



Professional Association of Self-Caterers UK

PASC UK NEWSLETTER

21 February 2023 Issue 149

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COMMENTARY

Starting this week with a couple of apologies First is for the links not working in the additional 'Request for Help' newsletter that went out on Friday. In all the Newsletters we've done we have never experienced that before. We have also had an issue with some Members reporting images missing. We have been working to remedy these problems over the weekend, so please do report any issues you have with any pictures or links in this Newsletter.

Secondly, we have had a Member report that they are unhappy with the way that we presented the graphs depicting the overall reduction in energy prices since the peak last year, suggesting that we made it look like it is possible to buy electricity at 25p. These graphs represent the direction of travel in **wholesale** energy prices, which is currently downwards, and in no way indicated that that is a price

available to businesses or individuals. The wholesale market price of any utility is always only one component of end-user pricing. Renewal prices will also vary depending on factors such as the individual customer's annual usage. We still recommend that Members contact the Buying Club to see what business energy prices are currently available. They are way down from peak, but because the energy suppliers buy forwards on the wholesale market, the prices that we pay always take longer to come down than they do to go up.

Any information we provide - such as the graphs on energy or the booking data that we get from SuperControl - are for illustrative purposes and show overall trends, so that you can make your own decisions about whether you should start to think about fixing energy if you can, or whether your bookings are up down or about the same as the average and take steps to adjust.

New Reports coming

Fire/PAT/Electrical Testers Regional Directory.

Moving forwards, huge thanks for the response to the requests for details of Fire/PAT/Electrical Testing companies. Really brilliant, we are still looking for more, so if you have to recommend, we can add them in and will shortly be able to have the solid beginnings of list of regional suppliers that will be available and updated on the website.

Green Energy Installers Directory.

Here we are keen to get some more suppliers listed. So many of us will be looking to install various energy saving devices over the next couple of years, especially with the UK PPF and Rural Grants.

See the updated Request for help Norte below, for the basic information that we need.

OTS (Office of Tax Simplification) Report

This will be a Members only Report as we had to commission this from Francis Clark. It should be available for publication next week and will cover the possible impact of the removal of the FHL tax allowances.

Booking Channel Reports

We are also going to be preparing three reports, one on 'Getting the best from your agent', One on how to use OTA's most effectively, and one on what direct channels are still available, to cover all the strands of booking streams that we all use.

We have commissioned the first two but would be grateful of you letting us know any direct channels that you use so that they can be included. Just send an email to chair@pascuk.co.uk and put the name of the direct booking channel in the subject line.

In the news... Visit England has announced that the Nationals Accessible Scheme is closing and that it will be replaced by Tool-Kits, Guidance Notes and best practice. We had a meeting with them about this, and we are hopeful that the new way of delivering for guests who need these services will be a vast improvement for the guests that require these facilities. The old scheme, like so many things, was

never invested in, updated or modified significantly in its twenty-year history, almost guaranteeing its ultimate demise.

As soon as we have details of the new Tool-Kits and publications to aid making your business as accessible as possible we will let you know and we will run webinars on it, being properly accessible can be an enormous boost to your business.

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/>

PLEASE FILL IN THIS IMPORTANT SOUTHWEST SPECIFIC BUSINESS SURVEY

If you operate in South West England, please fill in this survey. The Survey link has been checked.

PASC UK is working with other tourism partners across the South West region, in undertaking a business impact survey to collect hard evidence regarding the impacts of continued rising costs and the cost-of-living crisis, what the key issues are and what support businesses need for future survival and growth.

The survey evidence is being gathered across the South West and will be shared with Government, local MPs and Councillors to lobby for sector support.

We know that large numbers of you have been completing other related surveys which is very much appreciated, but the need for us to continually gather robust data on a regional basis continues – this evidence is vital for us to be able to represent the industry in these uncertain times.

We appreciate your continued support with this.

Please click on the link below. Responses are completely confidential, (no individual businesses will be identified in the survey results). **The survey closes midnight Wednesday 22nd February.**

<https://survey.sogolytics.com/survey1.aspx?k=RQsQQYTYVsSRTsPsPsP&lang=0>

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/ OWNER CANCELLATION COVER FROM CANCELCOVER

Will be recorded and placed on the website

Date: 1100 on 23 February 2023

Note: Cancel Cover is now widely available. The integration with SuperControl 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. 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.

Cancel Cover will explain how it works, what it covers and what it costs, and there will be two users of the scheme also giving short updates on user experience. We would like to thank Melanie Benwell from Trevorrick Farm, and Jackie Dixon from Knoydart Hide for supporting this meeting.

There will be ample time for questions.

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.

2/ 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>

3/ 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.

4/ PASC UK COST OF BUSINESS MEETING

Date **1100 on 14 March 2023**

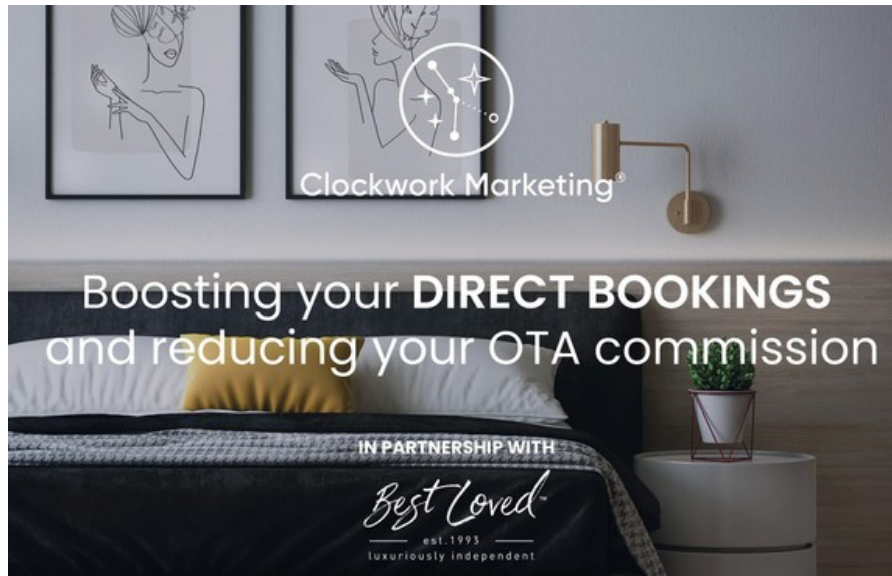
This meeting will be recorded and placed on the website

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-6gqT4oGt1hFoCDV_nXjDxmmj6t_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

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.

REQUEST FOR HELP

If any of you can provide any information on the following, please let us know.

1/ DIRECT BOOKING CHANNELS

Please let us know which direct booking channels you use, these are the platforms that do not charge commission, just a listing fee. We have a reasonable list of the main ones, Premier Cottages, Cool Stays , Sawdays, Independent Cottages, Group Accommodation, Big Holiday House, Simply Owners, Handpicked etc, so please let us know of any platform that you think may be helpful.

Just send an email to chair@pascuk.co.uk and put the name of the direct booking channel in the subject line.

2/ FIRE TESTING AND PAT TESTING REGIONAL SUPPLIERS

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

Company name:

Website:

Tel:

Contact:

Email:

Fire/PAT Testing or both?:

Area covered:

3/ GREEN ENERGY SUPPLIERS REGIONAL LIST

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

Company name:

Website:

Tel:

Contact:

Email:

Type of installations supported?:

Area covered:

RESETTING YOUR PASSWORD FOR THE PASC UK MEMBERS AREA

You are able to check your account details and download any of the 25 Members only PASC UK papers. The full list of the PASC UK Members Papers is detailed below.

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.

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 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.

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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-pasc-uk/>

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
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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.