



# Professional Association of Self-Caterers UK

## PASC UK NEWSLETTER

### 14 February 2023 Issue 148

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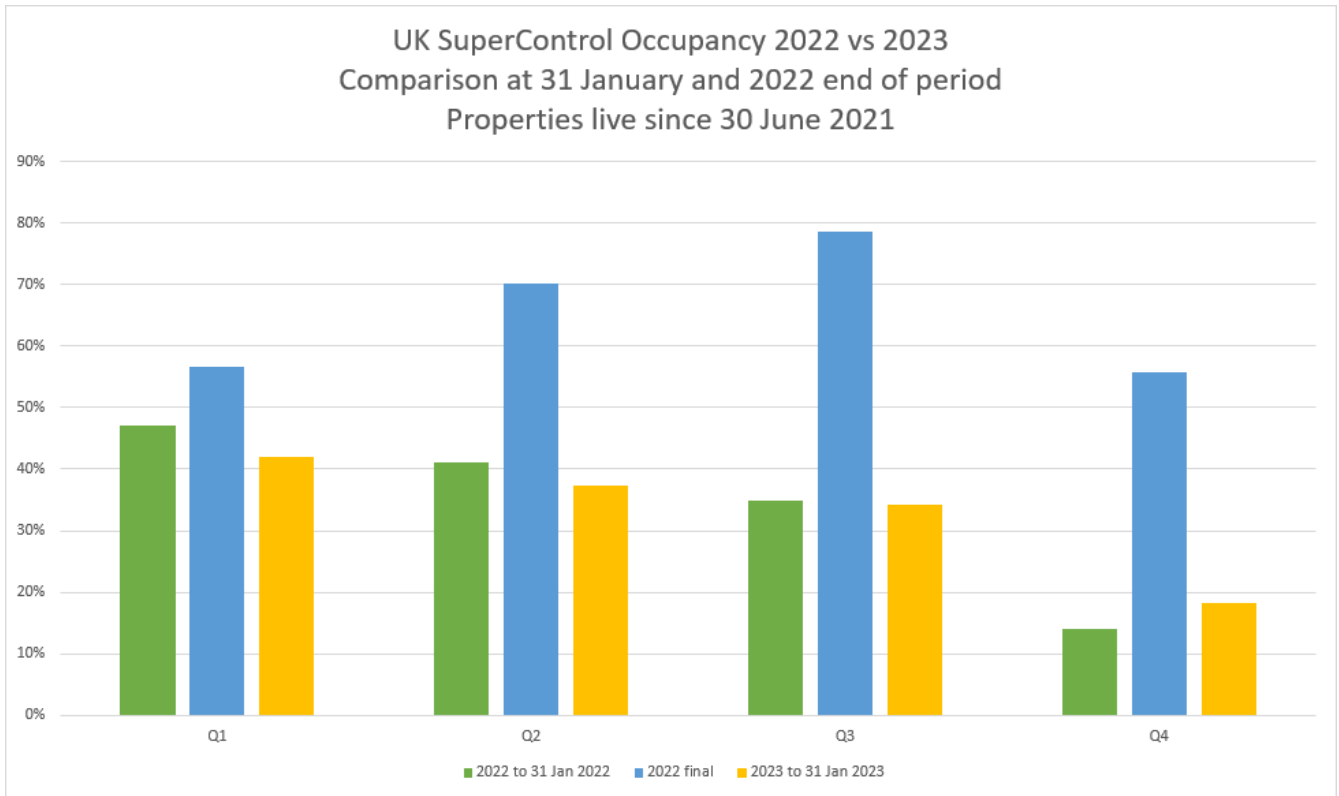
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#### COMMENTARY

The last week has been pretty full of Members arranging calls with the chair to discuss their forward booking levels. Many are very concerned and worried that the post-Christmas period has not delivered anything like the booking rush seen in previous Januarys.

We have the data from SuperControl for forward bookings made until the end of January below. Huge thanks to SuperControl for this.



The Green column shows the forward bookings taken up to 31 Jan 2022

The Blue column shows the year end position 2022

The Yellow column shows the forward bookings taken up to 31 Jan 2023

The first three quarters are down on 2022, we should though bear in mind that January 2022 was exceptional, pre-Putin and the following cost of living crisis.

We are also facing massive over-supply in some areas which will take ages to correct. An article by AirDNA claims that 54% of all AirBnB listings have been added post 2020. We are planning on drilling down on some more AirDNA data and will let you have it when we get it.

<https://www.airdna.co/blog/short-term-rental-supply-reaches-record-levels-in-2022>

Booking lead times are also reducing and have been for some time so we all need to factor this in.

We are back to the three P's being aligned, **Prices**, **Platforms** and **Photos**. All the Members we had calls with last week had many opportunities to improve their presentation, pricing and platforms.

If you want to get more bookings, the first place to look is the Webinars section of the PASC UK Website, where you can find two key webinars.

- What's wrong with my Website?
- Capturing more bookings

Both can be found here: <https://www.pascuk.co.uk/webinars/> There is also a Webinar from one of our partners, Clockwork Marketing, on boosting your bookings, see below.

Members can also book a call to discuss booking levels, by sending an email to [chair@pascuk.co.uk](mailto:chair@pascuk.co.uk)

Tips for Members this week:

Refer to previous Newsletters and check your Council Websites for details of the UK SPF Grants that are opening up across the country.

If you pay Business Rates in England and Wales, we are now at the very last chance to get your 2017 Rateable Value checked, and possibly reduced, which would lead to a refund. PASC UK can help paid Members examine the current position, quickly over a phone or zoom, to determine if there is a likelihood of success. If this applies to you send an email to [chair@pascuk.co.uk](mailto:chair@pascuk.co.uk) and we'll set up a call. (Note, as per the Business Rates Revaluation 2023 note below, we **cannot** currently 'check' 2023 Rateable Values).

If you are not VAT registered checking your energy bills for the rate of VTA charged is a must. If you are being charged at 20% you can get a refund down to 5%. Details in previous newsletters.

Check the Webinar and Meetings programme to see which may be of benefit to your business.

Last week we managed to mix business with pleasure whilst hosting the South West Tourism Alliance annual dinner at Higher Wiscombe. This year's theme was to say thank you to two great servants of the visitor economy and two extremely close colleagues over the years, Malcolm Bell OBE, CEO and Chief Exec of visit Cornwall and Kurt Janson OBE, Director of the Tourism Alliance, both of whom are retiring. Many of the industry's leading figures were there to thank them. Malcom is carrying on for a while as Chair of Visit Cornwall, and Kurt is helping PASC UK with some background work, so we will be retaining their expertise and knowledge.

The next morning some of us were on parade at the West Country Tourism Conference where there was an excellent turn out and a good number of PASC UK Members there too. After over two years of over 95% of meetings being by Zoom/Teams it was brilliant to meet face to face. We have put a note below under the Lobbying Update of the business side of these events, which was extremely positive.

We have just received the Paper from Francis Clark, which has looked at the OTS (Office of Tax Simplification) proposal to do away with the FHL Tax Classification. We will be reviewing this with the ASSC (Association of Scotland's Self-Caterers) and will be publishing it to Members shortly, along with webinars to support questions being asked. More on that next week.

Any questions please let us know.

Best regards

Alistair

## **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/>

## NEW PASC UK WEBINAR PROGRAMME FOR FEBRUARY-MARCH

We will be adding to the Webinar programme in February/March over the coming weeks. Previous webinars can be viewed on the PASC UK Website at: <https://www.pascuk.co.uk/webinars/> Members only recordings are in the Members area.

### 1/ PASC UK WALES MEMBERS ONLY MEETING

**Date 1100 on 16 February 2023**

**This meeting will not be recorded.**

This is meeting for PASC UK Members in Wales and will cover the work that we are doing at the moment to support Welsh self-catering, updates on our meetings and correspondence with officials and to try to answer any questions that you may have. Adrian Greason Walker and the Chair will be joined by Suzy Davies, Chair of the WTA Wales Tourism Alliance.

We have meetings with Ministers, MS's and Officials on Tuesday and Wednesday of this week so will be able to update you on those meetings too.

Tickets are limited to 100 so will be processed on a first come first served basis.

To book you need to click on the link below to register and provide your business name please.

[https://us06web.zoom.us/meeting/register/tZAtf-6przwpE9T7CXZg0LoWH1\\_Nal8G-Aut](https://us06web.zoom.us/meeting/register/tZAtf-6przwpE9T7CXZg0LoWH1_Nal8G-Aut)

You will then receive a link to the meeting.

### 2/ OWNER CANCELLATION COVER FROM CANCELCOVER

**Will be recorded and placed on the website**

**Date: 1100 on 23 February 2023**

**Note Cancel Cover is currently only available to property owners on both the SuperControl and Premier Cottages Platforms. This is a decision taken by SuperControl.**

Some of you may be aware of the Cancel Cover policy, (initially launched exclusively to Premier Cottages members in 2021), which offers protection to owners in the event of guest cancellation if they cancel from 60 days up to 2 days before arrival. This is NOT the same as guest insurance but is protection for your business in the event of a cancellation. Even if you take up a policy like this we still suggest that you strongly encourage guests to take out their own travel insurance, we all know that take-up by guests for UK travel is low, which can lead to difficult conversations when a guest has to cancel, and expects you to take the hit.

NB. Under the Cancel Cover policy, If a guest cancels more than 60 days prior to arrival, then you get the premium reimbursed (as you aren't in cover, and are more likely to get a replacement booking more than 2 months out).

This product was created to fill a gap after the MasterCancel policy offered by SuperControl was suspended during Covid. Cancel Cover is now fully integrated into SuperControl, so the process is very straightforward. Currently the full integration is just with the SuperControl platform.

Apart from the revenue protection it gives your business, it also offers a good marketing hook, as you can compete with the “free cancellation” terms offered by the OTAs. In a tough market, this may be a useful additional tool for securing bookings, as well as protecting your revenue in the event of cancellations.

The Meeting to hear about this product is open to all and will be recorded and placed on the PASC UK website. Meetings are limited to 100 so strictly on a first come first served basis. You will be required to give your business name to register.

More details about Cancel Cover here: <https://policypowerhouse.com/cancelcover/>

You can register here for the meeting: <https://us06web.zoom.us/meeting/register/tZUtf-GsqzMoHtzfe7d9c3FG-vcbew4j3St>

You will receive a link to the meeting after successful registration.

### **3/ PASC UK MEMBERS ONLY ENGLAND MEETING**

**Will be recorded and placed on the Members area of the website**

**Date: Thursday 2 March 2023 at 1100.**

This meeting is for PASC UK Members only. Will look ahead to what’s happening going forwards and to enable Members to ask any questions of the Chair, or suggestions for PASC UK activities in 2023. It is only open to PASC UK Members and numbers are limited to 100 so first come first served. Final agenda will be published nearer the time.

Register in advance for this meeting:

<https://us06web.zoom.us/meeting/register/tZUqduygqzMuG9ZJrXUk9GfLVDO-JtWE1gK>

### **4/ PASC UK AGENCY MEMBERS ONLY ENGLAND MEETING**

**Will be recorded and made available to PASC UK Agency Members.**

**Date: Thursday 9 March 2023 at 1100.**

This meeting is for PASC UK Agency Members only. Looking ahead to what’s happening going forwards and to enable Agency Members to ask any questions of the Chair, or make suggestions for PASC UK activities in 2023. It is only open to PASC UK Agency Members and numbers are limited to 100 so first come first served. Final agenda will be published nearer the time.

Register in advance for this meeting:

<https://us06web.zoom.us/meeting/register/tZYkcOGsqzliHNXxUm5oqrC4PVp7gzuR7207>

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

## 5/ PASC UK COST OF BUSINESS MEETING

Date **1100 on 14 March 2023**

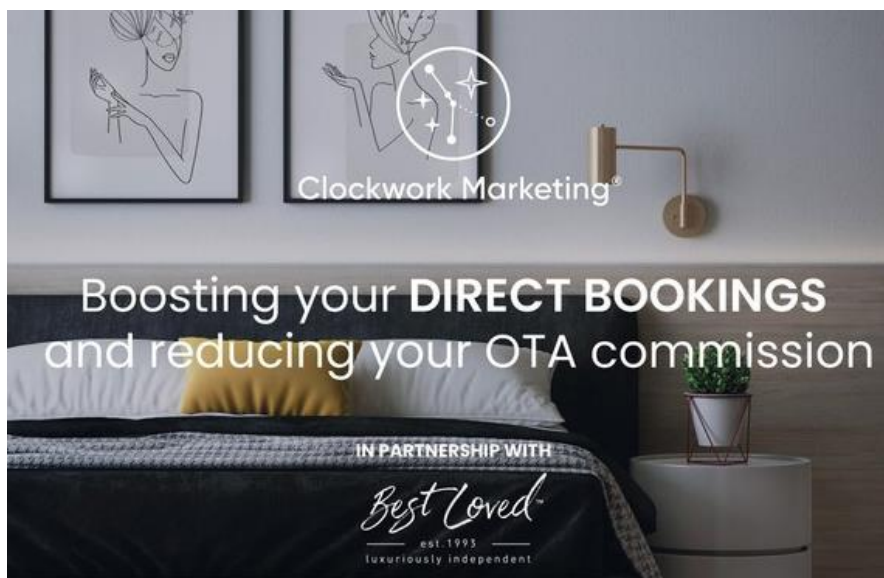
**This meeting will be recorded and placed on the website**

We will be pulling together content for this Meeting over the coming weeks, it will include an update from the PASC UK Buying Club, plus their Energy department too, plus more. Will update as we move forwards.

To book you need to click on the link below to register and provide your business name please. Tickets are limited to 100 so will be processed on a first come first served basis.

[https://us06web.zoom.us/meeting/register/tZUtc-6ggT4oGt1hFoCDV\\_nXjDxmji6t\\_5PG](https://us06web.zoom.us/meeting/register/tZUtc-6ggT4oGt1hFoCDV_nXjDxmji6t_5PG)

## BOOSTING YOUR DIRECT BOOKINGS AND REDUCING OTA COMMISSIONS FROM CLOCKWORK MARKETING



**The 6 Secret Steps for Boosting Your Direct Bookings and Reducing Your OTA Commission**

**Wednesday 22nd February 11:00am**

**Book Here:** [https://www.clock-work.co.uk/landing-page/boosting-direct-bookings-and-reducing-ota-commission?utm\\_source=emailmarketing&utm\\_medium=email&utm\\_campaign=direct\\_webinar\\_sales\\_1&utm\\_content=2023-02-14](https://www.clock-work.co.uk/landing-page/boosting-direct-bookings-and-reducing-ota-commission?utm_source=emailmarketing&utm_medium=email&utm_campaign=direct_webinar_sales_1&utm_content=2023-02-14)

Best Loved have joined up with Clockwork Marketing to deliver marketing masterclasses for hospitality.

Spending too much on OTA commission? Want to drive more direct bookings? Understanding your customers' journey will enable you to capture, engage and convert guests efficiently, resulting in

more direct bookers. This masterclass will give you practical insights and guidance on marketing techniques to boost direct bookings, how to keep customers engaged and why a great booking engine matters for conversion.

- How to capture customers on your website
- Digital marketing tips for boosting direct bookings
- Creative ways to engage your customers online
  - Delivering the best website user experience
  - Guiding your online visitors to promotions
- Making the booking process easy to reduce loss of business.

## LOBBYING UPDATE

### England



Pictures above are from the West Country Tourism Conference and the Industry dinner at Higher Wiscombe.

Over the last week we have had meetings and discussion with a large number of organisations about the forthcoming Consultation into Statutory Registration Scheme in England. This includes a wide range of DMO's, Visit England and County Councils.

They support an affordable, but robust registration scheme. That costs no more than £100 and is fundamentally a check on the legal safety requirements of properties let for money. Absolutely not a licensing scheme, if you are safe and legal, you will get a Registration Number to continue to trade as before.

After the presentations made by PASC UK, the Tourism Alliance and Quality in Tourism, the host asked the question of the audience as to whether they supported the Registration Scheme as outlined, all were in favour.

There are though voices that want to see licensing, areas that are under huge pressure, like Whitby, Newquay etc where Councils want more powers to licence, and place restrictions on operators and on the other hand there are those that would like the status quo to continue under the heading of self-regulating.

We will be providing update papers on Statutory Registration and holding Meetings and webinars to both inform and get your feedback.

We have more meetings in the diary to cover this subject and will be updating Members as we have them.

## Wales

This week we have the following meetings with the Welsh Government

Tuesday: Meeting with Dawn Bowden (Minister with responsibility for Tourism Policy) and officials. We will be focussing on exemptions to 182-day Council Tax Premiums.

Wednesday. The Cross-Party Group (CPG) Tourism meeting in Cardiff. Chaired by Sam Rowlands MS. We will be having a presentation on the Consultation for Statutory Licensing, as well as further discussions on 182-day exemptions and the proposed Tourism Levy.

## **PASC UK QUESTIONNAIRE FOR OPERATORS IN WALES ON THE PROPOSED NEW LICENSING SCHEME**

**Please take part in this Survey if you operate a property in Wales, thanks.**

PASC UK and our partners in Wales will be responding to the Welsh Government latest Consultation that will have far reaching consequences for self-caterers as well as other sectors of the industry we have released a questionnaire which can be found here -

<https://www.surveymonkey.co.uk/r/QL35JDZ>



PASC UK believes in a well-run 'registration scheme', but we are not in agreement with the empowering of the public sector to issue 'licenses to operate'. We will be responding along these lines of argument.

Please respond to our questionnaire by the 26<sup>th</sup> February 2023. We will also be issuing guidance so that you can complete the Welsh Government's consultation. The Welsh Government's Consultation documents can be found here:

<https://www.gov.wales/sites/default/files/consultations/2022-12/consultation-document-statutory-licensing-scheme-for-all-visitor-accommodation-providers-in-wales.pdf>

## **FIRE TESTING AND PAT TESTING REGIONAL SUPPLIERS**

**Please keep your recommendations coming so that we can create a national list of suppliers. Thanks.**

At a previous PASC UK Members Meeting the question of good value and good quality Fire Testing and PAT Testing came up. It was agreed that we would try, with your help to pull together a list of providers who have been recommended by you. Eventually we hope to have national coverage and will have a paper on the website detailing them all.

Please can you let us know if you have a supplier for Fire and or PAT testing that we can recommend to Members? We'll add them to the list that we are assembling and will shortly be on the website. If you can send them in the format below that would be hugely helpful and save a lot of time. Many thanks and send to [chair@pascuk.co.uk](mailto:chair@pascuk.co.uk)

Company name:

Website:

Tel:

Contact:

Email:

Fire/PAT Testing or both?:

Area covered:

## **GREEN ENERGY SUPPLIERS REGIONAL LIST**

**Please keep your recommendations coming so that we can create a national list of suppliers. Thanks.**

After a previous PASC UK Members Meeting the subject of trying to pull together a list of regional green energy suppliers came up. With your help to pull together a list of providers who have been recommended by you. Eventually we hope to have national coverage and will have a paper on the website detailing them all. This will be really helpful as it's likely that many of you applying for UKSPF and Rural SPF grants may be looking at green initiatives.

So please can you let us know if you have a supplier for green energy solutions that we can

recommend to Members? We'll create a list and publish it. If you can send them in the format below that would be hugely helpful and save a lot of time. Many thanks and send to [chair@pascuk.co.uk](mailto:chair@pascuk.co.uk)

Company name:

Website:

Tel:

Contact:

Email:

Type of installations supported?:

Area covered:

## **BUSINESS RATES 2023 REVALUATION UPDATE**

We had previously submitted a Freedom of Information (FOI) request to the Valuation Office (VO) requesting a copy of the 2023 Practice Note that was used to calculate the Rateable Values (RV) that come into effect in April 2023.

We have now received a refusal notice from them explaining that they need to give Local Authorities time to address the changes. We have also received confirmation that no 'Checks' on 2023 Revaluations will be allowed until after 1 April 2023.

Until we can see the 2023 Practice Note we cannot investigate how a Rateable Value for 2023 onwards was arrived at. As soon as we get a copy of the 2023 Practice Note we will be able to advise Members whether the new Rateable Values are correct or not, and if it is worth 'Checking'.

We will update the business Rates Papers on the website as soon as we can after the publication of the 2023 Practice Note. This will now be post 1 April 2023.

Those of you that are facing increases post 1 April 2023 will see those increases softened somewhat, by the 75% relief offered by both English and Welsh Governments on our bills from April onwards, plus extend Transitional Rate Relief is being offered by both Governments to additionally soften the blow of any increases.

## **IMPORTANT UPDATE FROM THE VALUATION OFFICE AFFECTS ALL ON BUSINESS RATES IN ENGLAND AND WALES**



Valuation Office  
Agency

Asiantaeth y  
Swyddfa Brisio

October 2022

### **Changes to business rates eligibility rules for self-catering properties**

The following captures the changes to the eligibility rules that self-catering properties will need to meet in order to stay in the Rating List and be liable for business rates. These changes come into force on 1 April 2023.

We received a reminder from the Valuation Office yesterday, highlighting the changes to the way that Self-catering assessments for self-catering will be carried out, for both England and Wales.

**What is clear is that both the main changes are retrospective, so the count for days in both England and Wales has already started from April 2022.**

This means that in order to stay on Business Rates for the period April 2022 to March 2023 the new thresholds are already in place and owners in both England and Wales must meet the new thresholds.

Here is the section from the paper that says this, our red bit:

#### **“What’s changing?”**

Both the Welsh and UK Government (in relation to England) have enacted legislation which changes the eligibility criteria for whether a property can be assessed as a self-catering property and then valued for Business Rates rather than Council Tax.

**Although the new rules come into force on 1 April 2023, for assessment purposes VOA will look at letting information from the previous year. Owners of self-catering properties need to meet the new criteria during 2022-23, to be rated for Business Rates rather than Council Tax”.**

The document goes on to detail the new thresholds and once again, a key term here is commercial rates:

There are **different criteria for Wales and England**, as follows:

In **England**, the property must be (all of the following):

- available for **letting commercially** (with a view to making a profit) for short periods. These short periods must total **140 days** or more in the previous, and in the current year.
  - actually **let commercially** for **70 days** or more in the previous 12 months.

If the property is in **Wales** it must be (all of the following):

- available to **let commercially** for short periods that total **252 days** or more in the previous and current year
- actually **let commercially** for **182 days** or more in the previous 12 months.

All of those that read this Newsletter and are on Business Rates will be receiving the letter informing you of these changes.

When will they start asking for this information? is a common question, and this is included in this section, again we have highlighted key points.

#### **“When we will ask for this information**

We carry out a rolling programme of assessment on properties. This means we will ask customers to give us information at different times during the 2023/24 operating year. **But we will be using a universal date, from which we will assess whether the new eligibility rules have been met, of 01 April 2023.**

After 1 April 2023, we will contact owners in England by writing to their billing address to confirm their eligibility.

In Wales, we were checking compliance against previous criteria, under this rolling programme, when new eligibility rules were announced. We have already issued a form of return to owners of around half the self-catering properties in the rating list (5,500) to be reviewed against the current criteria. **Next year we will issue to the remaining property owners and review against the new criteria”.**

You can review the document in full at <https://www.pascuk.co.uk/reports/>

The Valuation Office have also published a paper on how the VOA counts days and this can be found on <https://www.pascuk.co.uk/reports/>

### **Comment.**

Apart from the obvious and stark disparity in the legislation, both are materially wrong in trying to achieve stated objectives, 70 in England is too low and 182 is way is ludicrously high, this is final confirmation that the measurements will be from last April, not next.

All owners need to check the booking calendars, there is still time to try and achieve these thresholds. This is much harder, especially in the less hot-spot areas of Wales which is why we will continue to battle for exemptions for business so that at least they do not have to pay the premium Council Tax.

## **RECORDINGS OF PASC UK WEBINAR/MEETINGS PROGRAMME**

The **Members Meeting** recorded on 12 January is now in the Members area

The Members meeting on **Selling Your Business** is **now available in the Members area.**

The Members Meeting on **Pricing** is **now available in the Members area.**

The Members Meeting on **Guest Behaviour** is **now available in the Members area.**

The **Pricing Webinar** was recorded and placed in the **free to view Webinar** area on the website.

The How to become an **Accessible Business** webinar was recorded and placed in the **free to view Webinar** area on the website.

The Touch Stay Boot Camp meeting was recorded and placed in the **free to view Webinar** area on the website.

Here are some more useful links from Touch Stay for those using the product:

\* Guest Communication Planner <https://touchstay.com/wp-content/uploads/2022/08/Guest-Comms-Planner-3.pdf>

\* Guest Comms Toolkit <https://guide.touchstay.com/guest/b7dhZaMxRqbe1/>

And the PASC UK Touch Stay Guide can be found here: <https://www.pascuk.co.uk/reports/>

## WALES INFORMATION

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](mailto:chair@pascuk.co.uk) put **Wales Newsletter** in the subject line and we will add you to the Wales Only circulation list.

Previous Wales Newsletters can all be found here: <https://www.pascuk.co.uk/wales-182-days-reports/>

## 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](mailto: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 3<sup>rd</sup> 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-pasc-uk/>

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

Best regards

Alistair Handyside MBE  
Executive Chair  
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[www.pascuk.co.uk](http://www.pascuk.co.uk)  
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## 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.