

Earby Holiday

▶ Hostel

Matt Oddy

Tuesday 15th October 2019



History

- ▶ 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



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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