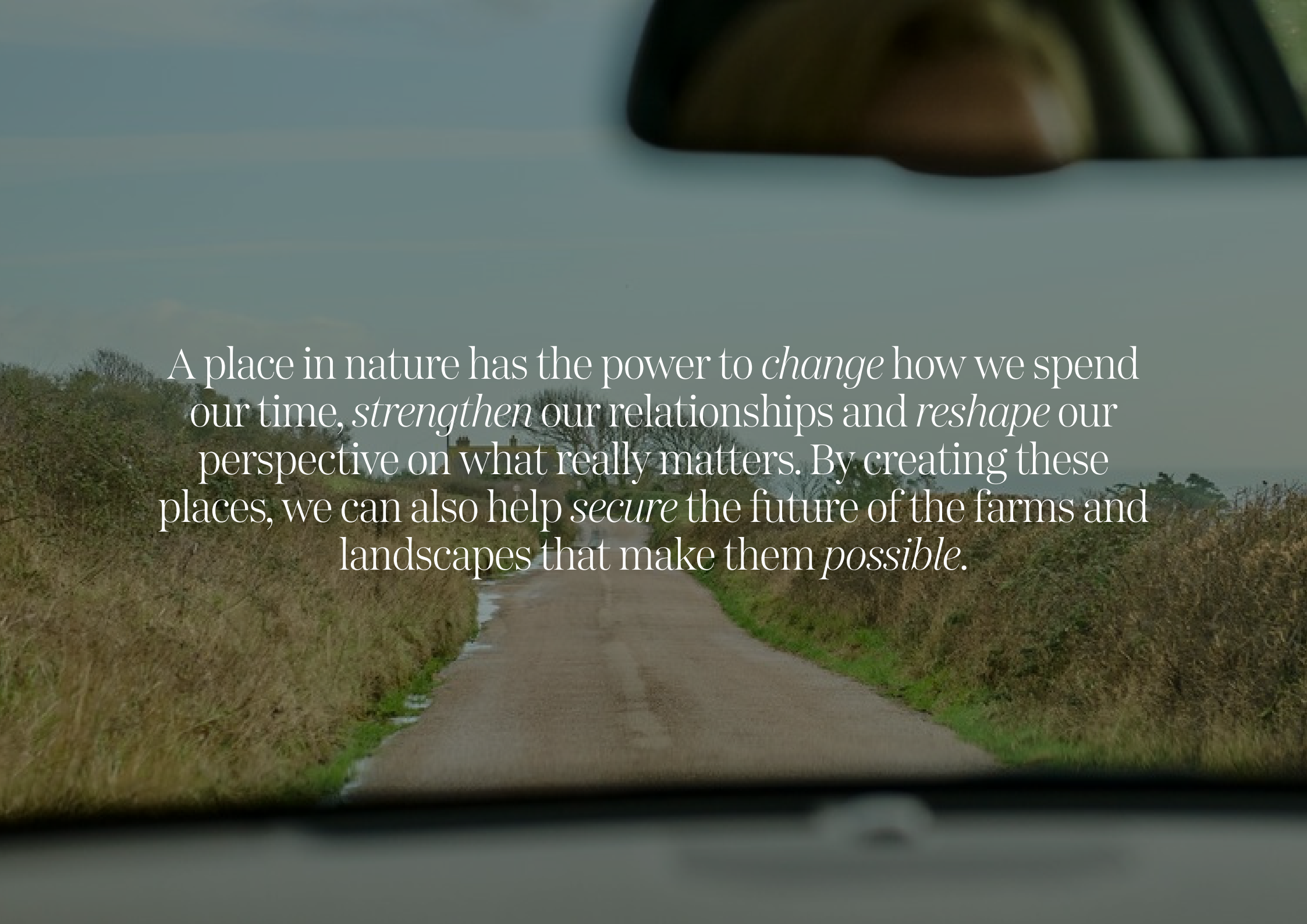


Your Setl.

Brand Overview



A photograph of a gravel path leading through a field of tall grass and shrubs under a cloudy sky. The path is in the foreground, leading towards a small building in the distance. The sky is overcast and grey. The text is overlaid on the image, centered and in a white serif font.

A place in nature has the power to *change* how we spend our time, *strengthen* our relationships and *reshape* our perspective on what really matters. By creating these places, we can also help *secure* the future of the farms and landscapes that make them *possible*.

It's a better way to live.

The Your Setl model is *deliberately* simple.

Modern life brings incredible opportunities. Cities offer careers, close friendships and experiences that many don't want to leave behind. But they can also be demanding and fast-paced.

We don't believe the answer is to leave it all behind. We believe it's to have somewhere else to go.

Your Setl develops architect-designed cabins on carefully selected working farms across Britain, creating places that owners return to throughout the year; not for a holiday, but for a natural extension of everyday life. Somewhere familiar to slow down, spend time with family and reconnect with nature.

The cabins sit within real working farms, allowing people to experience the countryside as it really is: not a curated tourist destination, but a living landscape shaped by the people who care for it every day, and have done for generations.

The cabins themselves are intentionally understated and designed to sit thoughtfully within the landscape, with natural materials, generous views and timeless design.





And a new way to own a place in nature.

Supporting Britain's *farms*.
Helping people *reconnect*.
Creating places to return
to, not *escape* from.

We spend more time behind screens than ever before; our days are filled with meetings, notifications and endless commitments and for many people, home has become little more than a place to sleep between busy schedules.

Creating places in nature isn't just about designing beautiful cabins. It's about finding a model that works for the landscapes they're part of and the people who care for them.

Britain's working farms are under increasing pressure. For many, diversification has become an important part of building resilient businesses that can continue farming for generations to come.

By partnering with carefully selected working farms, Your Setl creates a long-term source of additional income while ensuring agriculture remains at the heart of each location. The result is a model that gives people their own place in nature while supporting the farms that shape, manage and protect Britain's countryside.



Where *this*



Becomes *this*

Our relationship with the countryside has changed.

1 million

WORKERS IN GREAT BRITAIN SUFFERED FROM WORK-RELATED STRESS, DEPRESSION OR ANXIETY IN 2024/25
HSE, 2026

16%

OF CHILDREN IN ENGLAND HAD VISITED FIELDS, FARMLAND OR THE COUNTRYSIDE IN THE PREVIOUS WEEK
'Children's People and Nature Survey', GOV.UK, 2025

21%

OF YOUNG PEOPLE REPORTED THAT THEY COULD EASILY GET TO FIELDS, FARMLAND OR COUNTRYSIDE
'Children's People and Nature Survey', GOV.UK, 2025



At the same time, Britain's farms are under pressure.



70%

OF THE UK'S LAND IS FARMED, MAKING FARMERS THE
PRIMARY CUSTODIANS OF BRITAIN'S LANDSCAPE
GOV.UK, 2022

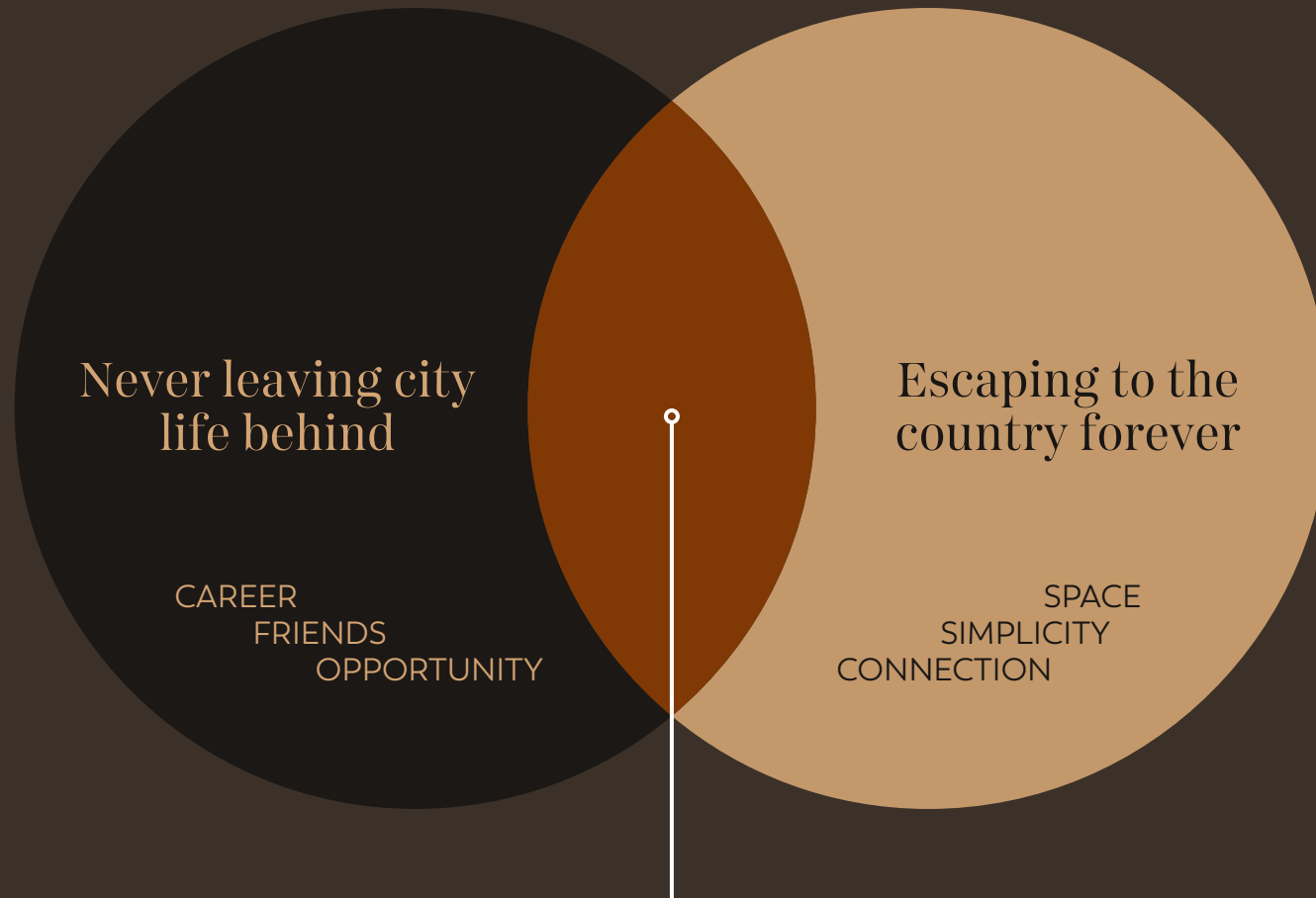
71%

OF FARM BUSINESSES IN ENGLAND NOW HAVE SOME
FORM OF DIVERSIFIED INCOME
UK Parliament, 2025

>60%

OF 500 FARMERS SURVEYED HAVE CONSIDERED
SELLING THEIR FARM AND LEAVING THE INDUSTRY
The Country Land and Business Association, 2025

City life has much to offer. So does the countryside.
We think modern living should include *both*.



Your Setl.

Your Setl is our response.

Reconnect people with nature.

We create places that allow people to step away from the noise of city life, slow down and rediscover the value of time spent in nature.

Rethink ownership.

We make having a place in nature more accessible, creating a new model of ownership without the barriers of traditional second homes.

Create a positive ripple effect.

By partnering with farmers, we help create new opportunities that support the future of working landscapes and ensure these places thrive for generations to come.



Download Discovery Guide

yoursetl.co.uk/brochure

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