

Once upon a time…


Mia and Nana
Go to the Park


pop-up toy




Canon
11394840 Bolychevsky Irina
Whittington Health AHC
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23/07/2024
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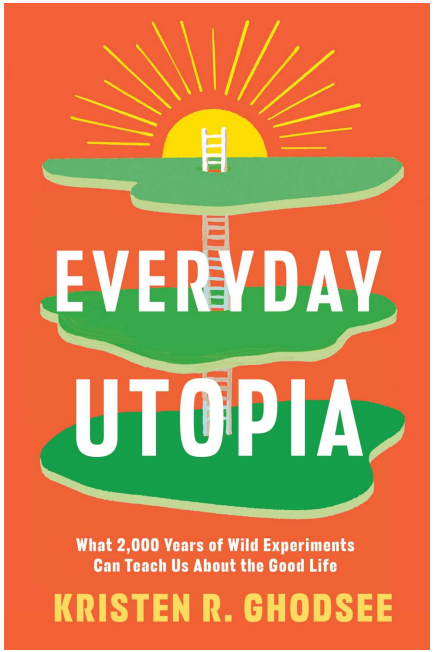


Non-consanguineous Kin

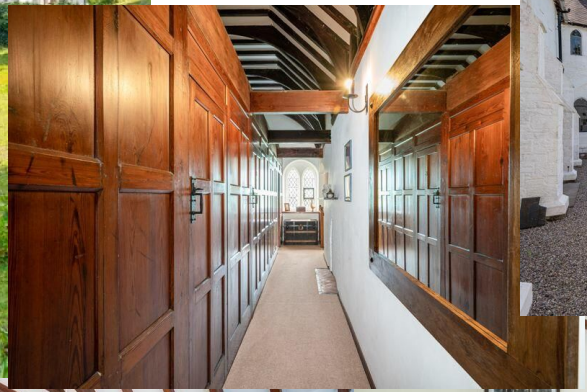
‘not’ ‘the same’ ‘blood’



6th Century – 4th Century BCE	Ancient Philosophical Communes
1st Century – 16th Century CE	Religious and Monastic Communities
1800s – 1890s	19th-Century Utopian Communes
1900s – 1980s	20th-Century Kibbutzim & Agrarian Collectives
1970s – Present	Contemporary Cohousing and Eco-Villages

A chance encounter with the Monastery…













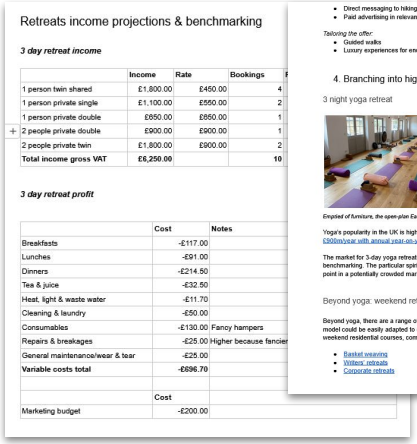
Images from listing & sales brochure



The Monastery (£1.5m)

explored mixed financing model of co-housing + holiday lets + retreats

And couldn't make the numbers work.



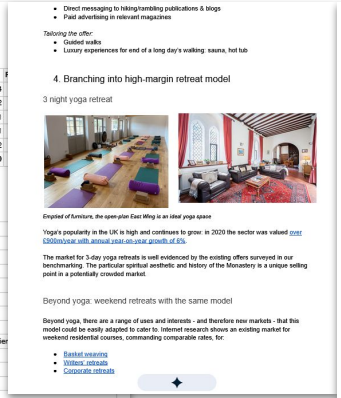
Retreats income projections & benchmarking

3 day retreat income

	Income	Rate	Bookings
1 person twin shared	£1,800.00	£450.00	4
1 person private single	£1,100.00	£550.00	2
1 person private double	£650.00	£650.00	1
2 people private double	£900.00	£900.00	1
2 people private twin	£1,800.00	£900.00	2
Total income gross VAT	**£6,250.00**		**10**

3 day retreat profit

	Cost	Notes
Breakfasts	-£117.00	
Lunches	-£91.00	
Dinners	-£214.50	
Tea & juice	-£32.50	
Heat, light & waste water	-£11.70	
Cleaning & laundry	-£50.00	
Consumables	-£130.00	Fancy hampers
Repairs & breakages	-£25.00	Higher because fancies
General maintenance/wear & tear	-£25.00	
Variable costs total	**-£696.70**	
	Cost	
Marketing budget	-£200.00	



- Direct messaging to hiking/rambling publications & blogs
- Paid advertising in relevant magazines

Tailoring the offer:

- Guided walks
- Luxury experiences for end of a long day's walking: sauna, hot tub

4. Branching into high-margin retreat model

3 night yoga retreat

Emptied of furniture, the open-plan East Wing is an ideal yoga space

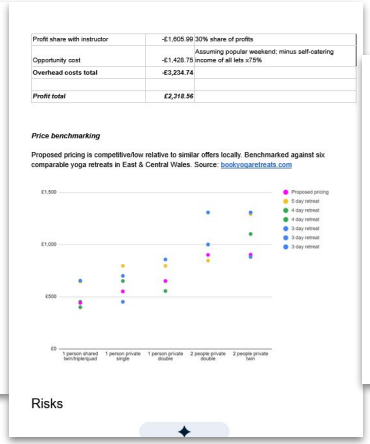
Yoga's popularity in the UK is high and continues to grow: in 2020 the sector was valued over £300m/year with annual year-on-year growth of 6%

The market for 3-day yoga retreats is well evidenced by the existing offers surveyed in our benchmarking. The particular spiritual aesthetic and history of the Monastery is a unique selling point in a potentially crowded market.

Beyond yoga: weekend retreats with the same model

Beyond yoga, there are a range of uses and interests - and therefore new markets - that this model could be easily adapted to cater to. Internet research shows an existing market for weekend residential courses, commanding comparable rates, for:

- Basket weaving
- Writers' retreats
- Corporate retreats

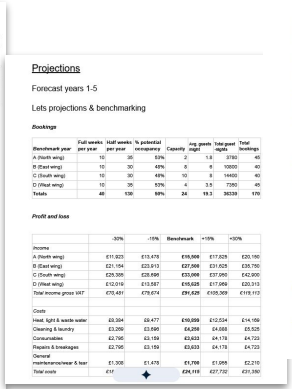


Profit share with instructor	-£1,605.99	30% share of profits
Opportunity cost	-£1,428.75	Assuming popular weekend; minus self-catering income of all lets ≥75%
Overhead costs total	**-£3,234.74**	
Profit total	***£2,318.56***	

Price benchmarking

Proposed pricing is competitive/low relative to similar offers locally. Benchmarked against six comparable yoga retreats in East & Central Wales. Source: bookyogaretreats.com

Risks



Projections

Forecast years 1-5

Lets projections & benchmarking

Bookings

Benchmark year	Full weeks per year	Half weeks per year	% potential occupancy	Capacity	Avg. guests /night	Total guest nights	Total bookings
A (North wing)	10	20	53%	2	1.8	3780	40
B (East wing)	10	30	48%	6	6	10800	60
C (South wing)	10	30	48%	10	8	14400	80
D (West wing)	10	20	53%	4	3.5	7280	40
Totals	40	130	50%	24	19.3	36330	170

Profit and loss

	-30%	-15%	Benchmark	+15%	+30%
Income					
A (North wing)	£11,923	£13,478	£15,566	£17,525	£20,190
B (East wing)	£21,154	£23,913	£27,566	£31,525	£35,790
C (South wing)	£25,595	£28,896	£33,066	£37,950	£42,900
D (West wing)	£12,019	£13,587	£15,625	£17,969	£20,310
Total income gross VAT	£70,481	£79,674	£91,525	£105,369	£119,112
Costs					
Heat, light & waste water	£8,304	£9,477	£10,959	£12,534	£14,159
Cleaning & laundry	£3,269	£3,696	£4,256	£4,868	£5,525
Consumables	£2,795	£3,159	£3,623	£4,178	£4,723
Repairs & breakages	£2,795	£3,159	£3,623	£4,178	£4,723
General maintenance/wear & tear	£1,308	£1,478	£1,706	£1,956	£2,210
Total costs	£18		£24,118	£27,732	£31,380

Business Plan: The Monastery



Introduction
Purchase fundamentals
Profitability strategy
1. More of the property available to let
2. Raising rates
Aligning with market
Increasing accommodation standard
3. Increasing bookings
Online presence
Customer acquisition strategies
4. Branching into high-margin retreat model
3 night yoga retreat
Beyond yoga: weekend retreats with the same model
Further diversification; different models
Projections
Forecast years 1-5
Lets projections & benchmarking
Retreats income projections & benchmarking
Risks
Meet Rich & Ira

Profitability strategy

For financial year 2021-22, holiday lets turnover was £39K. *This was achieved despite the current owners letting only ~30% of the property, not listing on any online booking platforms, and applying no marketing effort whatsoever.*

Hitting revenue targets in our model requires increasing turnover by approximately 50%. We believe there is ample potential to achieve this with the right effort applied. Without radically departing from the current business model, we plan to seriously increase the profitability through a combination of four key strategies:

1. More of the property available to let

The current owners use the East Wing as their private residence, and do not let the South Wing (which previously was home to their parents) at all. The two largest living units are therefore not currently in commercial use.

Our plan involves altering the layout of the West Wing, occupying most of it as a private residence whilst still leaving a one-bedroom flat available to let. The result is to significantly raise income potential:

Currently there are 3 lets available for a total occupancy capacity of 14. Our changes will increase this to 4 lets available and a total occupancy capacity of 24 (71% increase).

Additionally, this makes available the ground floor of the East Wing, which is the best open space for a variety of uses such as yoga retreats - see section below.

2. Raising rates

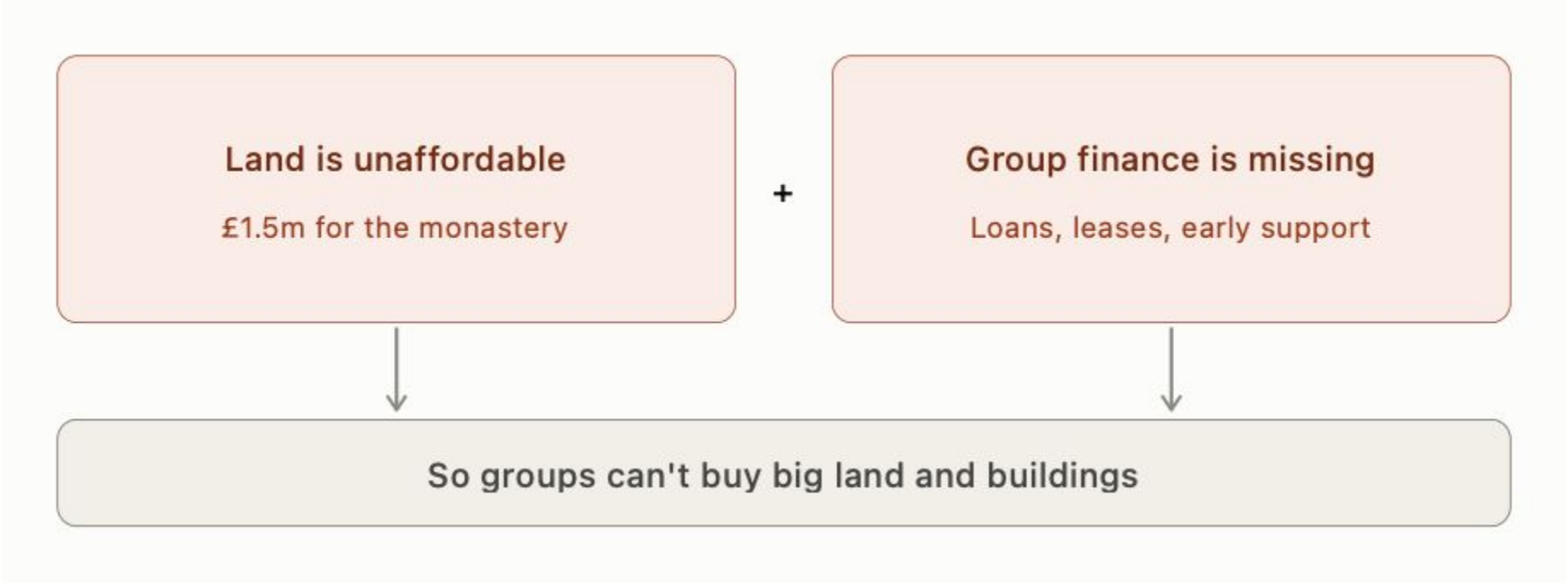
Aligning with market

Section to follow see benchmarking

Dynamic pricing

Increasing accommodation standard

So what went wrong?








https://www.canonfromecourt.org.uk/

Seeding Communities Weekends

Are you on the path to a collective or farming community? Do you have questions? Do you want to meet others in a similar position?

We run semi- regular weekends for groups / individuals to connect and move forward to communal living and farming.

What we Cover:



- Our community experience
- How we organise ourselves and our farm
- Governance and decision making
- Introduction to the finance
- Models of living – where you'd like to be in those models and what steps you'd like to take







Canon Frome Court Feb 2024

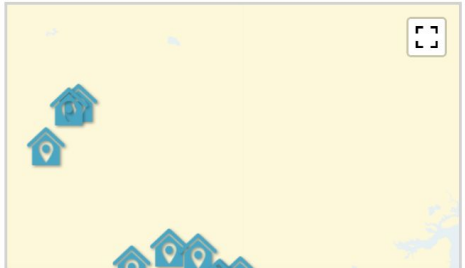
Diggers & Dreamers
INTENTIONAL COMMUNITY IN BRITAIN

Sign in or Sign up

Home | About + | Podcasts | Events + | Directory + | Resources + | Noticeboards + | Shop +

Places in South East England

This includes London





13 Richmond Terrace

We are a newish urban co-living community in the centre of Brighton. We have eight community members and a steady stream of guests moving through.

READ MORE AND CONTACT »



Beech Grove Bruderhof Community

Beech Grove is part of the Bruderhof, an international communal movement of families and single men and women who seek to put into action Christ's

READ MORE AND CONTACT »



Bhaktivedanta Manor

The headquarters of the International Society for Krishna Consciousness in the UK, Bhaktivedanta Manor offers a range of residential and day courses based upon the

READ MORE AND CONTACT »







Guides
Resources
Directories
Podcast
Noticeboards

diggersanddreamers.org.uk

Postlip Hall Community

- First Co-housing project in UK
- Purchased in 1970 for £20,000
- 4 founding families
- Financed with bank loan
- No hot water, all adults working on renovation



Postlip Hall



Postlip Hall today



- Co-operative Housing Society (freeholder)
- 8 family-sized units (leaseholders)
- 3 working days per month
- Consensus decision making, nonviolent communication
- Working groups for buildings, estates, events, animals…













Economic downward pressure on country estates 1890s-1970s…

- Collapse of estate-agricultural economic model
- Spiralling maintenance costs
- Disappearance of domestic servants
- Inheritance tax & postwar economic settlement



Postlip Hall (Sold 1970)

c.£800,000 (2026 equiv.)



Postlip Hall
(Sold 1970)

House, tithe barn & 15 acres

c.£800,000 (2026 equiv.)



Apperley Court
(On the market)

House, outbuildings & 21 acres

£2,400,000 asking price

UK Co-housing movement today

- New-build
- Environmental consciousness
- Regenerative agriculture
- Retirement / older living



Image from ecovillagefindhorn.com

Cannock Mill eco-village, Colchester



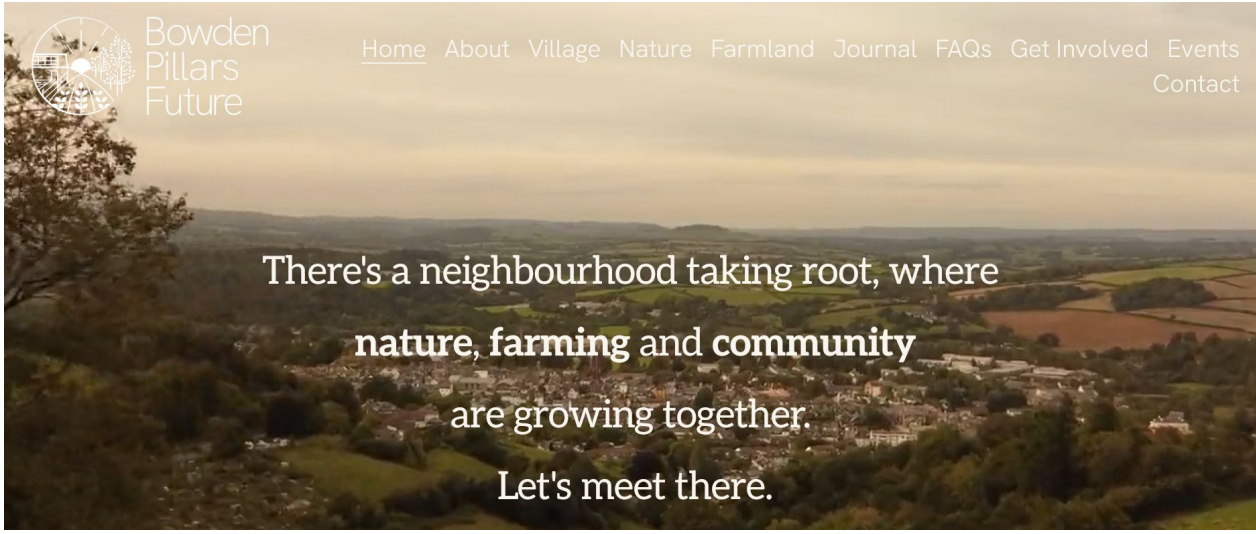
The commune

This article is more than 2 years old

‘We just held hands and jumped!’ How one of Britain’s happiest, healthiest communes was built

It took 13 years of dreaming, peril and hard graft before the first residents moved into Cannock Mill – an eco-village that tackles both the climate crisis and loneliness

By Anita Chaudhuri



Bowden Pillars Future, Totnes





2026 Cotswold Beer Festival photos in this talk by Irina Bolychevsky