



# Professional Association of Self-Caterers UK

## PASC UK NEWSLETTER

### 6 February 2024 Issue 197

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#### COMMENTARY

PASC UK is on the road for much of the coming week, presenting at two conferences and at a Members Meeting in Cornwall. We really enjoy getting out and meeting Members face to face and look forward to gaining some further insight as to how business is going so far in 2024.

On that subject, we are announcing a new key partnership deal with Key Data and will shortly be providing you all with Key insights as your how business is looking over the coming year.

We will be running a series of Webinars and Meetings with Key Data to help you better compare your performance against the market. In our own business, we are able to check how our occupancy, and our rates are performing against other businesses in our area and much more.

If you are interested in finding out more about how you can drill down, please have a look at the webinar/meetings programme below and register. We are already honing our future pricing strategy around the data we are pulling from Key Data.

We recommend PASC UK Members sign up to the Members meetings below, to hear first of some of the changes that are coming over the next weeks and months to improve service and value to Members, and to ask questions on those plans.

We continue to make progress on the PASC UK Legal Pack for Members which will include Terms and Conditions, CCTV guidance as well as up to date Cookie and Privacy Policies. See updated note below on this.

There is no further update from the Home Office on 'open plan' and we continue to chase. We will of course let you know as soon as we have anything to share.

Lastly, after last week's feature on Grants, which was a Cornwall one, we have added another example, which Covers Devon and Somerset. If you are looking at trying to access Grants, the 'How to find Grants' section below is a good start.

As always, any questions please let us know. Best regards

Alistair

## **NEW PASC UK LEGAL PACK NEARS COMPLETION UPDATE 5 FEBRUARY**

**See 5 February updates in Red.**



We are about to launch the following legal papers for PASC UK Members. These are being written as part of our new partnership with Stephens Scown Solicitors (SSS) which will be formally announced shortly. This will be followed by Members Meetings to run through these papers and answer any questions that you may have.

Once completed, we will hold Members meetings to answer questions on these papers.

## 1/ Terms and Conditions

**The support team of volunteers have been updated and we are probably still two to three weeks maximum from finally publishing the Terms and Conditions.**

These are almost complete and will offer Members legally written T's and C's (Terms and Conditions) for holiday lets. These will encompass all the learning that we have all had during and since covid, and the need to have adaptable T's and C's as other threats and opportunities arrive. It could be EV charging, or accepting dogs, not wanting dangerous dogs, or Granny charging etc.

We are looking for half a dozen Members to help with a final review of these before releasing. If you would like to volunteer, please contact [chair@pascuk.co.uk](mailto:chair@pascuk.co.uk)

## 2/ CCTV Policies

**This has now gone back to SSS with (hopefully) final comments. Due two weeks.**

If you have or are thinking about having CCTV at your premises, and this includes door cams and some noise monitoring equipment, there are inevitably some legal hoops to jump through. This series of papers will help you become compliant and protect you from claims from guests and visitors to your property that you have infringed their rights in some way.

## 3/ Privacy and Cookie Policies.

**This has now gone back to SSS with (hopefully) final comments. Due two weeks.**

These will only be relevant if you have a website, if you do these are a legal requirement and due to originating whilst in Europe, they undergo frequent changes. Sadly, there are people out there that will be mortally offended at having their human rights abused by an out-of-date Cookie/Privacy Policy and will seek redress. These papers will help protect you against that and ensure compliance.

## KEY DATA PARTNERSHIP



[Key Data](#) the global leader in market intelligence for the short term rental (STR) industry has agreed to become the exclusive data partner of the Professional Association of Self-Caterers UK (PASC UK), bringing unmatched insights and data to the U.K.'s growing short term rental market.

The agreement gives [PASC UK](#) access to market reports and data to track industry performance across critical metrics like occupancy, average daily rental (ADR), RevPAR, and more. Key Data integrates with Property Management Systems and sources data directly from Property Managers around the world, including thousands in the U.K. alone, to deliver trustworthy real-time insights and benchmarking. Key Data delivers intuitive dashboards to help property managers assess their performance and compare to anonymised market data.

PASC UK will shortly start sharing key insights into the short-term rental/self-catering sector in the UK. Below you can find details of Webinars and Meeting where we will be rolling out together how you utilise the data available to better guide your business going forwards.

## **PASC UK ON THE ROAD AND IMPORTANT MEETINGS AHEAD**

Over the coming weeks PASC UK will be presenting at the following events:

- 7<sup>th</sup> February, Tourism Together Meeting, Saffron Academy, Tall Trees, Newquay.
- 8<sup>th</sup> February, Cornwall Members Meeting (See Members Meetings below)
- 19<sup>th</sup> March, Tourism Alliance conference, London
- 19<sup>th</sup> March, English Tourism Week, Parliamentary Reception, London
- 23<sup>rd</sup> April. Global Short Term Rental Summit, London

## **NEW PASC UK WEBINAR PROGRAMME FOR FEB/MARCH 2024**

Please find below the February/March webinar programme. We are also expecting to have some more Fire Webinars as we may get some further clarity on open plan issues from the Home Office shortly, plus other Webinars meetings, to follow the launch of new Papers, the legal pack, for example.

Previous webinars and meetings 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 MEETING**

**Date 1500 on Wednesday 7 Feb 2024**

This webinar will be recorded and placed in the Members area on the website. This Meeting is for PASC UK Welsh Members only please. You need to register, and we will then send you an invitation to join.

We will be covering the following:

- The Proposed changes to the School Holidays in Wales prior to the deadlines to respond on Monday 12<sup>th</sup> Feb
- The recent developments on how 'rolling days' are counted by the VOA.
- The complex waste collection legislation, that comes into effect on 6<sup>th</sup> April
- Plus, General updates and Questions from Members.

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

Register here:

[https://us06web.zoom.us/meeting/register/tZUucqspzMpHNeZKuVGifUtcNNR9Q52\\_J2](https://us06web.zoom.us/meeting/register/tZUucqspzMpHNeZKuVGifUtcNNR9Q52_J2)

## **2/ PASC UK MEMBERS MEETING**

**Date 1100 on Tuesday 13 Feb 2024**

This webinar will be recorded and placed in the Members area on the website. This Meeting is for PASC UK Members only please. You need to register, and we will then send you an invitation to join.

We will be covering the following:

- General Update on Statutory Registration and Fire
- The PASC UK Legal Pack
- Upcoming changes to benefit Members
- MAOB and Members questions.

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

Register here:

<https://us06web.zoom.us/meeting/register/tZYqdO6pqDwuE9GxQVHr4PqjKz6rYFA2TGtz>

## **3/ PASC UK MEMBERS MEETING WITH KEY DATA, SUPERCONTROL AND TOUCHSTAY**

**Date 1500 on Tuesday 20 Feb 2024**

This meeting is aimed at PASC UK Members who use SuperControl.

We will be introducing Key Data to you who will give an overview of data from our sector and will then be demonstrating to you how you are just a few clicks away from looking at your own occupancy and rates, compared to other businesses.

Touch Stay will also give an update on the SuperControl integration and new features since they last presented. There will be time for Members to ask questions.

This webinar will be recorded and placed in the Members area on the website. This Meeting is for PASC UK Members only please. You need to register, and we will then send you an invitation to join.

We will be covering the following:

- Introduction to the Meeting: PASC UK
- Looking at Booking Trends, Rates and Occupancy: Key Data

- The SuperControl integration and combined benefits with Key Data: SuperControl
- Key Data and SuperControl demo live data in the Dashboard: Key Data and SuperControl
- Touch Stay integration with SuperControl and New Features: Touch Stay
- Questions: All

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

Register here: <https://us06web.zoom.us/meeting/register/tZcvd-usqj8vE9BmCIWgqEOLUXfmHzWw7o1z>

<https://us06web.zoom.us/meeting/register/tZcvd-usqj8vE9BmCIWgqEOLUXfmHzWw7o1z>

#### **4/ PASC UK WEBINAR WITH KEY DATA, SUPERCONTROL**

**Date 1500 on Wednesday 20 March 2024**

This meeting is for anyone who has is looking for accurate data on which to grow their business. PASC UK has partnered with Key Data to be our data partner and in this webinar you will see why.

We will be introducing Key Data to you who will give an overview of data from our sector along with booking trends.

There will also be a presentation from one of our long-term partners SuperControl, to explain the key highlights and benefits of their booking software.

We will then be demonstrating to you how, with a combination of Key Data and SuperControl you are just a few clicks away from looking at your own occupancy and rates, compared to other short term rental businesses in your local market.

This is a must attend if you are looking to monitor your bookings more closely going forwards and there will be a Q&A at the end.

This webinar will be recorded and placed in the free to access part of the website. You need to register, and we will then send you an invitation to join.

- Introduction from PASC UK
- Looking at Booking Trends, Rates and Occupancy: Key Data
- The Key features and Benefits of the SuperControl platform: SuperControl
- Key Data and SuperControl demo live data in the Dashboard: Key Data and SuperControl
- Q&A

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

Register here: [https://us06web.zoom.us/webinar/register/WN\\_to8FChiiQEiXqPpS-ZWtFw](https://us06web.zoom.us/webinar/register/WN_to8FChiiQEiXqPpS-ZWtFw)

#### **IN PERSON PASC UK MEMBERS MEETINGS UPDATE 30 JANUARY**

We are preparing to roll out in person Members meetings across England and Wales after the success of the meetings in Alnwick and Devon.

The next meeting will be in Cornwall. **THIS MEETING IS NOW FULLY BOOKED**

**Venue: The Duchy Suite at the Alverton Hotel**  
**Address: Tregolls Road, Truro, Cornwall, TR1 1ZQ**  
**Tel: 01872 276633**  
**Date: 8<sup>th</sup> February 2024**  
**Timing: 1330-1600**

The next planned meetings are as follows:

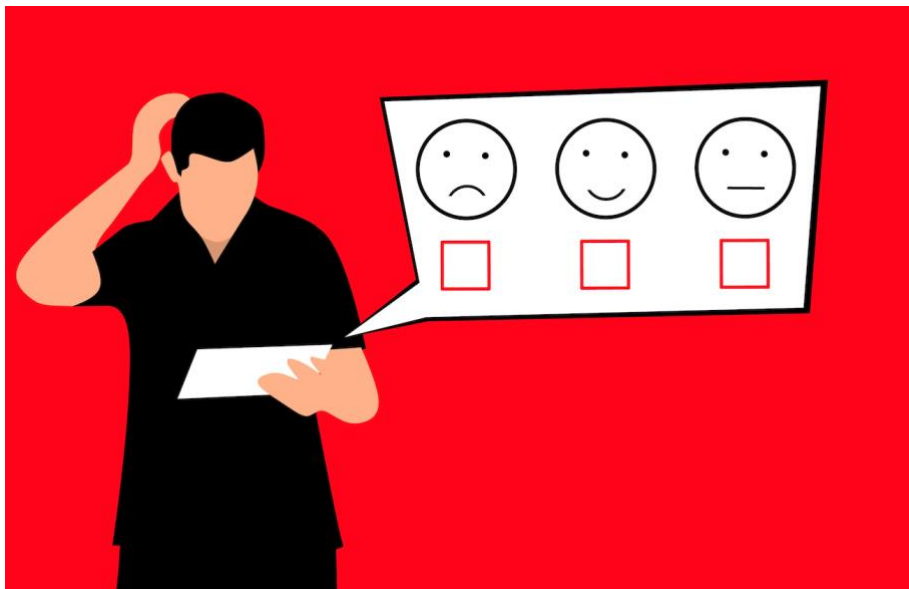
- **Herefordshire**
- **Norfolk**

Details of these will be published as soon as possible plus a meeting in Wales.

There is no charge, and we will be serving teas, coffees and home-made cake. Paul Bray, our retained fire safety expert will also be there. Any questions, please let us know [chair@pascuk.co.uk](mailto:chair@pascuk.co.uk)

## **REGIONAL TOURISM SURVEY**

**Relevant if your business is in Cornwall, Devon, Dorset and Somerset**



PASC UK is working with the SW Tourism Alliance and with other tourism partners across the Southwest region to undertake another business impact survey.

We aim to collect more 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 will be shared with Government, 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 continues – this evidence is vital for us to be able to represent the industry in these quick changing, 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 Monday Friday 9<sup>th</sup> February 2024.**

Please click here: <https://survey.sogolytics.com/survey1.aspx?k=RQsQQYTYVsSWYsPsPsP&lang=0>

## PLEASE SUPPORT CUTTING TOURISM VAT



As we head towards the election, and each political party gathers key issues for their Manifestos, Tourism Associations work hard to influence these. Common ground across all the Associations that we work with are .... get Statutory Registration done, .... a complete reform of Business Rates and cut the rate of tourism VAT. The first two are gaining really good momentum, but cutting VAT needs your support.

It's a game changer for the whole sector, even if you are not VAT registered you should take part, so that your guests get the benefit whilst eating out when they stay with you. When last temporarily introduced, it was to boost growth, and was hugely successful in doing so. The whole UK needs growth now, and we all need yet another bounce back, so please take part by signing tis petition, it really does only take a minute.

<https://www.change.org/p/lower-vat-to-10-for-the-hospitality-industry>

## HOW TO FIND GRANTS

1/ It is always worth registering with your Council for them to send you their Business Updates. These should include reference to any Grants that may be available.

2/ Search your Council website for Grants. You may have to use your imagination to see if a particular grant may be applicable to you. For example, Carbon Zero, Net Zero, Rural Innovation Could possibly cover installing solar, EV charging etc. It is unlikely that a grant title will say Tourism, or self-catering or holiday lets.

3/ In England we have until the end of March, Local Enterprise Partnerships. These are known as LEP's. We will update you when we know what their replacements might be, or whether their business grant support moves into local Councils. Finding your local LEP's website is the first step.



Most of them have something like a Growth Hub. This is the business section where you find what grants may be offer. A common one offered by LEP's is around 'digital'. This may cover anything from help getting a new website to basic computer training.

(See below for an example of a local Grant Scheme, offered by the Cornwall and Isles of Scilly Growth Hub).

## ANOTHER EXAMPLE OF A GRANT SCHEME

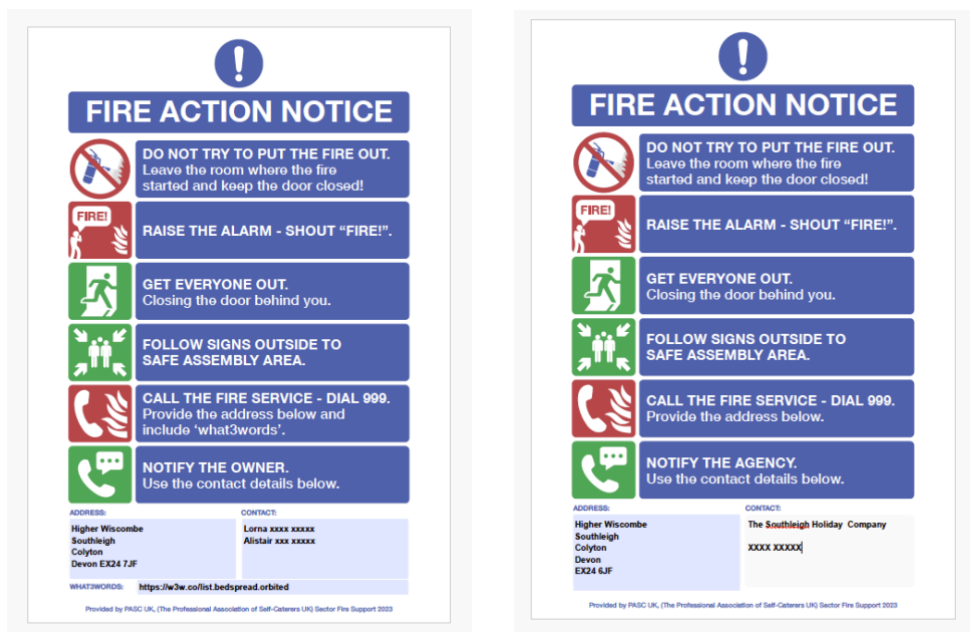
### Free Digital Business Support for Devon and Somerset SME's

Looking to improve your digital presence in 2024 but don't know where to start? If you run or own a business in Devon, Somerset, Plymouth or Torbay, you can access free dedicated time with our 'in-house' Digital Business Advisers.

Starting with a Digital Business Review, our adviser will offer guidance in various areas of digital support to help your business shine online and progress your digital journey. Whether you need help with your digital marketing, social media strategy, choosing software, using and analysing customer data or something else completely, we're here to help you navigate the digital world.

Complete our Get in Touch form quoting 'Digital Business Review' to book your 1-2-1 review today: <https://www.heartofswgrowthhub.co.uk/contact-us/>

## FIRE GUIDANCE WHERE TO FIND IT ALL? NO UPDATES THIS WEEK



They can be found here: [https://www.pascuk.co.uk/fire\\_checks\\_and\\_safety/](https://www.pascuk.co.uk/fire_checks_and_safety/)

There are short docs that summarize the current situation with Fire Regs in self-catering in England and Wales. They signpost you to all the regulations, the Government produces Guidance, the additional PASC UK papers and more.

They can be found here: [https://www.pascuk.co.uk/fire\\_checks\\_and\\_safety/](https://www.pascuk.co.uk/fire_checks_and_safety/)

If you are looking for information on why the regs are now law in England, and coming in Wales, or what a Responsible person is, please refer to recent Newsletters.

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

## Main Home Office Papers

### Home Office Guidance on Making your small paying guest accommodation safe from fire 2023

This paper covers small units, without open plan downstairs, not more than four bedrooms, sleeping no more than twelve in two storey buildings.

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/1147723/A\\_guide\\_to\\_making\\_your\\_small\\_paying-guest-accommodation\\_safe\\_from\\_fire.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1147723/A_guide_to_making_your_small_paying-guest-accommodation_safe_from_fire.pdf)

### Fire Safety Risk Assessment Sleeping Accommodation

This paper goes some way to helping with larger properties, but is an old paper, published in 2006 and is currently being updated by the Home Office. Earliest date expected is around the end of the year.

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/422192/9281\\_Sleeping\\_Accommodation\\_v2.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/422192/9281_Sleeping_Accommodation_v2.pdf)

## Additional PASC UK Supporting Papers

To help owners navigate through this, and to supplement the Government Papers mentioned above, we have commissioned three initial papers from our Fire expert, Paul Bray, GIFireE, Fire Safety Consultant.

The papers are number 1,2 and 3. They can be found here: <https://www.pascuk.co.uk/reports/> and also here: [https://www.pascuk.co.uk/fire\\_checks\\_and\\_safety/](https://www.pascuk.co.uk/fire_checks_and_safety/)

### Paper One: **The Regulatory Reform Fire Safety Order 2005**

This is a background paper explaining the legal background of the Fire Regs and the Fire Regs.

### Paper 2: **Additional Notes to the Home Office Guidance on Making your small paying guest accommodation safe from fire 2023**

This paper provides additional notes to use in conjunction with the Home Office Guidance on Making your small paying guest accommodation safe from fire paper.

### Paper 3: **Applying the Sleeping Risk Guide to existing holiday accommodation**

This paper provides the first paper on providing additional information for larger properties.

## These have been followed by....

## Fire Checks at Changeover, Routine maintenance and Testing V1

This provides a guide to fire checks at changeover, and a testing regime.

## How to find a Competent Fire Risk Assessor?

This provides the websites where you can find authorised fire experts.

## Updated Fire Risk Assessment

Suitable for use with the 'Small' guide from the Home Office and Welsh Fire, with the addition of a 'Review Date' box.

## Train as a Competent Fire Risk Assessor

Lots of request about how to become a Competent Fire Risk Assessor. This is probably only feasible and of interest to those with multiple properties or agencies.

## Additional Fire Safety Notices (without What3Words)

We have produced some further Fire Safety Notices without a space at the bottom for What3Words. We really do recommend that you include creating a What3Words reference for your property as most emergency services all over the country use it.

## What3 Words explained

What3Words is and how to use it.

## FAQ's

We have published the first sets of FAQ's, the most asked fire questions. This will be regularly updated and when updates are made, they will also appear in the newsletter.

These can all be found at [https://www.pascuk.co.uk/fire\\_checks\\_and\\_safety/](https://www.pascuk.co.uk/fire_checks_and_safety/)

## Next Steps

In addition, PASC UK **will be providing the following over the coming weeks.**

- Further Papers and Webinars (See Webinar Programme)
- Regular updates on mitigation measures for buildings outside the **Home Office Guidance on Making your small paying guest accommodation safe from fire 2023 (Underway)**
- Work with Home Office and Fire Experts to come up with reasonable and proportionate mitigations for those with properties outside the **Home Office Guidance on Making your small paying guest accommodation safe from fire 2023.**

- More will be added over the coming weeks

Members questions are welcome on any issues that they have with their Fire Risk Assessments, and we will answer as best we can. We are not ourselves fire safety experts and will do our best to try and offer solutions or signposts to solutions. We are afraid that we cannot answer non-Members questions on fire issues.

## NEW TRADE DIRECTORY

**Please suggest to your trusted suppliers that they can be listed for free on the PASC UK Trade Directory, just send them the second link in this article, ten added in last week 😊**

Last week, we also launched the Trade Directory. We intend for this to be a resource where you can find all kinds of services that you need to run your business. We have started with the suppliers that many of you have sent in. Here are the initial listings, with clear categories.

<https://www.pascuk.co.uk/business-directory/>

We are looking for many, many more. There is no charge for suppliers to list here and we have created a simple form for them to apply to be listed, so if you have a good Fire Risk Assessor, or photographer, or accountant, please get them to fill in the simple form here:

<https://www.pascuk.co.uk/add-a-business-listing/>

Thanks, with all your help we can build a comprehensive directory. Comments welcome.

## RESETTING YOUR PASSWORD FOR THE PASC UK MEMBERS AREA

You can 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](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 mistyping, 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.

## NEWSLETTER INDEX (WHERE TO FIND PREVIOUS INFORMATION)

All previous content is indexed and can be found on the 2022/23 Index on the Newsletter page. Look for PASC UK Index 2022/23. This will be updated weekly.

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

## WALES INFORMATION AND WHERE TO FIND IT

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.

### 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 \(This is about to be updated for 2023, launch expected end of May 2023\)](#)

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 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 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 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 newsletters
- Email support when available. (Members support comes first).
- Free Webinars
- Fire 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

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 £80
- 2 – 4 Units £140
- 5 – 10 Units £220
- 11 + Units £320

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 every one of you all the best.

Best regards

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