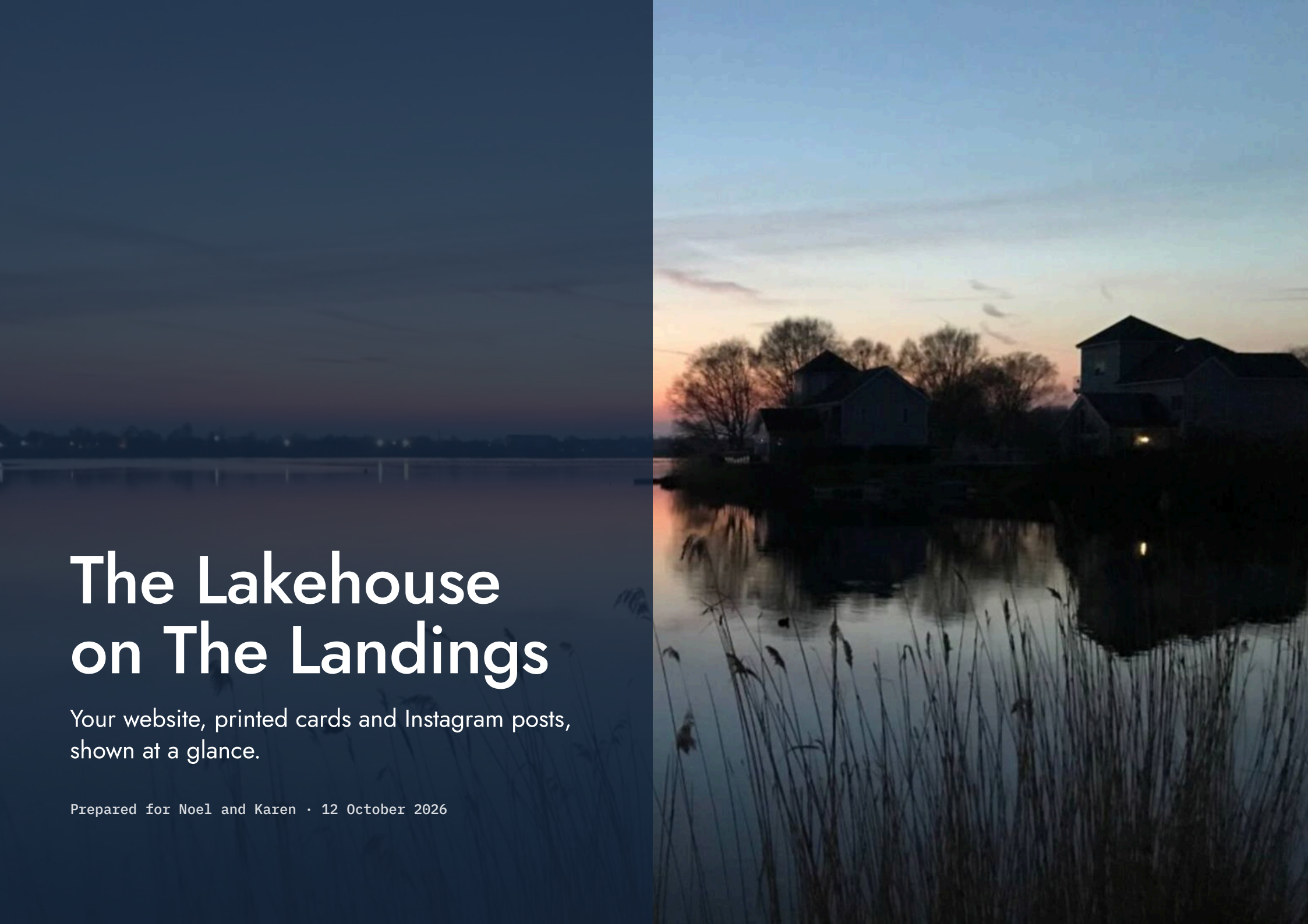


The image is a horizontal split. The left half shows a dark, calm lake at night with a faint reflection of distant lights. The right half shows a sunset scene with two houses on a grassy bank, their silhouettes and some interior lights reflected in the water. Tall reeds are in the foreground of the right scene.

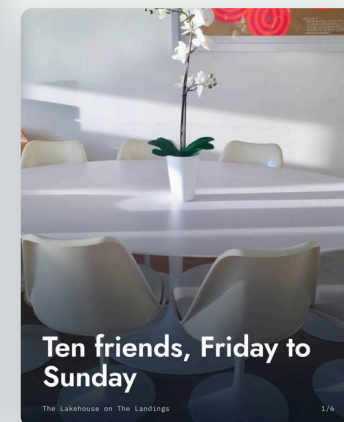
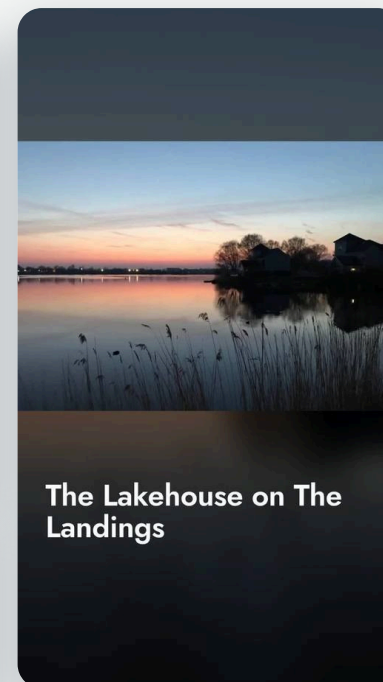
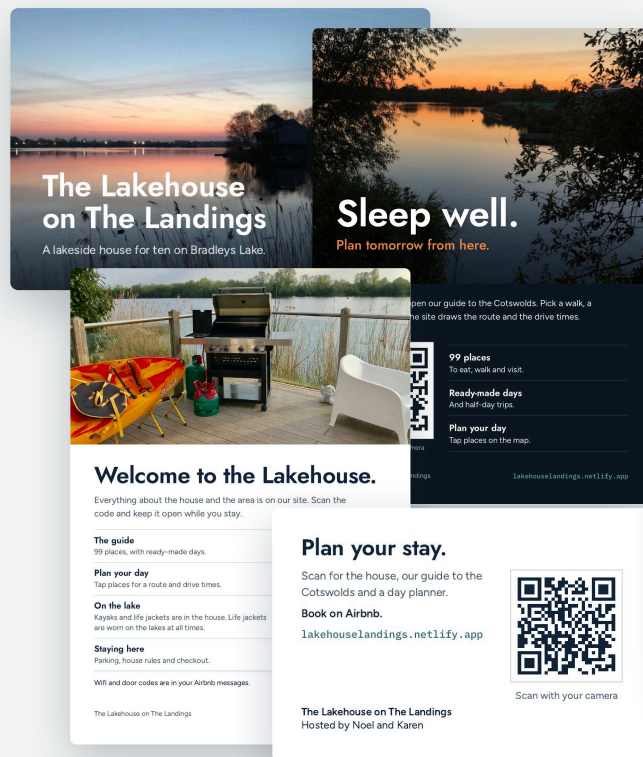
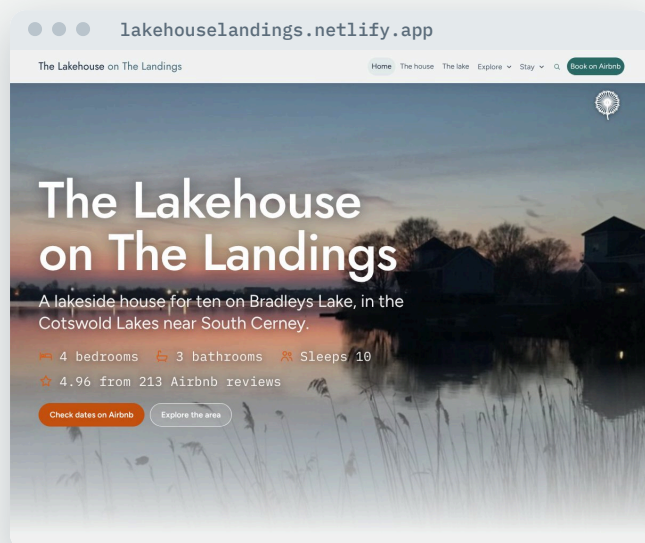
The Lakehouse on The Landings

Your website, printed cards and Instagram posts,
shown at a glance.

Prepared for Noel and Karen • 12 October 2026

Three things, ready for guests

Everything here is made. Guests find the website, the cards send them to it, and the posts bring new people in.



1 The website

Live now. It is the guide, the planner and the house manual in one place.

- 99 places across the Cotswolds
- At a glance, Getting here and Stay your way
- A day planner guests can share or print

2 Printed cards

Three cards that put the website in a guest's hand, each with a QR code.

- Double-sided business card
- A5 bedside card
- A5 kitchen card

3 Instagram posts

39 posts made, from 2 November 2026 to 31 January 2027.

- 19 reels, 12 carousels, 8 photographs
- Captions and alt text written
- We schedule and post them for you

What the website does for guests

Twelve features, all live. The site is written as you, in British English, and works on phones as well as large screens.



99 places

A searchable guide to places near South Cerney and Cirencester, with filters for foodies, culture buffs and art lovers.



Plan your day

Tap places on the map and the site draws a route from the house and works out roughly how long it takes.



Ready-made days

Days worked out for guests: a day on the lakes, Cirencester for the food, a village pub run.



Half-day trips

Shorter outings for a spare morning or afternoon.



Culture

Books set in the Cotswolds, writers and theatre people who lived here, and the films and TV filmed here.



Further afield

Days out beyond the lakes, including Clarkson's Farm.



Reviews

4.96 from 213 Airbnb reviews. A pick on the home page and a page with all of them.



Perfect for

Cards that show who the house suits: family holidays, friends, dog owners and more.



House rules

Up to 10 guests, pets welcome on request, lake safety and quiet hours, all in one place.



Two clocks

The guest's own time beside the time at the Lakehouse, over the header photo.



Ask a question

A short form that reaches you, with a note that you reply by email.



Search the guide

Type a place, a food or a topic and see matches across the whole site.

Every Book button sends guests to your Airbnb listing. The site takes no bookings or payments. lakehouselandings.netlify.app

New on the website

Six features added on 12 October 2026, all live. They answer the questions guests send before they book.



At a glance

Every practical answer in one scan: sleeps 10, wifi, parking, heating, kitchen, washer and dryer, TV, barbecue, key-safe check-in, the water, tennis, high chair and pets.



Stay your way

Tiles for families, dog owners and people working away. Each opens a short panel with only what you have confirmed.



Getting here

Drive times from London, Bristol, Oxford, Birmingham, Cardiff and Heathrow, the train to Kemble, and where to park.



Walks, paddling and birdwatching

Hand-picked places for the water, the paths and the birds, on the lake page, each opening the guide.



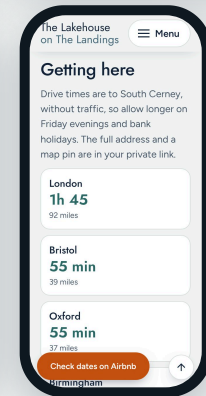
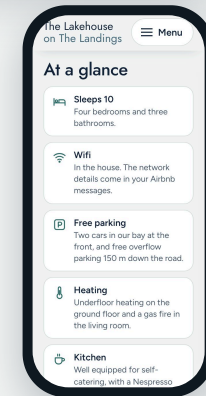
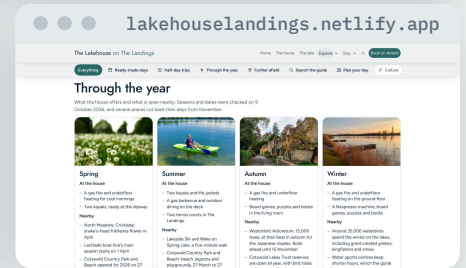
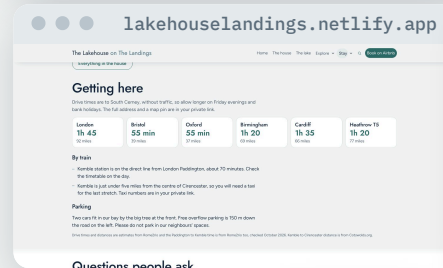
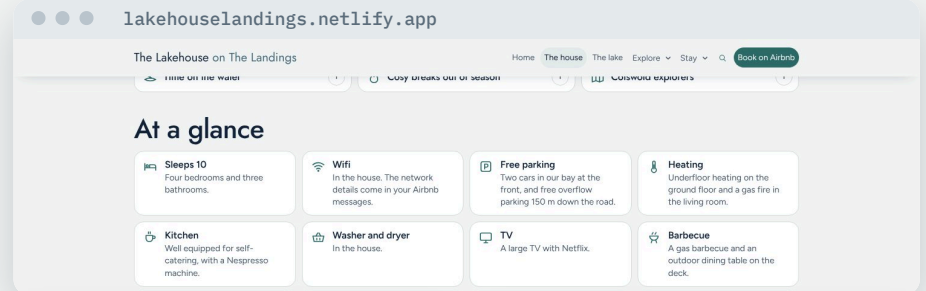
Through the year

Four seasonal cards: what the house offers and what is open nearby in each season.



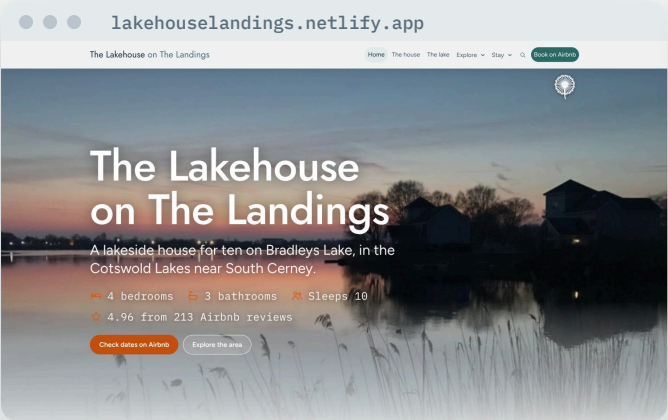
Share or print a day

Guests copy a link to the day they planned, and whoever opens it sees the same day. They can print it too.

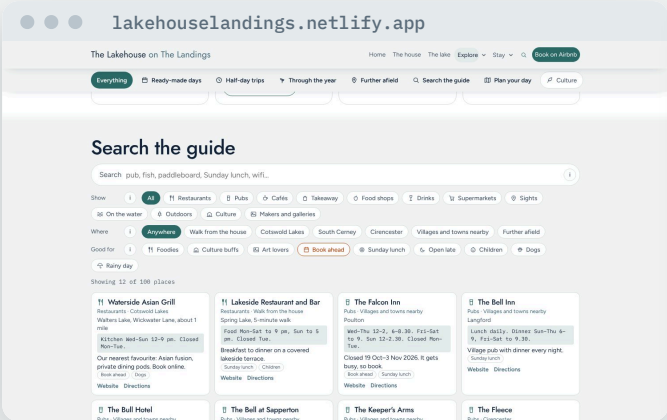


The site on screen

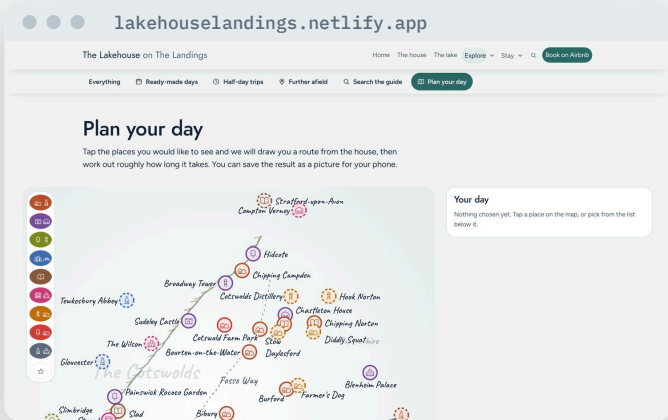
Screens from the live site, on a computer and on a phone.



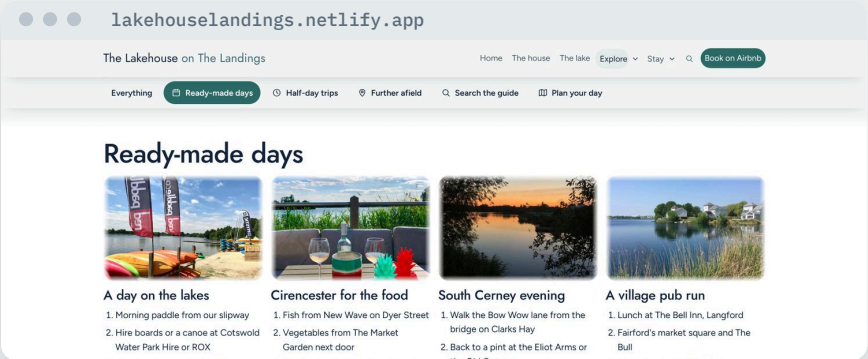
Home



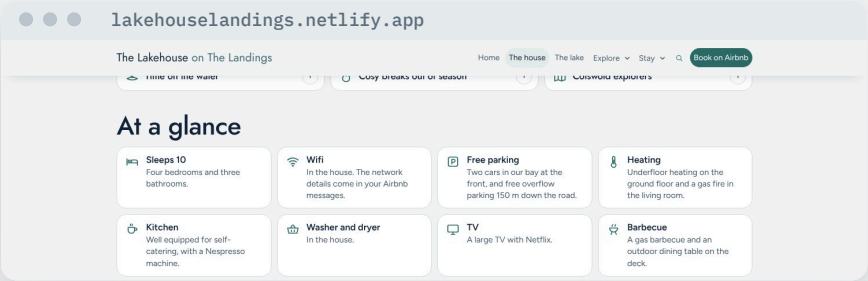
Explore the Cotswolds



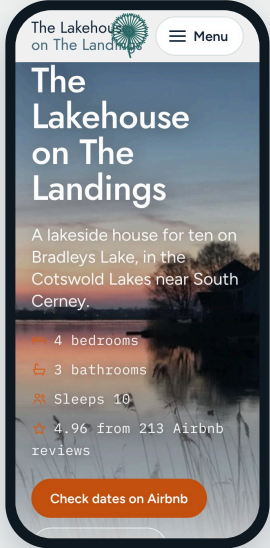
Plan your day



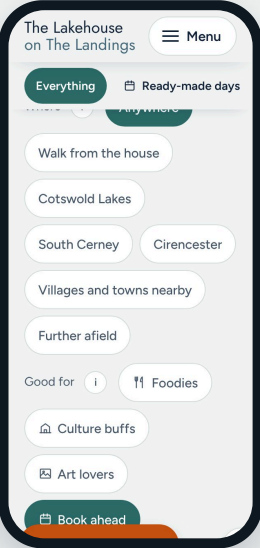
Ready-made days



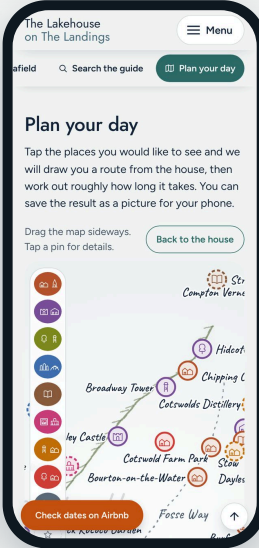
The house: At a glance



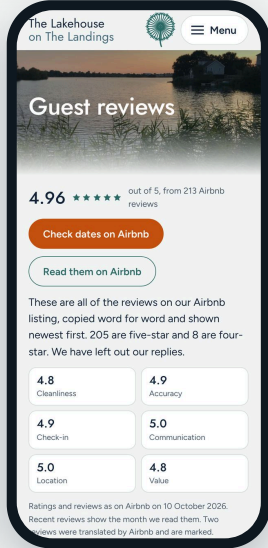
Home



Explore



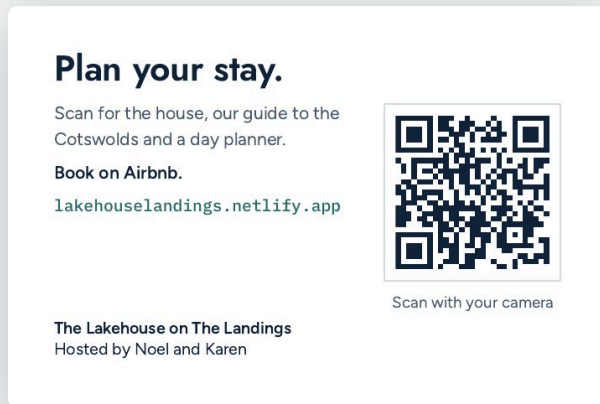
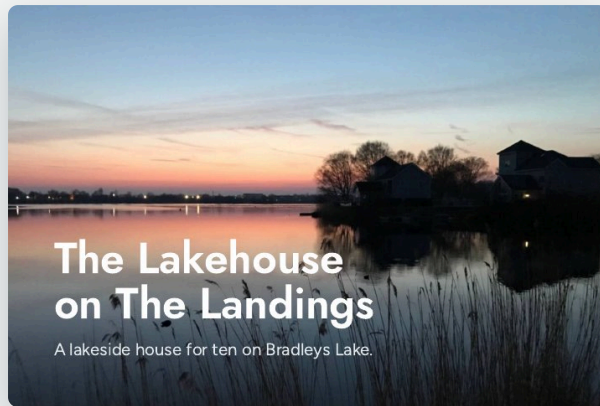
Plan your day



Reviews

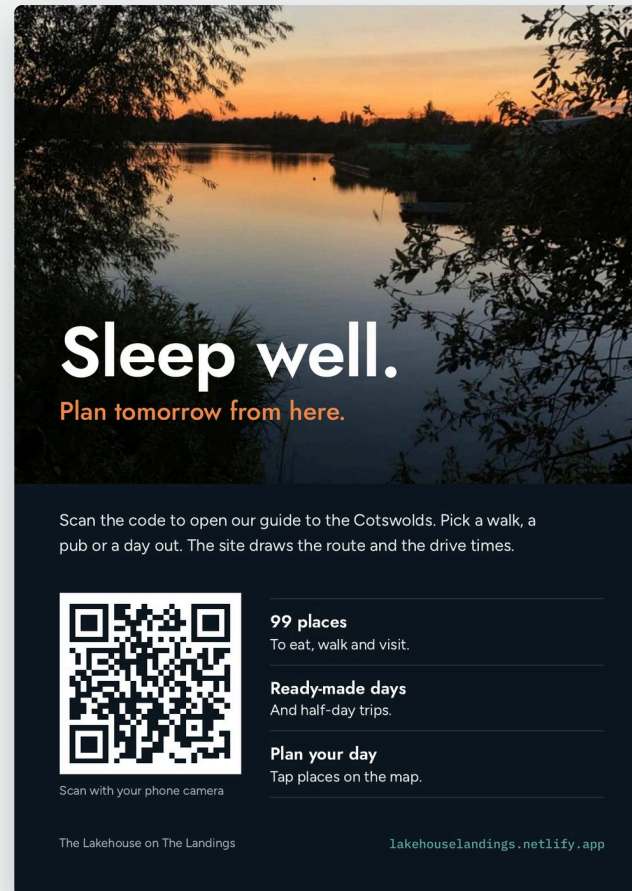
The printed cards

Each card carries a QR code to the website. A guest scans it and the guide is in their hand.



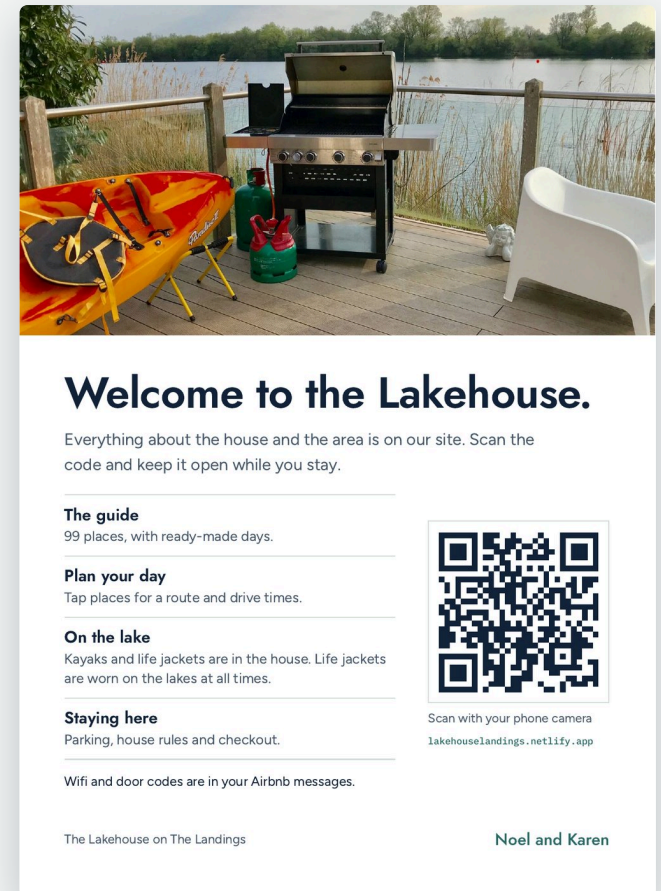
Business card

Double-sided. Front: sunset deck photo, house name and tagline. Back: "Plan your stay.", a QR code, "Book on Airbnb." and "Hosted by Noel and Karen".



Bedside card

A5, night palette. "Sleep well. Plan tomorrow from here." with a QR code.

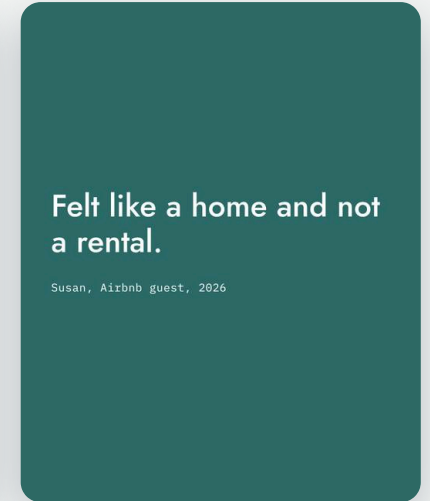
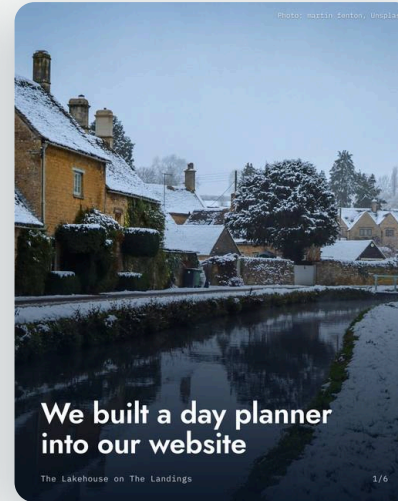
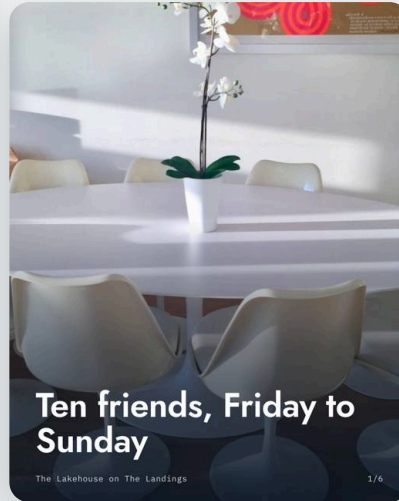
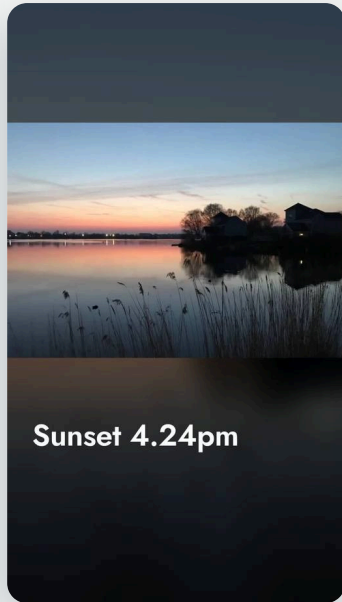
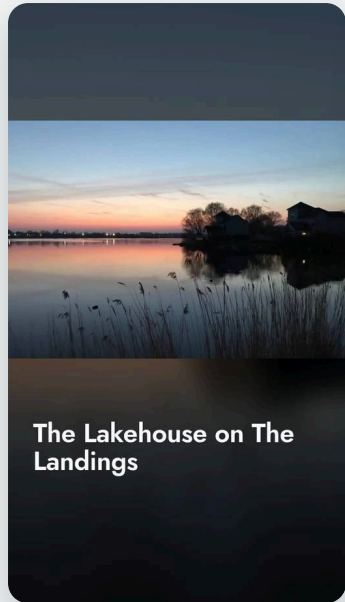


Kitchen card

A5, day palette. "Welcome to the Lakehouse." with the guide, day planner, lake safety, house information and a QR code.

The Instagram posts

39 posts, all made, from 2 November 2026 to 31 January 2027. Nothing to film, edit or write.



19

reels

12

carousels

8

photographs

122 files in all. Each post has its caption, hashtags and alt text in a text file beside the images.

Posts by month



12

November



14

December



13

January

Posting times

Tuesday 12.30pm

Thursday 7.30pm

Sunday 6.30pm

The Instagram posts: how we handle them

We schedule and post all 39 posts, so there is nothing for you to do on Instagram.

One post is on hold

- December in Cirencester, until the 2026 programme is confirmed
- Nothing waits on you or on new photographs
- Seven winter photographs are credited Unsplash stock

Booking links

- Every booking link goes to Airbnb

Never published

- Door and gate codes
- Wifi details
- The house number
- The housekeeper's mobile number