



Professional Association of Self-Caterers UK

PASC UK NEWSLETTER

20 September 2022 Issue 128

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COMMENTARY

As the Period of Mourning formally closes, we find ourselves coming back down to earth with a bump. We face enormous challenges over the coming months, with Business Energy support still no clearer, inflation rising and for many the spectre of increased Business Rates Bills hitting the door mats over the coming months.

Other than the obvious worries, this makes pricing going forwards extremely difficult. Consumer confidence low, costs rising exponentially. We cannot just increase prices regardless, prices need to be competitive with peer properties, we can't just charge more than the 'market price'. Determining that market price is doubly difficult at the moment.

If there is demand for it, we will hold a webinar as early in October as we can, to try and answer and establish strategies for 2023/24 pricing. If this is of interest, please send an email to

chair@pascuk.co.uk with PRICING in the subject line. This would be a Webinar format. Under these times that we find ourselves in, this webinar would be open to all.

If PASC UK Members would also like a Private Meeting on same, please send an email to chair@pascuk.co.uk with MEMBERS PRICING in the subject line. This would be in a Meeting format.

This really is the **LAST CALL** for filling the Call for Evidence in England on Statutory Registration. It closes tomorrow night. Please if you have not responded to this yet, you must do so. Look at what has happened in Wales as a result of simply not enough owners responding. We make it as quick and easy for you as possible to do so. See below.

Over the weekend we have had a flurry of emails from Members in Wales who have received notification that as they did not achieve 70 days let during the lockdown period of April 2020 to March 2021, they are being taken off Business Rates and back onto Council Tax, despite there being less than 80 days free trading in that period. To make matters worse, they have also been served with Council Tax bills from April 2020. Just when Members in Wales did not think it could get any worse..... see below.

I will be away on holiday from Friday for effectively 10 days. We do have coverage in place to make sure that any announcements regarding Business Energy, or business support are communicated to you through the newsletters and Facebook.

Over this weekend we have also completed sending out all the 2022 Membership Packs.



Please see note below about these and what to do if any details are incorrect.

On a positive note, I have also completed a Case Study on Touch Stay the digital app that replaces the Cottage Guides of past years. See below for more info on that and where to find it.

Let us know if you want webinars and meetings on pricing and please keep the feedback coming in. Wishing each and every one of you all the very best at this time.

Alistair

CHAIR ON HOLIDAY: COVERAGE DETAILS

I will be away on leave from first thing Friday 23 September until Saturday 1 October. I will also be away 2-3 October at the Premier Cottages Conference, where there will be around 100 PASC UK Members present.

Normal service will therefore not be resumed until Tuesday 4 October.

During that period emails will get an out of office response, with details of who to contact. Phone calls will go to ansaphone with details of who to contact.

During this period, please use the following contact details.

MEMBERS ONLY PLEASE

admin@pascuk.co.uk

07496 451424

Justin will be on hand to help as best he can, and if the question or request is an emergency and needs escalating, Justin will do his best to facilitate getting the answer.

CALL FOR EVIDENCE: STATUTORY REGISTRATION IN ENGLAND: CLOSING 21 SEPT

THIS CLOSING TOMORROW NIGHT, WEDNESDAY 21 SEPT

The English Government's Call for Evidence into whether some form of Statutory Registration should be considered in England closes on the 21 September.

We had a good response at the tail end of last week on this, so huge thanks to those that took part. We do though need many more of you to step up and take ten minutes to download the doc, adjust it and email it in.

We asked for an extension from DCMS, but they were unable to allow this due to the Protocols of not doing Government business in the Mourning Period. So, this really is the deadline. There will be no extensions.

Firstly: Why is this critical that all readers of this newsletter in England respond?

Simply look at what has happened in Scotland and what is now going to happen in Wales. They have opted for Statutory Licencing. (In Wales on top of the ridiculous 182 days let rule). This is destroying self-catering businesses in Scotland and will do the same in Wales. Local Councils will be able to set limits as to how many, and which operators, can trade in their area, regardless of trading history.

Both Governments failed to do proper Economic Impact Assessments. Neither Government has the necessary data about really how many operators of all kinds there were, where they are and their economic impact.

Secondly: How important is it that vast numbers of you respond?

We saw, particularly in Wales, the Government ignore the majority of responses to Consultations. They felt confident that they could push through their agenda because the numbers responding were really quite small.

Bear in mind that there is toxicity towards our sector in many parts of England, and many respondents will be responding pushing for the Statutory Licensing option. It is open to anyone or any organisation to contribute to. It is essential that you respond to this call.

Finally: How easy is it to respond to the Call for Evidence?

The Call for Evidence response could take a while for anyone to fill in, particularly if you opt for the online version. In order to make it as easy and quick as possible PASC UK has prepared a paper on responding, so that you can take the much easier and quicker option of sending in a word document, answering the questions directly to DCMS.

It is possible to download the PASC UK word document and edit it so that you are making your own responses. We provide suggested answers that you can of course amend, and some data to support arguments.

What is critical is that you respond to this Call for Evidence, and that you opt for Option 4 In Q9. This is the 'light touch registration scheme that we have been covering in previous Newsletters and Webinars.

We have a great Webinar on this Call for Evidence, with both Kate Nicholls, CEO UKH and Kurt Janson, Director Tourism Alliance, joining your Chair in explaining the importance of responding, opting for option 4 in Q9 and covering a myriad of other questions on what the scheme might be.

That webinar can be seen here: <https://www.pascuk.co.uk/webinars/>

To download to word doc so that you can prepare and send your response, click here: <https://www.pascuk.co.uk/reports/>

Any questions let us know, and remember, the deadline for submissions is the 21 September.

GOVERNMENT SUPPORT FOR ENERGY BILLS UPDATE

There is still little hard information available about what precise form the support will be, particularly for businesses. We are told that Government and Energy Company meetings will continue this week and next, prior to full detail and probably some form of Emergency Budget emerging. We are hoping that this will include support measures such as a reduction in Hospitality VAT and a Business Rates discount or holiday.

This was discussed in the Board meeting at the Tourism Alliance last week where we got an update from. Kate Nicholls, Chief Executive of UK Hospitality. We got this short explanation as to why the support package for those on Business Tariffs is still not known.

'This is because energy plans require legislation - unlike domestic support - and with Parliament going back into recess next week there may be insufficient time to pass it before price hikes take effect from 1 Oct'.

It's really scary that full details and FAQ's details for Business Tariffs may not emerge before November. We will keep chasing.

Collective lobbying already in gear to demand that any support is backdated to 1st Oct as per the Prime Ministers commitment.

From last week.....

We know that there will be a cap for domestic bills, but the detail of how that will work and affect individual billpayers has yet to emerge in practice. What it appears to be is a maximum per kw/h price for both gas and electricity. This looks like being 34p/ kw/h for electricity and 10.3p/ kw/h for gas.

This relates to people on variable tariffs and the Government is considering further announcements relating to people on fixed tariffs.

These are the key points made last week.

Business bills:

- Businesses will see their energy costs capped at the same price per unit that households will pay under the government's new plans, but only for six months
- This will be reviewed after three months, and may be extended for certain industries and vulnerable businesses
- It is not likely to come into effect until 1st October.

There is a good article here on the ITV News website that has some sensible information.

<https://bit.ly/3RAJiWy>

As soon as we have any detailed information, we will let you have it.

NEW PASC UK WEBINAR PROGRAMME FOR OCTOBER/NOVEMBER

We will be adding to the Webinar programme in October/November over the coming weeks. Previous webinars can be viewed on the PASC UK Website at: <https://www.pascuk.co.uk/webinars/>

1/ WEBINAR ON HOW BECOMING AN ACCESSIBLE BUSINESS CAN BOOST BOOKINGS

Open to all.

Date: Tuesday 18th October 2022 1100-1200

The Accessible market in the UK is substantial, and few owners focus on this area. This webinar will bring together the data on the size of the market, and steps that you can take to be able to offer this as a selling point of your business.

Ross leads on Access at Visit England and both Diane and Cheryl run award winning accessible accommodation and will all be able to share their tips on how to either enter or improve your offer to serve this market.

Chair: Alistair Handyside, PASC UK

Speakers:

- Ross Calladine, Head of Business Support. Visit England.
- Diane Howarth. Owner. Cottage in The Dales
- Cheryl Dixon. Owner. Northayne Holiday cottages

**This webinar will be recorded and placed on the PASC UK website
Open to all readers of this newsletter.**

Topic: PASC UK Visit England Accessible Webinar

Register in advance for this webinar:

https://us06web.zoom.us/webinar/register/WN_Dflqt_88So-bj-FI5dtvHg

After registering, you will receive a confirmation email containing information about joining the webinar.

2/ MEMBERS MEETING ON GUEST COMPLAINTS AND GUEST BEHAVIOUR 2022 STYLE

Members only, will be recorded for Members.

Date: Tuesday 25th October 2022 1100-1200

There does seem to have been a significant change in guest behaviour post reopening after the pandemic. Much more on this next week. This Members meeting will try and cover the various aspects of this, what should be in your Terms and Conditions, what effect 'Rules' might have and how to prepare strategies in the event of complaints or problems with guests. Limited to 100 Members, first come first served.

Panel:

- Alistair Handyside, Chair PASC UK
- Tom Chartres Moore, Partner, Stephens Scown Solicitors
- Further panellists TBC

Register in advance for this meeting:

<https://us06web.zoom.us/meeting/register/tZMpduChpj0tHtMaCcmicPAyYuaR86FqFaJQ>

After registering, you will receive a confirmation email containing information about joining the meeting.

WALES UPDATE

A separate Newsletter was sent to all our contacts in Wales last Thursday. Apart from the note below, there is no further update on this. You can find the Wales Newsletter 15 Sept here:

<https://www.pascuk.co.uk/wales-182-days-reports/>

If you are affected by what is happening in Wales and do not get the direct Wales only communications, please email me at chair@pascuk.co.uk , put Wales Newsletter in the subject line and we will add you to the Wales Only circulation list.

WALES VALUATION OFFICE OUTRAGE

As mentioned above, the Wales Valuation Office have been sending notifications out over recent days regarding the period April 2020 to March 2021.

This was the period of regular lockdowns, Tier restrictions, and County Restrictions as well as group sizes, remember 'one household' and the Rule of six?

A quick check shows that there were less than 80 days available to most businesses in Wales and less if you were a larger property.

Businesses have been contacted notifying them that as they did not achieve 70 days let in this period then they are automatically reverted to Council Tax, and Council tax bills are now payable immediately. (One received was for £12,000).

Please can you send any supporting evidence of this at once to chair@pascuk.co.uk and put Wales 70 Days in the subject line? We will use to build our case against this completely immoral action by the Welsh Government.

What happens this week as a result?

1/ We gather the data on what dates businesses were actually closed by law during the period, and what restrictions were in place when allowed to trade.

2/ This evidence will be presented at the Wales Rate Payer Forum tomorrow.

3/ One of our close colleagues has a meeting with Vaughn Gethin tomorrow where this will also be presented.

4/ We have a Wales Tourism Alliance Meeting on Thursday where this is top of the agenda.

5/ On Thursday, prior to your Chair going on leave, we will also write as PASC UK, UK Hospitality Cymru, and the Wales Tourism Alliance to Rebecca Evans, to demand that this disgusting decision is reversed and insist upon a meeting.

As soon as we have any feedback we will let you know.

PASC UK PRODUCT OF THE YEAR: TOUCH STAY CASE STUDY

In January of this year PASC UK announced a series of award winners at the PASC UK Annual Awards. The Product of the Year 2022 was won by Touch Stay, the digital app that replaces the cottage Guides that we once all had in our cottages.



TOUCH STAY CASE STUDY SEPTEMBER 2022

The Case Study explains how Higher Wiscombe, our own business, has fully integrated Touch stay into all aspects of our Guest Communications and the benefits that Touch Stay has brought to both guests and the business.

The Case Study is a free download for all. Touch stay is a game changer for businesses in self-catering as the Case Study shows. It can be downloaded from here: <https://www.pascuk.co.uk/reports/>

PASC UK MEMBERSHIP PACKS

We have now completed sending out the 2022 Membership Packs. These contain a thank you letter, 2022 Membership Certificate and an updated reversible sticker. In theory you should have English ones if you are in England and Welsh ones if you are in Wales.

We had planned to make the Membership Certificates downloadable from the Members area, but in short, that's unlikely to happen soon.

2023 Certificates will most likely come out in March next year, as we will have a New Membership Pack to send out then with new contents.

What to do if there is anything wrong with your 2022 Membership Pack.

If it is a name or address error, you can update this in the Members Area on the website.

If you received an English Certificate and Sticker instead of Welsh versions, or vice versa, contact Justin at admin@pascuk.co.uk and we will correct this.

Any other queries, please contact Justin at admin@pascuk.co.uk

NEWSLETTER INDEX (WHERE TO FIND PREVIOUS INFORMATION)

All previous content is indexed and can be found on the 2022 Index on the Newsletter page. Look for PASC UK Index 2022. This will be updated weekly.

<https://www.pascuk.co.uk/newsletters/>

GENERAL INFORMATION SECTION

PASC UK SOCIAL MEDIA

Please consider following PASC UK on Social Media, it gives us a way to contact you quickly in the event of any changes or announcements that are made. We promise not to bombard you and to try to keep it relevant and topical.

PASC UK on Twitter @PascUK

PASC UK on Facebook @pascukltd

This is where the latest news between newsletters gets posted.

MEMBERS AREA IS NOW LIVE

The Members area of the PASC UK website opened last week. Initially you will be able to check your account details and download any of the 25 Members only PASC UK papers. No longer will you need to ask Justin or myself 😊. The full list of the PASC UK Members Papers is detailed below. No longer will you need to ask Justin or myself 😊 We will add additional features over the next couple of weeks.

Anticipated questions:

1/ How do I log in?

On the main PASC website you will see a link in the top right-hand corner called "Member Login". Click this link and enter your email address and password. Once logged in you will be in the members area.

2/ I can't find my password.

Click on the "Member login" link on the far right of the menu on our website and click the "forgot password" link which is in blue text just below the "log in" button. Enter your email address in the field and click "request password reset" button.

3/ Who do I contact if I cannot get in?

If you are having difficulty, please email admin@pascuk.co.uk and Justin will investigate for you.

4/ My username doesn't match my email address, does it matter?

No, it doesn't, usually your username would be your email address, but through address changes and mis-typing, some don't match up. However, the only place those are used is in the login field, all correspondence will go to your usual email address. Unfortunately, it isn't possible to change the username once it has been set.

PASC UK MEMBERS ONLY PAPERS

This is the current list of Members Only papers available in the Members area of the website.

- [PASC UK Business Rates Claim Note England](#)

A guide to 'Claiming' your property in England. You cannot 'check' You cannot 'Check' your properties Business Rates until you have done this.

- [PASC UK Business Rates Check Note England](#)

The guide will take you through 'checking' your Business Rates in England. It is vital that you book a call with the Chair before completing and submitting this 'Check'.

- [PASC UK Template Privacy Policy June 2022](#)

All businesses in the UK are required to have an up-to-date Privacy and Cookie. Not having one can lead to fines. This document provides you with a template policy.

- [PASC UK Template, Privacy Policies explained June 22](#)

This document explains Privacy Policies

- [PASC UK Template Cookie Policy and Guidance June 22](#)

This document gives further guidance on Cookie and Privacy Policies

- [PASC UK Guidance on using CCTV 2021](#)

Having CCTV at business premises can bring benefits, however there are several stages of legal compliance that you need to go through to operate such a system.

- [PASC UK Template CCTV Policy June 2022](#)

This document provides you with a basic CCTV Template Policy.

- [PASC UK Guidance on completing a short form LIA](#)

A 'Legitimate Interests Assessment' is a requirement if you have CCTV. This will guide you through creating one.

- [PASC UK Template LIA](#)

This document is a template Legitimate Interests Assessment for CCTV

- [PASC UK Template Breach Risk Assessment \(Req if you have a GDPR breach\)](#)

This template will guide you through the steps to take if you have a breach of GDPR.

- [PASC UK Record of Processing \(This is what data that you store and for how long?\)](#)

This template gives you the headings for the types of data that you store and for how long.

- [PASC UK Template Internet Fair Usage Policy](#)

This template document can be inserted into your Terms and Conditions to cover fair internet usage at your business.

- [PASC UK EV Charging Guidance](#)

This guidance takes you through putting together an EV Charging Policy at your business, necessary even if you do not have EV charge points, to help protect against charging out of the window.

- [PASC UK EV Charging Policy for Member's T's & C's](#)

This template document can be inserted into your Terms and Conditions to cover EV charging at your business, whether you provide the facility or not so as to help maintain insurance cover.

- [PASC UK Ghosting Report](#)

Ghosting is the practice that is employed by some self-catering agents whereby they leave your property on their website after you have left, with 'this property no longer available' Book one of these. This report tells you the steps you can take to have the property removed.

- [PASC UK Risk summary of 3rd Party suppliers at Holiday lets](#)

Having third party suppliers giving services to our guests at our businesses requires careful planning, in order not to void insurance. This paper explains the steps to take to maintain insurance cover. Covers chefs, mobile cooking companies, hot tub rental, bouncy castles. Entertainers etc.

- [PASC UK ICO Registration Paper](#)

This paper explains whether or not your business needs to register with the ICO. In 99% of cases PASC UK Members will need to do so. It costs £40 to register.

- [PASC UK ICO Registration FAQ's](#)

This document answers the most common questions about registering with the ICO and why you need to.

- [PASC UK Guidance on damage caused by guest and your T's & C's](#)

This document provides Members with another clause for their T's and C's. This one to protect you if guests cause damage to the property such that you have to cancel subsequent bookings and who pays.

- [PASC UK Template for clause in T's C's ref guest damage](#)

This is the template clause to add to your Terms and Conditions to protect you if guest damage causes future cancellations.

- [PASC UK Guest Comms Paper](#)

Improving the flow of Guest Communications from initial contact prebooking to post departure is one of the key elements to improving guest satisfaction and driving up repeat bookings. This paper should be taken in conjunction with the webinar on this subject in the Webinars section.

- [PASC UK Influencer Paper](#)

Many Members have reported being contacted by influencer or media offering coverage of your property in exchange for a free stay. There are several legal aspects to Members being offered this that they need to be aware of. These are covered in this Paper.

PASC UK MEMBERS LOGO UPDATED

We have updated the logos for Members to display on their websites. We now have a full set of Welsh versions too. A full variety of shapes and formats are available to suit all layouts.



MEMBER BENEFITS SUMMARISED

To carry out the lobbying work that we do on behalf of the Sector we need funding. 90% plus of this funding comes from Membership Subscriptions.

Members will get.

- Access to Telephone Support
- Prompt email support
- Access to Members Benefits and Discounts. (Buying Group Membership details below)
- Members only Webinars, (Including ask the Chair sessions)
- Book Surgery Appointments with the Chair
- Specific Discounts on key products
- PASC UK Guides to reducing Business Rates
- Hard Copy of the Visit England Pink Book
- 25 and growing Special Interest Papers including legal docs such Privacy and Cookie Policies

What will be available to non-members?

- The PASC UK Covid newsletters
- Email support when available. (Members support comes first).

- Free Webinars
- Cleaning protocols
- Some General interest Papers

We are currently making major investments in supporting you better and all this costs money, these include.

- Sponsorship of the Visit England Pink book, to help promote the safe and legal aspects of our sector
- Membership fees to the Tourism Alliance, UK Hospitality and Wales Tourism Alliance
- Surveys and reports to use data-based arguments to win support for the sector
- Legal papers to help inform and protect Members.

If you have not yet joined PASC UK, please consider joining NOW. Details below the Buying Club information. <https://bit.ly/3ptd4RU> Thanks.

BUYING CLUB MEMBER BENEFIT FOR PAID PASC UK MEMBERS

We are really pleased to announce a partnership with Purchasing for Business.

More details on the new PASC UK website here: <https://bit.ly/3ptd4RU>

This is a Buying Club, it's free to join if you are a paid up PASC UK Member. There will be no additional fee for Members to join the Club.

SUPPORT LOBBYING BY JOINING PASC UK

There is a huge amount of work and lobbying to do to help support you all in the self-catering sector. We don't ask very often, however, if we are to fight on so many fronts, we simply need more funds. There are thousands of you that have had the benefit of this newsletter and the lobbying done on behalf of the sector.

We are now asking that as many of you as possible join PASC UK. The fight is on so many fronts, and we get much better results when we engage proper legal advice and proper PR firms to assist with campaigns. Memberships to other organisations that provide common lobbying, information feeds and support also cost many thousands of pounds a year.

Membership fees are as follows: All per annum.

- Single cottage £70
- 2 – 4 Units £125
- 5 – 10 Units £200
- 11 + Units £300

For companies like cleaning firms, or industry support companies, Trade Membership is £200, and you will get a listing in the Trade Directory on the new website.

Members get telephone support and priority email support.

You can join here, simple form, takes 2 mins, and you'll get an invoice, payable by BACS or Credit Card. Just click on this link to go to the joining page: <https://www.pascuk.co.uk/join-us/>

Wishing each and every one of you all the best during these trying times.

Best regards

Alistair Handyside MBE
Executive Chair
The Professional Association of Self-Caterers UK
www.pascuk.co.uk
chair@pascuk.co.uk
07771 678028



DISCLAIMER

We are in completely uncharted territory here, and any suggestions that we make are merely that and you should carefully consider your own business policies, and if necessary, consult with your Professional Advisors. PASC is your lobbying Association, not a legal service. In addition, please be very wary of some of the advice given on internet communities, blogs and social media. There appear to be thousands of experts out there where my understanding is that there are very few.

To that end, any information you get from any source you must double check. I will always try and put the actual link to the information in the newsletters so that you can read and assess yourselves. These are unprecedented times, please take exceptional care.

