



Professional Association of Self-Caterers UK

COVID GUIDELINES NEWSLETTER

4 June 2021

Issue 61

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SUPPORT GUIDELINES

We still get 100+ emails a day, plus 20+ phone calls, so we have to reiterate the support rules please.

- **Paid up** Members get phone and email support. Please put property name in Subject line
- Non-Member emails will get dealt with after Members emails
- We cannot respond to questions on Facebook and Linked in
- Please read the most recent Newsletter before calling/emailing
- Recent Newsletters are on the website

The email address to use in chair@pascuk.co.uk

Many thanks, your support with this would be much appreciated.

PASC UK SOCIAL MEDIA

**Please follow PASC on Twitter @PascUK
Please on Facebook @pascukltd**

This is where the latest news between newsletters gets posted.

WHERE TO FIND PREVIOUS ITEMS COVERED IN PREVIOUS NEWSLETTERS

To try and shrink the newsletter in advance of the new style that will be launched with the new website, pretty much anything that has not changed, is not in this newsletter. So, if you need to find out about how much the Restart Grants are in England, or the Business Rates grants in Scotland, or what 'self-contained' means in Wales we ask you to refer to previous newsletters.

These are now indexed at the bottom of this newsletter in preparation for forming part of FAQ's on the new website

If these are not to hand, then you can download them from www.pascuk.co.uk

COMMENTARY

This newsletter is being written on Thursday, rather than Friday, as the lady that does our 'Send in Blue' distribution of the newsletters is not available tomorrow. It has been scheduled to arrive when you would expect it.

It is therefore vital that you follow PASC UK on Facebook, with announcements still coming thick and fast over the next 24-48 hours, especially in Wales and Scotland, both of which we are expecting announcements imminently. <https://www.facebook.com/pascukltd>

We remain concerned that the reduction in Restrictions in England in Step 4 will be either changed or slowed down, with the inevitable knock-on effects to the other parts of the UK. This

is particularly difficult for owners with properties larger than the average, which is a sleeps six. What defies any logic is the possibility that UK citizens will be able to fly to an ever-increasing list of Green Countries BEFORE restrictions are lifted in the UK. This is completely unacceptable, and this point is being made both loudly and aggressively to Governments by most travel Associations.

A good example is football club, the manager is taking all the players and wives/girlfriends for a relaxing break in Portugal, in a large Villa... seriously? Whilst that would get the guests and owner a large fine in the UK?

All Governments have had more than year to stop these kind of contradictions in the law/rules/guidelines. We have every right, having been closed for so long and suffered so much financial and mental stress for the last 15 months to expect more from those that write the rules.

If they are going to slow down the reduction of restrictions, surely, they can make a differentiation between slightly larger covid secure self-contained accommodation and crowded nightclubs, cruises and concerts for 100,000. And the still unanswered question about why we still have social distancing rules, and you can cram into an aeroplane, as long as you wear a mask. Over the next ten days we will find out the answer..... here's hoping!

We continue to lobby hard on this daily, as it is the number one issue for many of our Members, being able to host larger groups, even a limit of 30-40 would enable the vast majority to have some certainty of trade in the key July August period.

All the lobbying and zooms on the above, plus the packing of the Membership packs have meant that the following are still on the 'imminent' pile, for which we apologise.

Over the next two weeks we should be able to finish the following:

- The date, time and speakers for the Ghosting Webinar
- The EV (electric vehicle) Paper
- Acceptable Internet Use policy
- Dates of early part of Summer Webinar programme

We are also sending out membership renewals, please can you try and process these promptly? We are about to hit some pretty heavy expenditure, with the National Self-catering Report, the new PASC UK website, the legal advice that we are commissioning on your behalf (ICO, CCTV Ghosting etc) and the cost of the Membership Packs, £2,000 in stamps alone.

We are in a good place as an Association, but only if you the Members continue to support the work that we do.

As always, our thanks to you all, and as we move forwards, we wish you and your guests warmth and sunshine.

INDIAN (DELTA) VARIANT UPDATE ENGLAND

There has been no change to this guidance this week at the time of writing the newsletter. The Indian Variant is now being referred to as DELTA. Watch <https://www.facebook.com/pascukltd> for ongoing updates between newsletters.

The chaotic announcement covered in the Commentary was updated within 24 hours of the guidance originally being issued, effectively re-instating Tier 3.

It now says....

The updated guidance now reads:

In the areas listed above, wherever possible, you should try to:

- *meet outside rather than inside where possible*
- *keep 2 metres apart from people that you don't live with (unless you have formed a support bubble with them), this includes friends and family you don't live with*
- *minimise travel in and out of affected areas*

<https://www.gov.uk/guidance/covid-19-coronavirus-restrictions-what-you-can-and-cannot-do#if-youre-in-an-area-where-the-new-covid-19-variant-is-spreading>

This means that you can decide as a business owner whether to accept bookings from guests from these areas. (Current list below). However, if you want to cancel a guest from these areas you should refund in full.

- Bedford Borough Council
- Blackburn with Darwen Borough Council
- Bolton Metropolitan Borough Council
- Burnley Borough Council
- Kirklees Council
- Leicester City Council
- London Borough of Hounslow
- North Tyneside Council

INDIAN (DELTA) UPDATE WALES

There has been no change to this guidance this week at the time of writing the newsletter. The Indian Variant is now being referred to as DELTA. Watch <https://www.facebook.com/pascukltd> for ongoing updates between newsletters.

Stricter guidance from Welsh Government. Update of this from FM Wednesday evening. It contains this section....

" We are not introducing any legal restrictions on travel within the UK at this point, but it is our clear advice that people should not travel to areas with high prevalence of coronavirus if they can avoid it. This includes Bolton, Blackburn, Kirklees, Bedford, Burnley, Leicester, Hounslow and North Tyneside where the India variant of concern is circulating. There is an increased risk of contracting Covid-19, even if vaccinated, in those areas so you should avoid travelling to these areas if possible.

As we approach the late Spring bank holiday and the half-term break, our tourism businesses will be looking forward to a busy week and the start of the summer season. We would urge anyone planning a break in Wales from an area with higher rates of coronavirus, to test themselves twice weekly, using the free Covid-19 lateral flow tests, before they travel. Only those who have a negative test result, and no symptoms of coronavirus should travel.

Everyone coming to Wales from areas with a higher prevalence of coronavirus should bring lateral flow testing kits with them to continue regular testing while on holiday – this is an additional measure to help keep Wales safe. Lateral flow testing kits are also available in Wales from local collection points”.

Full statement below. So, holidays can go ahead in Wales for guests from these affected areas, but guests from them should take the extra precautions.

If you are uncomfortable as a business taking guests from these areas then you should be within your rights to cancel affected bookings, provided a refund is made in full.

<https://gov.wales/written-statement-new-variants-coronavirus>

Affected areas:

- Bedford Borough Council
- Blackburn with Darwen Borough Council
- Bolton Metropolitan Borough Council
- Burnley Borough Council
- Kirklees Council
- Leicester City Council
- London Borough of Hounslow
- North Tyneside Council

WALES UPDATE

The next review is imminent and could for the reasons explained in the Commentary have been announced as you read this. Leaving it to the last minute to make announcements that change the rules with hours or just a few days to go, has sadly been the norm. Please monitor <https://www.facebook.com/pascukltd> very closely.

We are still hoping that the Welsh Government will increase the size of groups allowed to stay in self-contained accommodation, at least in line with wedding group sizes, currently 30 indoors and planned to be 50 indoors from the next review.

The Welsh Government have put out this update:

Clarification on who can stay in holiday accommodation

From 17 May, Wales moved into Alert Level 2 which means that all holiday accommodation can re-open fully. However, businesses still need to ensure that their holiday accommodation (which includes hotel rooms, bed and breakfast accommodation, hostel or bunk house dormitory, holiday home, caravans and tents) is only occupied by people in the same household and people in their extended household (or anyone who is a carer of a member of the household).

A fuller description is as follows:

The actual Rules for an extended Household are quite complicated and can mean some fairly large groups are possible. So worth repeating here.

[Households and extended households](#)

A household means a group of people living in the same home. A household can be one person living on their own, flatmates, or a family living in the same home. What's important is that it's always the same people and the same home.

People can form an extended household with one other household. This means that all the people in the two households join together to become in effect part of a single household. This will allow you to spend time with the people in that household in your home or their home and have physical contact. You can also stay in each other's homes and in holiday accommodation together.

A third household can join an extended household in limited circumstances. The following households can join two other households to form an extended household:

- a household with an adult living alone
- a household with a single responsible adult
- a household where you are 16 or 17 living alone or with others of the same age, with no adult

This was previously referred to as a support bubble. Support bubbles were allowed to help people who lived by themselves, or households with a single responsible adult or a child under one to meet indoors with one other.

<https://gov.wales/gathering-other-people-alert-level-2>

INDIAN (DELTA) UPDATE SCOTLAND

The Indian Variant is now being referred to as DELTA. Watch <https://www.facebook.com/pascukltd> for ongoing updates between newsletters.

In a statement on 1 June to Scottish Parliament, the First Minister confirmed Glasgow will move to Protection Level 2 from 00:01 on Saturday 5 June 2021 following case numbers falling in recent days.

A number of council areas – including Highland, Argyll and Bute; Aberdeen City; Aberdeenshire; Moray; Angus; Perth and Kinross; Falkirk; Fife; Inverclyde; East Lothian; West Lothian; West Dunbartonshire; Dumfries and Galloway; and the Borders – will move to Level 1. In addition, the Islands that are currently in Level 1 will move to Level 0 due to sustained low numbers of cases.

However, Edinburgh and Midlothian; Dundee; East Dunbartonshire; Renfrewshire; East Renfrewshire; North Ayrshire; South Ayrshire; East Ayrshire; North Lanarkshire; South Lanarkshire; Clackmannanshire; and Stirling will remain at Level 2 for a further period while the situation with the virus is monitored closely.

https://www.gov.scot/publications/coronavirus-covid-19-update-first-ministers-statement-1-june-2021/?fbclid=IwAR0INcG1OWAuS8fCMpd1tObjBzyFif9yhCOaUpRaMnZ7K3j_SWCp3fOUHA

TRAVEL RESTRICTIONS FOR ENGLISH GUESTS GOING INTO SCOTLAND

Three English areas are affected.....

- o Bedford Borough Council

- Blackburn with Darwen Borough Council
- Bolton Metropolitan Borough Council

The legislation is here....

Amendment of schedule 7A (restrictions on leaving or entering Scotland)

4. In paragraph 4 of schedule 7A (restrictions on leaving or entering Scotland)(4), after sub-paragraph (a) insert—

“(b)in England, the areas of—

- (i)Bedford Borough Council,
- (ii)Blackburn with Darwen Borough Council,
- (iii)Bolton Metropolitan Borough Council.”.

<https://www.legislation.gov.uk/ssi/2021/211/made>

As is usual with this kind of Government edict, there is no explanation of how to get customer addresses via some of the worst booking platforms.

UPDATE ON WHAT YOU CAN AND CANNOT DO IN SCOTLAND

With the levels changing rapidly in Scotland here's the headlines of what you can and cannot do...

Scotland follows a COVID-19 levels system (0-4). Each has a different set of rules on what you can and cannot do.

At Level 2:

- you can meet socially in groups of up to:
 - 6 people from 3 households in your home or theirs – and can stay overnight
 - 6 people from 3 households in an indoor public place like a café, pub or restaurant
 - 8 people from 8 households outdoors
- under 12s do not count towards the total number of people or households meeting outside but do count towards household numbers indoors
- In self-catered or other unregulated (unstaffed) accommodation, in-house socialising rules apply. In Level 2, a maximum of 6 people from up to 3 households can socialise in a private dwelling. Children under the age of 12 from these households do not count towards the total number of people permitted to meet
- you do not need to physically distance from family and friends in a private home
- you can travel anywhere in Scotland in Levels 0, 1 or 2 but must not enter a Level 3 or 4 area unless you have a permitted reason like going to work or caring for a vulnerable person
- you can travel to England, Wales, Northern Ireland, the Isle of Man or the Channel Islands – before you travel you must check the travel rules in those countries
- you can provide informal childcare, for example to look after a grandchild
- up to 50 people can attend weddings and funerals
- tradespeople can carry out any work in your home such as painting, decorating or repairing
- you should work from home where possible

At Level 1:

- you can meet socially in groups:
 - of up to 6 people from 3 households in your home or theirs – and can stay overnight
 - of up to 8 people from 3 households in an indoor public place like a café, pub or restaurant
 - of up to 12 people from 12 households outdoors in your garden or a public place
- under 12s do not count towards the total number of people or households meeting outside but do count towards the number of households indoors
- In self-catered or other unregulated (unstaffed) accommodation, in-house socialising rules apply. In Level 1, a maximum of 6 people from up to 3 households can socialise in a private dwelling. Children under the age of 12 from these households do not count towards the total number of people permitted to meet
- you do not need to physically distance from family and friends in a private home
- you can travel anywhere in Scotland in Levels 0, 1 or 2 but must not enter a Level 3 or 4 area unless for a permitted reason
- you can travel anywhere in England, Wales, Northern Ireland, the Isle of Man or the Channel Islands – before you travel you must check the travel rules in those countries
- you can provide informal childcare, for example to look after a grandchild
- up to 100 people can attend weddings and funerals
- tradespeople can carry out any work and repairs in your home such as painting, decorating or repairing
- you should work from home where possible

At Level 0:

- you can meet socially in groups:
 - of up to 8 people from 4 households in your home or theirs – and can stay overnight
 - of up to 10 people from 4 households in an indoor public place like a café, pub or restaurant
 - of up to 15 people from 15 households outdoors
- under 12s do not count towards the total number of people or households meeting outside but count towards the household numbers indoors
- In self-catered or other unregulated (unstaffed) accommodation, in-house socialising rules apply. In Level 0, a maximum of 8 people from up to 4 households can socialise in a private dwelling. Children under the age of 12 from these households do not count towards the total number of people permitted to meet
- you do not need to physically distance from family and friends in a private home
- you can travel anywhere in Scotland in Levels 0, 1 or 2 but must not enter a Level 3 or 4 area unless for a permitted reason
- you can travel anywhere in England, Wales, Northern Ireland, the Isle of Man or the Channel Islands – before you travel you must check the travel rules in those countries
- you can provide informal childcare, for example to look after a grandchild
- up to 200 people can attend weddings and funerals

- tradespeople can carry out any work in your home such as painting, decorating or repairing
- you should work from home where possible
-

<https://www.gov.scot/publications/coronavirus-covid-19-protection-levels/pages/protection-level-0/>

FOUR-DAY BANK HOLIDAY

This has been previously announced but has been making some headlines this week is the additional Bank holiday in May next year.

It's because The Queen will celebrate her Platinum Jubilee from Thursday 2 June to Sunday 5 June 2022. The original Bank Holiday would have been a Monday, that has been moved to a Thursday and an additional Bank Holiday added on the Friday. So, Thursday 2nd June and Friday 3rd of June are now Public Holidays.

Worth looking at your calendars and seeing how you both price this period and how you decide what length stays. Many Members will have been doing Whitsun week as a full week anyway, so this may make little difference to them.

This week is generally regarded as a top six week in the short-term letting calendar, so getting dates and prices right is critical.

<https://www.gov.uk/government/news/extra-bank-holiday-to-mark-the-queens-platinum-jubilee-in-2022>

CASE STUDIES ON CAPITAL ALLOWANCE SAVINGS NOW AVAILABLE

Previously we have introduced you to a company called HJR Tax, who work with owners to reclaim Capital Tax Allowances in their properties. The company has been through a rebranding and is now called Zeal.

This week they have provided us with some useful assets. The first of which is a recording of a webinar that they did with our colleagues at the ASSC (Association of Scotland's Self-Caterers) where there is a presentation of what they do, how they do it and the kind of tax reclaims that are possible. This is useful as it is in an entirely self-catering context, so the questions and answer section and should help those looking for more information.

The webinar can be viewed here:

Webinar: <https://gozeal.co.uk/self-catering-assc-webinar/>

Q&A Summary: https://gozeal.co.uk/wp-content/uploads/2021/05/ASSC_QA.pdf

Zeal have also provided us with some case studies of savings made, these can be found on <https://www.pascuk.co.uk/publications>

Some headline studies here:

IN THE SPOTLIGHT Brosterfield Farm & Holiday Cottages

Region: Peak District Year of Purchase: 2009



- Renovation Costs **£800,000**
- Unclaimed Capital Allowances **£321,000**
- Total Tax Savings Unlocked **£64,000**

PASC MEMBER

IN THE SPOTLIGHT Old Mill & Hall Farmhouse

Region: Norfolk Combined Purchased Price: £972,000



- Unclaimed Capital Allowances **£250,000**
- Total Tax Savings Unlocked **£100,000**
- Cash Rebate (after fee) **£8,000**

PASC MEMBER

IN THE SPOTLIGHT South Wing Holiday Home

Region: North Yorkshire Purchased for: £454,000 in 2008



- Unclaimed Capital Allowances **£150,000**
- Total Tax Savings Unlocked **£30,000**
- Cash Rebate (after fee) **£2,500**

PASC MEMBER

IN THE SPOTLIGHT Aikwood Tower

Region: Selkirk, Scotland Purchased for: £850,000 in 2010



- Unclaimed Capital Allowances **£208,000**
- Total Tax Savings Unlocked **£62,600**
- Cash Rebate (after fee) **£12,000**

PASC MEMBER

To find out more, please contact Paul Blackburn directly.

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MORE NEWS ON SUPERFAST BROADBAND DEVELOPMENTS

BT Open reach have announced a further initiative on getting superfast broadband to more 'hard to reach' areas by 2026.

Here's the programme <https://www.openreach.com/fibre-broadband/transparency>

There's a link to a download at the bottom of that page, which will tell you whether your exchange is on the plan. For example, our exchange is Colyton.

Colwyn Bay	Jul-20	Colwyn Bay			
Colyton	May-21	Colyton			
Combe Martin	May-21	Combe Martin			

For those looking at the possibility of an earlier fast connection, refer to the **Broadband in Hard-to-Reach areas, Consultations and Grants** in the **21 MAY NEWSLETTER**

WHICH PASC UK WEBINARS WERE YOUR PRIORITY? YOUR VOTES ARE IN

Over the Summer we are planning a series of Webinars to help us all move forwards from the pandemic.

The proposed list is below and can be added to if there are subjects you really want to have covered.

The results of the survey were as follows with the Top 8 being:

- Legal Obligations of a Self-Catering Business
- Updated Cancellations Policies
- Five Things to increase Return on Investment
- Email Marketing to Customers
- Targeting new Markets sectors, Access, Dogs, Babies
- Basic Social Media
- Advanced Revenue Management
- Interior Design

We will start work on these now.

The full programme list is below, to which we will add EV Charging to coincide with publication of the paper on that subject.

If you have additional suggestions, then please send them to chair@pascuk.co.uk

- **Basic social media skills.** (Facebook, Twitter and Instagram)
- **Email marketing to customers** (Making the most of your guest data).
- **Advanced housekeeping** (New approaches and new tech to support process)
- **Ten classic Website errors to avoid** (The top tips to make your website perform better)
- **Starting a self-catering business** (Everything from mortgage advice to marketing).
- **Exiting your self-catering business** (How to prepare your business for an exit).
- **Interior design** (A practical session aimed at creating the 5 star look without blowing the budget).
- **Updated Cancellations Policies** (Updated to deal with changing environment).
- **Advanced revenue management** (Making money from OTAs, Dynamic Pricing, understanding and adapting to booking pace, occupancy vs revenue, controlling your costs, etc).
- **Five things to increase Return on Investment** (Hot tubs and other property enhancements).
- **Legal obligations of a self-catering business** (Are WE actually aware of our obligations?)
- **How to target new sectors** (Access, Dogs, babies, cyclists, walkers).
- **Guest complaint handling** (online and offline)
- **Neighbours to holiday cottages vexatious complaints** (exaggerated complaints about noise, parking etc).
- **Managing damage deposits and security charges** (what tech is available?)

STAFF SHORTAGES CONTINUED

Thanks to all those that filled in the survey. The report can be seen at <https://www.pascuk.co.uk/publications>

Across wider hospitality these are the sobering headlines.

- 46% of businesses have less staff than they did pre-covid
- Only 18% of businesses report that they have all the staff they need.
- The average businesses currently has 9 vacancies
- Almost 30% of businesses have reduced capacity, services or hours because of the shortage of staff
- Despite restrictions such as social distancing and capacity reducing the financial viability of businesses, 34% of all operators report that they are having to increase wages in order to attract staff
- 35% of businesses are having to employ people who don't have the skills that they need

Pretty grim reading with lots of job vacancies across our sector. On top of previous suggestions about finding staff, some have been able to share staff with other local hospitality providers, e.g., hotels, Restaurants, whereby it gives the staff more hours overall. Worth thinking about if struggling to find people. See also **Staff Shortages 21 and 28 MAY NEWSLETTERS**

WELCOME PACKS FOR GUESTS UPDATE

Lots of feedback on welcome packs. Keep it coming... We want to know what questions you want answering, as well as what you provide, what the guests feedback on your welcome packs are and any other related feedback.

The main questions cover what can you, and what can't you put in guest welcome packs and issues around labelling and licensing?

- Homemade cakes?
- Allergen labelling?
- Veggie/Vegan offers?
- Your own eggs?
- Alcohol?
- Dog treats?

We will add to the list a 'best practice' note on this, so if anyone has any comments, please let us know by emailing chair@pascuk.co.uk Thanks

GHOSTING PAPER UPDATE

We are continuing to get considerable feedback about what is called 'ghosting'. This most commonly occurs when you leave a website that you advertise on, and they leave your property on there, and often put a note below, saying 'no longer available for bookings'. Getting these pages removed can take considerable effort. Leaving the page up can cause serious damage to your businesses.

We now have a really good body of evidence, which we have sent to our solicitors for them to help write the paper on Ghosting, steps to get properties removed, and if this does not work, a legal package to get resolution.

If you have been affected by this, please keep sending in your information on what happened to chair@pascuk.co.uk Every bit helps.

This is all closely related to 'intellectual property rights' (IPR) so in the Webinar we will also cover what are your Intellectual Property Rights, how best to protect them and how not to breach others IPR.

We have extended the content of this webinar to include:

- Brand Protection
- Your Intellectual property, how to protect it?
- Others Intellectual property, how to avoid inadvertently using it without permission?
- Ghosting, five steps to resolve it. Plus legal package if that process does not work
- Naming of our properties.
- Using Google to find who is using your images
- Control of Digital assets

More details to follow shortly....

PASC UK MEMBERSHIP PACKS COMING SOON MORE ARE ON THEIR WAY

OVER 700 PACKS HAVE NOW BEEN ASSEMBLED AND THESE STARTED BEING POSTED YESTERDAY AFTERNOON. WE HAVE POSTED 550 BY WEDNESDAY AFTERNOON (2ND JUNE). THE BALANCE WILL NOW GO OUT NEXT WEEK

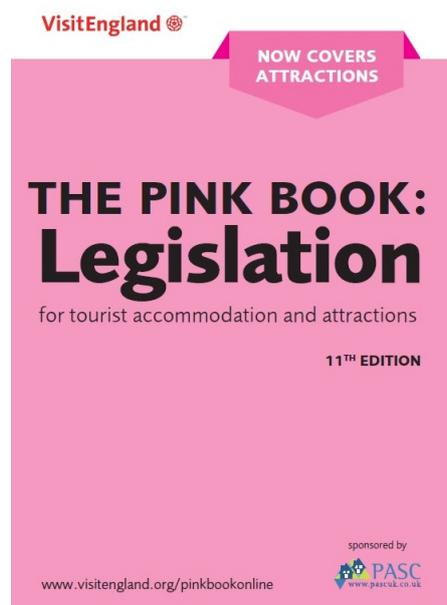


All Membership packs should be on their way by the end of next week. It has taken slightly longer than anticipated as it is a huge job. Massive thanks to PASC UK Member Hedgehog Corner, Joy and Gareth who have now spent two days of their lives in the PASC UK kitchen packing department. 😊😊

The Membership Pack includes ...

- Membership Certificate
- Membership Sticker
- Copy of the Pink Book
- A range of Member only benefits and discounts
- And a letter thanking you for your support

To remind you the Pink Book is



We are pleased to announce that PASC UK will be the sponsor for the Visit England Pink Book for the next two years.

The newly update Edition 11 is now been published, and we are sponsoring both the printed version and the online copy.

Printed versions will be sent to all PASC UK members, and online versions will be free to download. The new version is now online here: <https://www.visitbritain.org/business-advice/know-your-legal-obligations>

The Pink Book is written by Kurt Janson, who also leads the day-to-day activities of the Tourism Alliance. Kurt is also a Board Member of PASC UK.

The book contains exactly what is says on the cover, all the rules and regulations for tourist accommodation and is written in clear terms, not jargon or legalise.

PASC UK believes, and has done from day one, that all paid for accommodation should be 'safe and legal' and PASC UK curates this wider campaign in the UK. Sponsoring the Pink Book is another step forward is seeing this happen.

RECORDINGS OF PASC UK WEBINARS

Free Webinar on Cancellation Policies

Date Broadcast 3rd February

Recording can be viewed here: <https://www.youtube.com/watch?v=zhtHyXDswI4>

Beth Bailey, Chair Premier Cottages
Tom Chartres Moore, Solicitor, Stephens & Scown
Nick Clayson, Pitt Farm Holiday Cottages and Solicitor
Alistair Handyside, Chair PASC UK and Owner

This webinar covered the pros and cons of various cancellation policies applicable to self-catering and should be viewed in conjunction with the Cancellations Policies paper available on the PASC UK website.

Free Webinar on 'Self-catering Futures, building a world class business'

Date Broadcast: 7th April

Time: 1600-1730

Recording can be viewed here: <https://youtu.be/RSOcLT7b1t8>

We are poised to have a really busy summer this year, as most will not be able, or perhaps willing, to go abroad. What can we do with our businesses to win over these new customers long term? How can we increase our repeat customers as we head towards a really competitive landscape in 2022/2023 when the international markets open up?

Clean: Deborah Heather, Director, Quality in Tourism

Green: Alistair Handyside, Chair PASC UK and owner Higher Wiscombe Ltd

The Experience: Bill Lee, Founder and CEO of Yonder, an ethical OTA

How tech will play its part?

Robert Kennedy: Director SuperControl. Beyond Pricing

Richard Vaughton: Rentivo and Yes Consulting

Andy McNulty: Touch Stay enhancements

Panel Questions

How to become an Accessible Business and Why?

Why should you consider getting involved in the Accessible market? Find out from a panel of experts about the market, what you can expect, what is the financial impact, what you need to do, and how to go about entering this sector.

Key points to consider:

- Market worth £3.2 billion in overnight stays
- Make up 15% of overnight stays
- The guests spend more per night and stay longer

The team will present the market opportunity, the how to's and the benefits, followed by a Q&A session to the whole panel

Date Broadcast: 24 March

Time: 1100 - 1230

Recording can be viewed here: <https://youtu.be/vgU8F-Ww-q8>

Agenda

- Intro: Alistair Handyside, Chair PASC UK
- The Market Opportunity: Ross Calladine, Head of Business Support VisitEngland.
- Accessible does not mean design compromise: Diane Howarth, Cottages in the Dales.
- Marketing the accessible product: Beth Bailey, Kernock Cottages.

- Impact on the bookings: Robert Kennedy, Director SuperControl.
- The National Accessible Scheme: Annette Burgess, Regional Operations Manager, VE Assessments.
- Panel Q & A

Touch Stay Free Webinar

Touch Stay have organised a webinar to share short term lettings successes during the pandemic.

Date: Broadcast 16 March 2021

Time: 5pm

Recording can now be viewed here: <https://touchstay.com/pandemic-self-catering-success/>

Come meet, listen to and chat with four industry professionals who will share stories of happy guests and accommodation professionals during Covid.

Hosting success stories

Tips and tricks gleaned from different countries

How their organizations supported their members during the pandemic crisis

What can self-catering/vacation rental owners do to make 2021 a success and help 2022 sell itself

Panellists:

- Alistair Handyside (Chair, PASC UK; Owner of Higher Wiscombe)
- Merilee Karr (Chair, Short Term Accommodation Association; Founder & CEO, UndertheDoormat)
- Dave Krauss (Founder & Exec., Rent Responsibly)
- Alexa Nota (Founder & Exec., Rent Responsibly)

“Pros and Cons of Self-catering Agents or Going Direct?”

Recording can now be viewed here: <https://youtu.be/491JitUxBOs>

Date broadcast: Wednesday 24 February 2021

Time: 1500 -1630

This webinar featured the pros and cons of both the self-catering agency route and of taking your bookings direct. Plus, it also features the Q&A on the Road Maps

“Chargebacks”

Recording can now be viewed here: <https://youtu.be/OhR2Q3Dbxes>

Date Broadcast: Wednesday 17 February 2021

Time: 1500 -1630

Avoid them (why they occur, how to minimise the probability).

Understand what they are, the variants, and what to expect.

Be competent and efficient at dealing with them.

Put a good case together to win a dispute.

“Cyber Security Webinar”

Your Chair helped organise this webinar in his role as Chair of the SW Tourism Alliance, in Conjunction with the SW business Council and The SW Cyber Resilience Centre.

<https://youtu.be/aY8p716GA1g>

LEGIONELLA

Legionella is the big risk. No more than a week before having your first guests back in you must do a flush and clean through of the water systems. Water that has been standing, in many cases luke-warm, is a far greater risk to your guests in your property than Covid is. You can download from the website an easy-to-use short guide on what you need to do to deal with this.

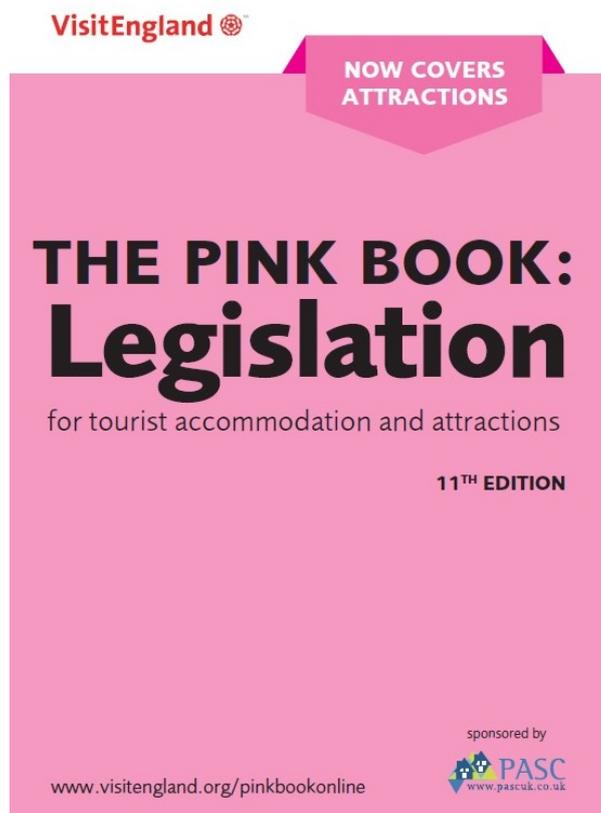
UPDATED FINANCIAL SUPPORT FINDER

The government’s online tool for helping businesses find what financial support they are entitled to has been updated in line with recent changes to support announced in the budget

<https://www.gov.uk/business-coronavirus-support-finder>

NEW PARTNERSHIP WITH VISIT ENGLAND AND THE PINK BOOK

We are pleased to announce that PASC UK will be the sponsor for the Visit England Pink Book for the next two years.



The newly update Edition 11 has been now been published, and we are sponsoring both the printed version and the online copy.

Printed versions will be sent to all PASC UK members, and online versions will be free to download. We will put a note in the Newsletter and on Facebook when the updated version is online.

The Pink Book is written by Kurt Janson, who also leads the day to day activities of the Tourism Alliance. Kurt is also a Board Member of PASC UK.

The book contains exactly what is says on the cover, all the rules and regulations for tourist accommodation and is written in clear terms, not jargon or legalise.

PASC UK believes, and has done from day one, that all paid for accommodation should be 'safe and legal' and PASC UK curates this wider campaign in the UK. Sponsoring the Pink Book is another step forward is seeing this happen.

BUSINESS RATES PAPER FINALLY UPDATED (REPEAT)

Many of you have been waiting for me to finish updating the Business Rates paper that enables you to make a self 'check' on your Business Rates Bill.

I have now finished updating it and will be working through responding to each of you with this.

Please bear in mind:

- The Business Rates Papers are only available to paid up Members.
- The reduced rates negotiated by PASC UK only apply to England and Wales
- The reduced rates negotiated by PASC UK for self-catering are only currently available to Businesses that have 3+ units on one hereditament.
- It will take a while to work through the backlog as each Members needs to have a run through, before applying their "Check".
- We will be in touch directly to arrange these short sessions.

Our apologies that this has taken longer than anticipated.

NEW PASC UK WEBSITE + DOWNLOAD ISSUES

The work is now well underway on the new PASC UK website. The current one has taken a beating during 2020/21 and some of you, with high levels of security, particularly if you use AVAST security software, are finding downloads difficult. This will be resolved by the new website.

If you cannot download anything, just drop us an email in the interim, saying what you need, and we will email it to you. Send to chair@pascuk.co.uk

There will be changes made, to reflect what PASC UK is in 2021, so there will be a Members only area so that we can provide additional value to those that pay Membership fees. We anticipate the launch being in early July.

ONLINE TOOLS FOR FINDING GOVERNMENT SUPPORT (UPDATED)

Summary of Existing Financial Support

HM Treasury has published a summary of all the support that is available, this is a really useful summary and has links to all the separate support mechanisms under the following categories:

- Employees
- Businesses
- Unemployed
- Low income families
- Local Authorities
- Devolved Administrations

<https://www.gov.uk/government/publications/summary-of-existing-economic-support/summary-of-existing-economic-support>

The online tool for finding out what support is available for your businesses has been updated to reflect recent changes:

<https://www.gov.uk/business-coronavirus-support-finder>

PASC UK MEMBERS LOGO



Please only display if you are a fully paid up Member. You can get a copy by sending an email to admin@pascuk.co.uk Thanks.

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 haven't directly asked before, 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, proper PR firms to assist with campaigns such as the #justpayit (which we will shortly need to run again, more on that later) and Memberships to other organisations that provide common lobbying, information feeds and support.

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, Associate Membership is £200.

Members get telephone support and priority email support.
You can join here, simple form, takes 2 mins, and we'll send an invoice, payable by BACS.
<https://www.pascuk.co.uk/copy-of-become-a-member-1>

MEMBER RENEWALS

Huge favour to ask of regulars, when you get your renewal through please pay it. The logistics of chasing waste hugely valuable time that could be spent doing far more useful things for all. If you don't want to renew, all you have to do is say so.

PASC UK CLOSING AT WEEKENDS

PASC UK is now closed at the weekends for phone and email. We have a self-catering business as well to run and manage through all the same issues that you all have. Many thanks.

ABOUT PASC UK

PASC UK was formed three years ago. It had three principle objectives at that time. The overriding purpose of PASC UK is to help make your business more profitable.

- 1/ Reduce Business Rates for self-catering
- 2/ Lobby for a 'level playing field', where all accommodation providers had to operate under the same rules, (think the 350,000 AirBnB properties). So that all have the same proportionate costs and regulations to operate under.
- 3/ Recover the right to Inheritance Tax Relief for legitimate business operating under FHL (Furnished Holiday Lettings rules).

And more.... See www.pascuk.co.uk

In January 2019, PASC UK succeeded in negotiating a reduction in Business Rates of up to 35% for most self-caterers in England and Wales. Despite a tortuous year with getting the Valuation Office to apply the new system, in January 2020 they switched the system to manual for Self-Caterers, (SCAT-131) and we now hear daily of Members getting great reductions and refunds. Guides on how to Check your Business Rates are available to Members.

After years of lobbying, giving evidence to all Party Parliamentary Groups and working with all the other major accommodation associations in the UK, we had finally got HMG to agree to a roundtable on how to regulate the short-term accommodation sector. Our approach has been one of keeping the sector 'safe and legal'. This meeting has been delayed by the COVID-19 outbreak but will be high on the agenda post the virus restrictions being lifted.

We were also making good progress in our representations to HMG about the reinstatement of Inheritance Tax Relief to FHL businesses provided they complied with a basic business criteria. This is also on hold whilst we all deal with the COVID-19 challenge but will be picked up as soon as practicable.

And much more....

INDEX OF PREVIOUS NEWSLETTER CONTENT

Available from previous newsletters as marked.
These can be found on www.pascuk.co.uk

- Travel Behaviour Indicator from Department of Transport **28 MAY NEWSLETTER**
- Visit England Consumer Tracker **28 MAY NEWSLETTER**
- ICO, Do Holiday cottage owners need to pay? UPDATE AND NEW FAQ's **28 MAY NEWSLETTER**
- Scam email regarding SEISS Payments **28 MAY NEWSLETTER**
- Staff Shortages **21 and 28 MAY NEWSLETTERS**
- Paying back SEISS **28 MAY NEWSLETTER**
- Welsh Fire Service calls for holiday cottage owners to take action **28 MAY NEWSLETTER**
- Broadband in Hard-to-Reach areas, Consultations and Grants **21 MAY NEWSLETTER**
- What can open in England May 17 **21 MAY NEWSLETTER**
- Scotland Update **21 MAY NEWSLETTER**
- Wales Further Support Grants Update **21 MAY NEWSLETTER**
- Covid Travel Charter **21 MAY NEWSLETTER**
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- CCTV Do you need a licence? Legal Note Published **14 May Newsletter**
- Business Rates in England and Wales, Form VO6048 **14 May Newsletter**
- Visit England Recovery Webinars **14 May Newsletter**
- English Tourism Week **14 May Newsletter**
- Self-Testing **14 May Newsletter**
- Interesting feedback on Mumsnet regarding Holiday Cottages **14 May Newsletter**
- Business Rates in Wales Update **7 May Newsletter**
- Confirmation of Relaxation of Restrictions in Wales **7 May Newsletter**
- Update on English Guests holidaying in Wales before 17 May **7 May Newsletter**
- Test and Trace in England **7 May Newsletter**
- MHCLG Review of Second Homes and Business Rates **7 May Newsletter**
- ARG update for England (grants for businesses on Council Tax) **7 May Newsletter**
- Trip Advisor reverses decision to take your Intellectual Property **7 May Newsletter**
- Waste Transfer Rules, and yes it applies to each and every one of you **7 May Newsletter**
- Health and Safety Executive Checks and Visits **30 April Newsletter**
- Which? Magazine review Covid Secure Schemes **30 April Newsletter**
- Covid Secure Business Poster see **23 April Newsletter**
- SEISS Repayment Guidance updated **23 April Newsletter**
- Companies House Guidance Updated **23 April Newsletter**
- Deferred VAT Guidance, further update **23 April Newsletter**
- **UPDATE** Questions about Self-Contained Accommodation and shared entrances England **See 9 April**
- **UPDATE** QR Codes and Recording guests contact details in England **See 16 April**
- Cookies and Privacy Policies will become out of date this summer **See 16 April**
- Revised Cleaning Protocols **See 16 April**
- England Restart Grants **Update See 16 April**
- New Member Benefit Buying Club **See 16 April**
- Fines for Non-Covid Compliance **See 16 April**
- Second Homes and the correct mortgage **See 16 April**
- How best to communicate all the changes to guests? **See 9 April**

- Wedding Show Rounds **See 9 April**
- CJRS Furlough Guidance updated **See 9 April**
- WIFI Support UK Gigabit Voucher launched **See 9 April**
- Ethical Low Commission OTA to launch in the UK **See 9 April**
- The PASC UK/ASSC Grants Survey is published **See 9 April**
- Checklist for opening properties **see 26 March**
- Updated Opening guidance in England **see 2 April**
- Update on Guest Numbers in Scotland **see 2 April**
- Wales Road Map **see 2 April**
- Wales Tourism FAQ's **see 2 April**
- General Wales Update **see 2 April**
- New Recovery Loans **see 26 March**
- England Restart Grants details **see 19 March**
- England Council tax-based Grants (ARG) (non Business Rates) **see 19 March**
- Definition of 'self-contained' accommodation in Wales. **see 26 March**
- COVID risk Assessments to enable you to open in Wales **see 26 March**
- Scotland Business Rates Grants **see 19 March**
- Additional Grant in Scotland for eligible Council Tax paying businesses **see 26 March**
- Scotland Road Map **see 19 March**
- Opportunists reletting your property without your knowledge **see 26 March**
- HMRC to launch consultation into holiday lets and Business Rates **see 26 March**
- VAT Deferral scheme updated **see 26 March**
- Other TAX reviews coming up from HMRC **see 26 March**
- Business Rates Review, Interim Report **see 26 March**
- Business Show Rounds **see 26 March**
- Key Lobbying Objectives **see 26 March**
- FCA Business interruption Policy Checker and FAQ **see 26 March**
- Cancellations Policy Paper **see 26 March**
- PASC UK Awards **see 26 March**

Wishing each and every one of you all the best during these trying times, and please Stay Safe.

Best regards

Alistair Handyside MBE
 Executive Chair
 The Professional Association of Self-Caterers UK
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 07771 678028



Professional Association of Self-Caterers UK

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.