

BUSINESS CASE STUDY

FROM 'NOT FOR SALE' TO THE YORKSHIRE DALES

PRESENTED BY: J RIDING



JENNIE RIDING
CURRICULUM VITAE
2011



EDUCATION: LAW DEGREE, LEEDS UNIVERSITY (2001)

EMPLOYMENT HISTORY:

1996 – 2001 WAITRESSING & BAR WORK

2001 – 2010 AVANTI ENVIRONMENTAL
PROGRESSING TO OPERATIONS DIRECTOR WITH
MINOR SHAREHOLDING

CURRENT EMPLOYMENT STATUS: UNEMPLOYED

2012 – ‘NOT FOR SALE’



2013

‘WE GOT
THE
LODGES!’







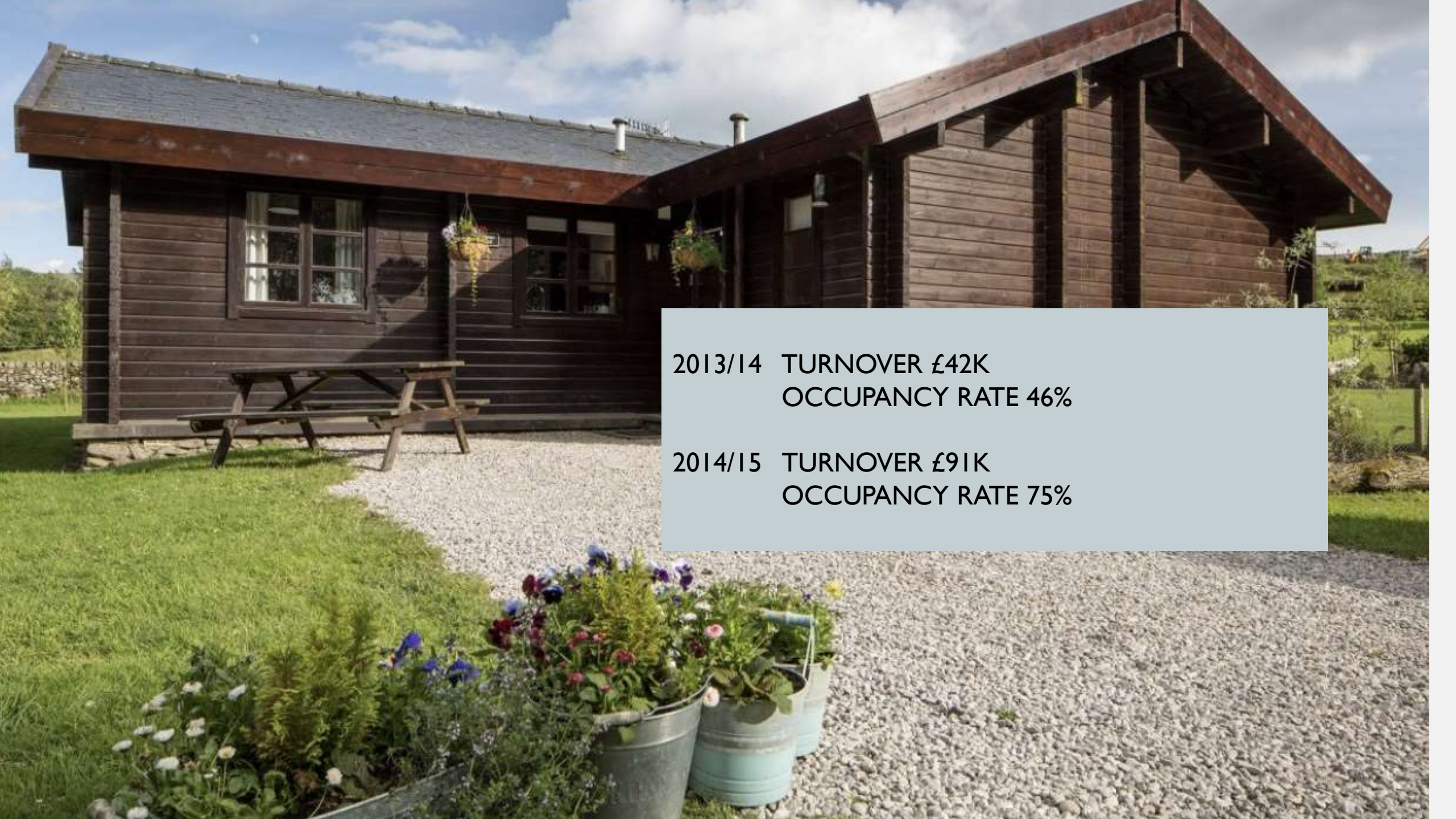
2014 'MAKING IT OUR OWN'









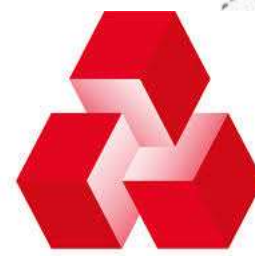


2013/14 TURNOVER £42K
OCCUPANCY RATE 46%

2014/15 TURNOVER £91K
OCCUPANCY RATE 75%

2015 'NEW KID ON THE BLOCK'





NatWest



2016 – THE YEAR FOR EXPANSION



YORKSHIRE DALES
National Park Authority



Date: 16 December 2016
Application Ref: E/12/2A

Planning permission for alterations to the size and siting of 12 lodges, which form part of an existing site, where 15 wooden lodges were approved (Ref: 3/86/0086), but only 3 built and for personal landscaping

You that the above planning consent has been approved. Please see the following information:-

Notice of the condition(s) if any of your planning approval. The planning application is available to view on our website.



PRELIMINARY ISSUE

Dimensions given in millimetres unless specified. Do not scale from this drawing. © Copyright of this drawing is retained by Robert Housell Design.

No.	Description	No. Days
1	12/12/2016	10
2	12/12/2016	10

Notes:
3 x new wooden lodges.
Antiquarian Country Lodges.
Ravenstonedale.
Whitby Station.
Cumbria.
CA17 4NW
Title: Floor Plan - Approved Design
Number: 12/12/2016



The European Agricultural Fund for Rural Development
Europe investing in rural areas

2017 'BUILDING THE DREAM'

























#theoldesartlegart

#SO





2013/14

- Three neglected and dated lodges
- Two unexperienced staff
- Turnover £35K
- Occupancy rate 47%
- Visitors - 663



2017/18

- Six luxury lodges
- Six experienced team members
- Turnover £190K
- Occupancy rate 49%
- Visitors - 1785

2018 'BUILDING ON THE EXPERIENCE'



PROPERTY'S FAVOURITE REVIEW

A recent traveller review pinned as a favourite by this property

"Absolutely wonderful"

5/5 08 Jun 2018

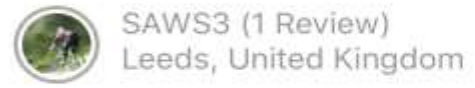


We recently had the most wonderful week staying in Lapwing Lodge. The lodge was amazingly well equipped, spotlessly clean and beautifully presented! The grounds are fabulous too, and beautifully kept, with so many opportunities for seeing the local wildlife - we were lucky enough to see both a woodpecker and a red squirrel on the bird feeder near the lodge. All the staff we met were so welcoming, helpful and friendly too. The location is fantastic - so quiet and peaceful but within reasonable walking distance of 3 great pubs. We only ate in 2 of them but had excellent meals in both. Can't recommend Artlegarth lodges highly enough, and can't wait to go back some time to share it with the family - or maybe just keep it to ourselves!!!

Management Response: Owner 05 Oct 2018 Thank you, so pleased you saw our native Red Squirrel's, we are lucky to have at least 3 of these rare beauties which live in the woods on site, the Bird life you never quiet know what you will get and currently we have an Owl nesting and

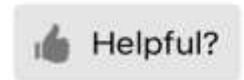
"Book now!!"

5/5 11 Jul 2018



This place. Just WOW! From the fantastic communication with owners, the birthday bunting, the quality of accommodation & BBQ, the views, hot tub and everything else in between...! And just to make it even more amazing, we could bring our dog! The weekend we spent at Rough Fell cabin was undoubtably the best UK weekend getaway we've had, helped by the gorgeous weather, but even so, this place is a must if you're looking for somewhere to relax and unwind.

Management Response: Owner 05 Oct 2018 "The best UK weekend getaway" you've had, that makes us very happy to have been able to help, I often wonder what dogs would say, as surely they are in their element with all the walks, log fires and open spaces they can enjoy up here!? Hence why we will never charge for pets joining their families for a stay at Artlegarth. We hope to welcome you back soon and wish you all the best. Don't forget we reward your loyalty with discounts on advanced bookings too. Kindest Regards, Neil Riding



"65th BIRTHDAY WEEKEND"

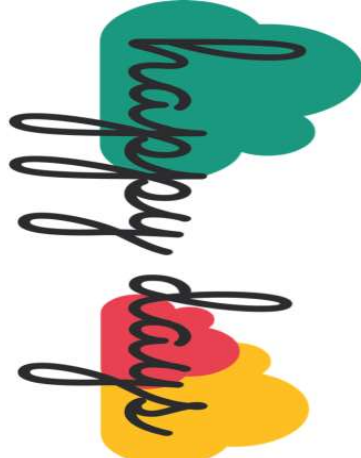
5/5 14 Mar 2018



What a wonderful weekend we all had. From making our first enquiry until we arrived at Swaledale Lodge the customer service received from Jennie and Neil has been exemplary. Those little touches, cleanliness and views are such a welcoming site when you walk in the door. The log burner was a welcome addition for those cooler nights, although to be honest we didn't need it as the lodge was warm enough, we just liked the atmosphere it created. The hot tub with the added feature of playing one's own music was well used and very welcome after a long walk in beautiful countryside. Sitting on the veranda was so peaceful with it picture postcard view with the addition of snow on the hills, we didn't want the weekend to end. Our friend, who's birthday it was, felt very spoilt and special. We are planning the next celebration so will be back and maybe we'll try the other lodges. Thank you Jennie and Neil for making the weekend special with your warmth and hospitality, so much nicer dealing with real people who care rather than large organisations where one is just a holiday number.

Management Response: Owner 21 Mar 2018 Thanks very much for taking the time to write us a review. We really appreciate your kind words and are glad that you





shoots

- Private dining experiences
- Sheepdog experience
- Duck Herding
- Pottery lessons
- Bread making experience
- Archery
- Afternoon tea on the fell
- Gin bar
- Guided walks
- Selfie safari
- Art lessons
- Guided fishing
- Belly dancing
- Cocktail masterclasses
- Vintage bus tours
- Crafternoons
- Star gazing/dark skies experience
- Wainwright experience
- Bar hire
- Treasure chest hunt
- Wacky races



The English National Park
Experience Collection

FLOCK TO THE DALES





