Earby Holiday Hostel

Matt Oddy

Tuesday 15th October 2019
Katharine Bruce Glasier (1867-1950)

1893 she was on the founding committee of the Independent Labour Party

Involved in the early years of Save the Children Fund and instrumental in better living conditions for working people

Moved to Earby in 1922 and lived there to her death in 1950. A Memorial fund was launched and converted the cottages to a Hostel
Legacy

- 1958 Hostel officially opened

- YHA 2006 Pendle Borough Council purchased the building and leased it back to the YHA as they began to focus on the bigger less rural hostels

- 2016 the Hostel shuts down, Pendle Borough Council passes the Hostel to Earby Town Council who carry out a refurb
First (pre me) came an amazing Garden Grant

- Beautiful space which allows me in 2020 to develop Forest School activities
- Have Volunteer Wednesday Gardening Gang
- Maintains a link of the space to the Pennine Way - average 9 walkers a week in the season March to Oct
- Took part in the Pendle Walking Festival using the outdoors to engage with families
Independent Hostel - opens April 2019

- I purchased the inventory and added significantly to it especially in curtains/blinds, dining furniture and new funky wooden electrical fittings. Investing £20K personally.
- Over time the plan would be per room, to refurb the old dormitory beds
- I now rent the building from Earby Town Council and run it as the sole person business
- I do offer Cooked breakfasts and evening meals with 48 hours notice
21 Beds

£20 per person, per night
£400 Sole Use

1 DORM OF 7, 2 DORMS OF 6 AND A TWIN

OPEN ALL YEAR ROUND
Adjourning
Holiday Cottage
(Old Warden’s Cottage)

Air BNB at 68% occupancy

Average nightly received net rent of £59 per night.

Allows a space for children

Subsidising the Hostel winter
Marketing

- Facebook (Walkers)
- Pennine Way Trail Site/Pendle Bridleway
- Instagram (Cottage users)
- Trip Adviser and Google Reviews
- Mailchimp - Social Secretaries of Walking Groups/ University Cycle Clubs
Visitors

- People visiting Yarndale
- Puppeteers working at Skipton Puppet Festival
- Tibetan Monks on a Tour of North Yorkshire Schools
- Southampton University Cycle team practicing time trials at Steven Burke stadium in Colne
- People from Isle of Man attending UCI Road World Championships
- Walking Groups
- Bahai Faith Group
- Family Get togethers
- Earby Overspill for birthday’s/weddings
- Had Dutch, Spanish, Portuguese, Australian, German, Transylvanian and French Guests
- Encouraging local spending - Red Lion, Punch Bowl, Madras, Jade Palace and the Cooperative.
Aspirations

- Secure Brownie weekends - got risk assessment in 2 weeks
- Work to secure more University Groups
- Do a mailchimp postcard campaign for Walking Groups
- Develop further Pendle Walking Festival
- Join in with South Pennines Festival
- Get on accommodation list for Blues Festival and Hinterlands Festival
- Develop weekend itineraries that will encourage groups of 3 families to collectively book the Hostel
- Explore children sleep-over parties
- Further links with Skipton Castle Woods events
- Look to commercialise Forest School