# Iconic Hanley Hotel Verdon Guest House Sold to New Owner for Restoration



**Hanley’s Iconic Verdon Guest House Sold by Longtime Owner**

Edie Hindmoor, an iconic hotelier in Hanley, has sold Verdon Guest House after running it for 50 years. The 84-year-old opened the guest house on Charles Street in the early 1970s. Over the years, the guest house hosted many celebrities, including Olive from "On The Buses" and Danny La Rue.

Initially, Verdon Guest House thrived by accommodating contractors and tourists fascinated by the Potteries. The guest house expanded from 11 to 16 rooms, offering bed and breakfast along with evening meals.

The business saw a downturn during the COVID-19 pandemic when hotels were mandated to close and instead house the homeless. This change significantly impacted the guest house, leading to a decline in its condition due to misuse by residents.

In 2023, Hindmoor decided to sell the business, which was purchased in January 2024 by a businesswoman aiming to restore its former glory. The new owner has invested substantially in refurbishing the property.

Edie Hindmoor has documented her experiences in a book titled "Memoirs of a Stokie Landlady," which narrates the ups and downs of running the guest house and the broader changes she has witnessed in Stoke-on-Trent over the decades.