



Case Study

POSTEL IN NORTHUMBRIA PROVIDES GUESTS WITH CHARGING STATIONS

**Radcliffe's Lodge installs Cable
charging shelves by every bed in
their 21 st century hostel**



SNAPSHOT

Radcliffe's Lodge in Amble, Northumberland has installed Crable's charging shelves by every bed in their brand new coastal hostel.

Why? The owner wanted to provide guests with easy access to power charging points for all the appliances they carry on their travels.



THE CLIENT

Opened in 2021, Radcliffe's Lodge is a purpose-built hostel that sits in the heart of the beautiful village of Amble, Northumberland.

The stunning waterfront hostel has 48 beds in en-suite rooms with underfloor heating, lockers, free wi-fi and a communal lounge with self-catering kitchen.



GUEST EXPERIENCE TOP OF THE DESIGN PRIORITIES

Hostels, like any other accommodation provider, want to ensure their guests have the best experience which will lead to positive word of mouth and repeat business.

Travellers are carrying an increasing array of appliances, not just their phones. Being unable to use these appliances due to a lack of charge can negatively impact the overall stay experience.

A couple of poorly located sockets is common in hotel rooms that have been inadequately designed and without the customer experience as the number one priority.



A PERFECT ROOM LAYOUT

Hostels are essentially a subsector of the wider hotel market. The extra 's' in the word hostel will generally mean that the accommodation includes multiple room types from small rooms for single, twin/double or triple occupancy to larger room types for four or more people.

The larger the room the more likely that a hostel will be equipped with bunk beds. This keeps room rates down and allows both friends and families to stay together during their trip.

Every bed in a 'dorm' room should be provided with the same facilities found in a smaller room and it is essential that this includes charging points.

Crabble's charging shelves were specified in all room layouts from the outset of the design process. This ensured that no guests would be waiting for or fighting over sockets. Instead, each Crabble provides every individual guest with multiple charging options in the form of wireless chargers, USB ports and plug sockets.

Locating Crabbles by each bed also allowed Radcliffe's to specify LED lights within their charging shelves. Perfect for illuminating a small area by the bed and not disturbing others within the room.

THE RESULTS & BENEFITS

Crable's charging shelves have been specifically designed for commercial premises of all kinds. This means they thrive in challenging environments because they are robust, safe and easy to clean.

When you think about the numerous building types that Crables can be installed in you begin to see why configurability of a charging shelf is so important. There are multiple plug types used around the world and Crable has certification, following rigorous testing, to supply Crables fitted with the most popular worldwide socket types.

People don't just want to charge their appliances with plugs and USB leads and are increasingly looking to fill their batteries using wireless charging. All Crables are fitted with two fast charge wireless charging pads up top in the shelf – giving a market leading 15W of power transfer.

The width of Crable charging shelves is 340mm which allows multiple phones or the largest tablets to sit comfortably on top.

Tony Pull, the owner of this fantastic hostel stated "At Radcliffe's Lodge we wanted to create a boutique hostel loved by travellers of all ages. Design is incredibly important to us and Crable charging shelves are a perfect fit for our bedrooms and communal areas. Delighted with our choice of colour too."



Tony had chosen to install dark grey/anthracite Crables throughout his hostel. All bedrooms have been given a well-thought-out colour scheme including bold marine blues and greens as well as calming yellows.

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CONCLUSION

Since opening in May 2021, Radcliffe's Lodge has experienced high levels of occupancy which proves Tony and his team have a winning formula.

The wide variety of guests from cyclists to hen groups and walkers to sports teams have all been able to benefit from a meaningful fast charge of their appliances.

Worldwide hostels and hotels of all kinds should provide charging shelves as a free service in order to deliver the all-important 5* guest experience.

radcliffeslodge.co.uk



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