Professional Association of Self-Caterers UK

NEWSLETTER

21 July 2026 Issue 324

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COMMENTARY

Last week was a busy week for the Team at PASC UK.

On Monday Morning we met with Devon and Torbay Combined Authority to discuss their views on introducing a possible Tourism Levy in Devon. Whilst no decision has been made, about whether they will propose and consult on one, what was really valuable was how they are looking at a data led approach and what supporting evidence this may require. The preparation of this kind of data wherever a levy is proposed is already in train, and being refined meeting by meeting.

On Monday evening we attended the Booking.com Reception on the Terrace at the House of Commons and met MPs, officials and stakeholders. Chris Webb MP, Chair of the Hospitality and Tourism APPG, spoke well and much of the discussion centred on the pressures facing hospitality and the proposed tourism tax.

On Tuesday evening we hosted our own dinner in the Strangers' Dining Room at the House of Commons. We have been working closely with the Coastal Parliamentary Labour Party and will again host a Reception with them at Labour Conference this autumn.

The dinner gave Ben Spier, Forge Holidays and PASC UK Board Member, and Alistair the chance to have detailed discussions with Labour MPs, including both supporters and opponents of the Levy. Hearing directly from supporters of the tax helps us refine our arguments and build stronger relationships.

Key areas that remain unanswered are:

- How would any money being raised be ring-fenced, for the support of tourism?
- How would the readers of this newsletter be apart of the decisions on how it is spent, we have to collect and administer it, so no 'taxation without representation'?
- Will HM Treasury ensure that all public bodies that propose introducing a tourism tax do so having done a detailed and thorough Economic Impact Assessment?

It's not a done deal in rural and coastal areas, and we will continue to push back, along with many other stakeholders against the Levy.

On Thursday we met the Department for Business and Trade (DBT) to discuss reducing regulation by 25%. There was real enthusiasm for cutting bureaucracy for small businesses. We highlighted that the VOA V06048 remains a paper form and that businesses repeatedly provide the same information

across government. Whilst nothing on the work-flow suggest less regulation or tax currently, this work could significantly reduce the time Members spend on administration.

On Friday we met officials from the Ministry of Housing, Communities and Local Government (MHCLG) to discuss high street regeneration. Vibrant high streets remain vital for rural and coastal communities and for attracting overnight visitors, who continue to be the highest-spending part of the visitor economy.

Key things for this week:

1/ If you take Direct Bookings, take a look at the updated T&Cs and watch the recording of the meeting with Stephens Scown back

2/ Register for the Policy Powerhouse Insurance Introduction – which is open to all
Date: 29th July 2026
Time: 1100
Location: Zoom
REGISTER HERE

Many thanks,

Alistair & The PASC UK Team

POLITICAL UPDATE

Last week was another busy one for the PASC UK team, with meetings across Parliament, Government and the wider tourism sector. While Westminster has now risen for the summer recess, political engagement certainly is not slowing down. With Andy Burnham now settling into Number 10, we are also watching his new government take shape and beginning to plan our engagement with the incoming ministerial team over the weeks ahead.

A Busy Week in Westminster

We began the week at Booking.com's annual reception on the Terrace at the House of Commons, where we met MPs, officials and industry stakeholders. Chris Webb MP, Chair of the Hospitality and Tourism APPG, spoke passionately about the importance of the visitor economy, with much of the discussion centred on the pressures facing hospitality and the proposed Tourism Levy. Thank you to Booking.com for hosting another excellent event.

Tuesday was equally productive. We met James Foice, CEO of ASAP, with whom PASC UK has a Memorandum of Understanding, to discuss how our sectors can continue working together against poorly designed legislation. We also met Peter Fage from the CLA to align our work on key policy priorities, particularly the Tourism Levy. It is encouraging to see trade associations working together with a shared voice.

That evening, we hosted a dinner in the Strangers' Dining Room at the House of Commons alongside the Coastal Parliamentary Labour Party. Alistair Handyside and Ben Spier (Forge Holidays and PASC UK Board Member) met Labour MPs from across the debate, including both supporters and opponents of the proposed levy.

Despite differing views on the levy itself, there was unanimous agreement on three priorities: delivering statutory registration for self-catering and short-term lets, ensuring tourism is recognised within the Government's Industrial Strategy, and making sure the forthcoming Visitor Economy Growth Strategy properly reflects the needs of rural and coastal destinations.

On Thursday we met officials from the Department for Business and Trade to discuss the Government's commitment to reducing regulation by 25%. We highlighted the outdated paper-based VOA self-catering process and the unnecessary duplication of information businesses are required to provide across Government. On Friday we met officials from MHCLG to discuss high street regeneration and the importance of vibrant town centres in supporting the visitor economy.

Every meeting generated follow-up actions and opened the door to further engagement in the months ahead.

More Parliamentary Pressure on the VOA

It was encouraging to see further Parliamentary Questions tabled on the Valuation Office Agency's treatment of self-catering businesses in Wales. MPs continue to challenge whether the current system is proportionate and whether unnecessary bureaucracy can be reduced.

Lord Paddington, with whom PASC UK has engaged previously, raised similar issues in the House of Lords, calling for the government to share HMRC data with local authorities to facilitate the identification of unregistered short-term lets.

NEW CABINET APPOINTMENTS

A week of change in Westminster despite Summer Recess being in full swing. With Andy Burnham arriving at No10, we've highlighted the key changes from the perspective of our Sector in Cabinet appointments, while at time of writing, we're still waiting on the appointment of Junior Ministers:

- **John Healey MP** as Chancellor of the Exchequer
- **Ed Miliband MP** as Secretary of State for Foreign, Commonwealth and Development Affairs
- **Shabana Mahmood MP** will remain as Secretary of State for the Home Department
- **Angela Rayner MP** as Secretary of State for Housing, Communities and Local Government
- **Jonathan Reynolds MP** as Secretary of State for Business, Innovation, Science and Trade
- **Lisa Nandy MP** will remain as Secretary of State for Digital, Culture, Media and Sport
- **Dame Angela Eagle DBE MP** as Secretary of State for Environment, Food and Rural Affairs
- **Miatta Fahnbulleh MP** as Secretary of State for Energy Security and Net Zero
- **Stephen Kinnock MP** as Secretary of State for Wales
- **Emma Reynolds MP** as Chief Secretary to the Treasury. She will attend Cabinet
- **Kanishka Narayan MP** as Minister of State (Minister for Artificial Intelligence) jointly in the Cabinet Office and the Department for Business, Innovation, Science and Trade. He will attend Cabinet.
- **Heidi Alexander MP** will remain as Secretary of State for Transport
- **Matthew Pennycook MP** will remain as Minister of State in the Ministry of Housing, Communities and Local Government. He will attend Cabinet.

For tourism and travel, the departments we engage with most directly are DCMS (Lisa Nandy, retained), Business, Innovation, Science and Trade (Jonathan Reynolds) and Transport (Heidi Alexander, retained) as well as Treasury (John Healey) and MHCLG (Angela Rayner) for the visitor levy and Home Office (Shabana Mahmood) for inbound issues.

Junior ministerial appointments, including the Tourism Minister role, have not yet been announced. These are expected in the coming days, and we will update you as soon as they are confirmed.

POLICY POWERHOUSE INSURANCE INTRODUCTION WEBINAR – ANSWERING YOUR QUESTIONS ON INSURANCE

On Wednesday 29th July at 1100 we're hosting a Webinar that is open to all to help de-mystify insurance for holiday lets. John Bibby from Policy Powerhouse will be on hand to help you understand what you need to know and be looking for in an insurance policy.

Some of the common questions we see from Members that we'll be covering on the call:

- What's the difference between standard home insurance and specialist holiday let insurance?
- Am I liable if a guest injures themselves using a pool, hot tub, sauna, or gym?
- Is there cover for "denial of access" if I can't let the property due to something happening nearby?
- How do I work out how much business interruption cover I need?
- Are hot tubs, pools, saunas, and similar amenities covered as standard or do they need to be declared separately?
- Are EV chargers covered (both the equipment and my liability to guests)?

There will also be the opportunity to put questions to John as part of the meeting.

To find out more about Policy Powerhouse and the work they have done to make compliance pay when it comes to insurance premiums, **CLICK HERE.**

Webinar Details:

Date: 29th July 2026
Time: 1100
Location: Zoom
REGISTER HERE

UPDATED DIRECT BOOKING T&Cs FOR OWNERS & REVIEWS POLICY TEMPLATE NOW LIVE

We are delighted to launch the updated **PASC UK Direct Booking Terms & Conditions** and the brand new **Reviews Policy** are now available in the Members area of the website **HERE** alongside templates for House Rules, CCTV, Cookie Policy, Privacy Policy, Health & Safety and Longer Term Lets Post Renters Reform Bill.

These documents have been produced by our legal partners at Stephens Scown and are designed to help protect your business while keeping you compliant with the latest legal requirements.

DIRECT BOOKING TERMS & CONDITIONS

If you take direct bookings, or are thinking of going down this route, these Terms & Conditions are essential.

They have been updated to give Owners stronger protection across the whole booking journey, including:

- Deposits and balance payments.
- Cancellations and refunds.
- Security deposits.
- Damage and breakages.
- Pets.
- Guest responsibilities.
- Third party providers such as caterers, activity providers and other suppliers.
- And much more.

The latest version also includes important new clauses for businesses accepting **corporate bookings**, whether that is a company offsite, a yoga or wellness retreat, or organisations such as local authorities booking emergency accommodation.

If your business takes any form of direct booking, we strongly recommend reviewing and adopting these updated Terms & Conditions – they are free for Members to access!

NEW REVIEWS POLICY

If you display customer reviews on your website, this new policy is equally important.

The Competition and Markets Authority (CMA) has strengthened its focus on fake, misleading and manipulated reviews. It is increasingly using AI technology to identify businesses that are not complying with the latest requirements and has the power to issue significant financial penalties.

Our new Reviews Policy explains how to collect, display and manage reviews in a way that helps keep your business compliant.

At the time of reading this, the Webinar with the team from Stephens Scown will have taken place – we will get the recording of this into the Members area HERE for you to watch at your leisure ASAP – this will explain:

- How to use the new documents.
- Why the changes have been made.
- What to do if you already have existing T&Cs in place.
- What you need to consider before adopting them.
- How to apply them correctly within your business.
- Answer any questions you may have.

KEYDATA JULY BOOKING DATA UPDATE

Last week we were joined by Sally Henry from KeyData for an update on booking data as the summer holidays kick off – covering everything from lead times, platform split, length of stay, average daily rate, occupancy rates and cancellation rates.

Sally and Livvy answered questions from Owners and Property Managers on how to approach remaining summer availability, discussed how bookings were looking in comparison to last summer, and covered changing Guest behaviours in relation to arrival dates and windows to length of stay. You can watch this back HERE for Members, or HERE for Non Members.

The full slide deck with all the data are available alongside the Webinar recording for you to view.

PASC UK HEADING OUT ON THE ROAD FOR IN-PERSON MEETINGS

One of the best bits of the job here at PASC UK is getting out on the road and seeing you, the Members, in person!

We've run these meetings before and they're a great opportunity for you to hear about the work we're doing, meet other Owners and to input into our future work.
We'll be on the road through the summer and into the autumn to make sure we avoid the worst of the weather and look forward to seeing as many of you as possible!

We've secured the first batch of venues, and have some dates locked in for you to pop in your diaries ☺

We've also added a section to these meetings that we haven't done previously – non-members are warmly welcomed to come and meet us before the Members meeting, to hear about the work we're doing, ask questions, and meet the team. If you've been thinking about joining us, this is a great opportunity to come and find out more!

But, we need your help! Below is a list of the areas that we're planning to visit – if you have a venue, or know of a suitable venue that is easy to get to, has free parking, and does good cake (very important!) please email support@pascuk.co.uk with the subject line "Members Meetings"

If you think we've missed somewhere, please let us know – we'll keep adding to the below with more details as we get the confirmed ☺

Anglesey
Alnwick – The White Swan Hotel, NE66 1TD – 22nd July – BEING RESCHEDULED
Cotswolds – SAVE THE DATE – 11th November
Cornwall – 28th July – The Alverton Hotel, TR1 1ZQ - Non Members Book Here. Members Book Here.
Isle of Wight – SAVE THE DATE – 16th September
South West Wales
Kendal – SAVE THE DATE – 23rd July – **BEING RESCHEDULED**
Peak District
North Norfolk
York

Tickets are £10 per head, with all proceeds going to the PASC UK Charity, chosen by our Members – The Family Holiday Charity.

Thank you in advance and look forward to getting to catch up with many of you in person!

PASC UK WEBINAR PROGRAME FOR 2026

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/ Policy Powerhouse Insurance Introduction – Open to all
Date: 29th July 2026
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PASC UK ON THE ROAD AND IMPORTANT MEETINGS AHEAD

PASC UK will be present at the following events:

- 28 July. PASC UK Members Meeting - Cornwall
- 5 September. Reform Conference
- 16 September. PASC UK Members Meeting – Isle of Wight
- 19 September. Liberal Democrats Conference
- 22 September. Tourism Alliance Council Meeting
- 27 September. Labour Conference
- 4 October. Conservative Party Conference
- 11 October. Premier Cottages Conference
- 24 October. Scale Barcelona
- 11 November. PASC UK Members Meeting - Cotswolds

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:

- Single cottage £90 plus VAT
- 2 – 4 Units £150 plus VAT
- 5 – 10 Units £235 plus VAT
- 11 + Units £335 plus VAT

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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