

# YORKSHIRE COAST HOLIDAY LETS



Where Life is more Colorful...



# Welcome

We are a growing company managing holiday let's up and down the Yorkshire Coast. Having been born and bred in Whitby Cara has a wealth of knowledge of the local area and what guests are looking for.

Because we are a smaller company we can give a more personal approach to our owners. We can tailor our service to your needs, whether you are only just looking to buy or have an existing property we can help you through the process advising on what would work best to get the best returns on your investment.

We can provide all the teams to help you run it if you require as well do it can be as hands off as you want, with us dealing with all bookings and guest communication so you can just enjoy the income from your property.

We don't have long contracts either and you can book our weeks for your self to enjoy breaks as well. We do visits to your property periodically to check everything is up to standard.

We market on all the big booking sites as well as having our own new website which has been built by Boostly to get as many direct bookings as possible. We also deal with more corporate companies for longer bookings.

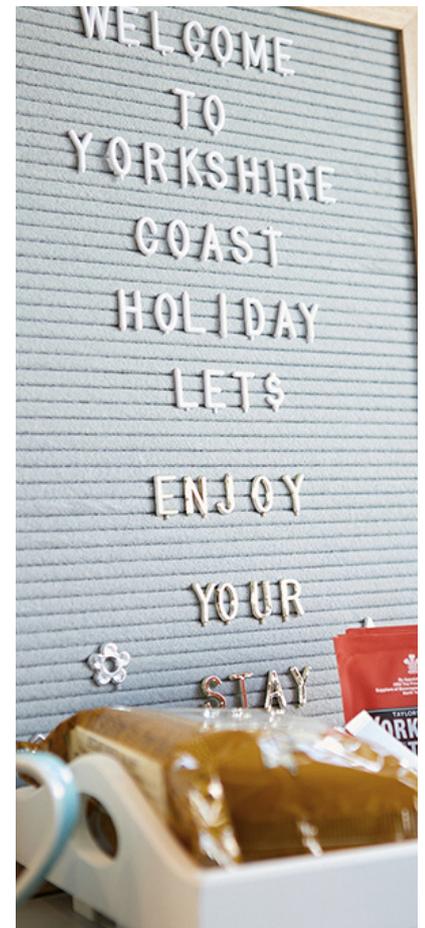
We use dynamic pricing tools to get the best possible market price for you, it's checks the local area constantly for special events, high season etc maximizing your income.

We are very active on social media marketing our properties as much as possible to get direct bookings.

You are provided with your own personal owner portal which gives you bookings, monthly revenue and other statistics.

Our fees are all inclusive %, no hidden extras and add ons!

To arrange a visit and to discuss further please call Cara on 07974977545 or email [info@yorkshirecoastholidaylets.co.uk](mailto:info@yorkshirecoastholidaylets.co.uk)



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## Yorkshire coast holiday lets communication flow

Yorkshire coast holiday lets understand the importance of excellent communication with you, our partner and with our customers who stay at the apartments.

### Guests

It is crucial that we communicate with our guest at every stage of the customer journey to ensure the customer has a relaxing, stress free experience.

1. At the point of booking the customer receives a confirmation email. This confirmation email outlines the reservation detail
2. Two days prior to arrival – they will get check in instructions
3. Three days after the guest departure we send the customer an email asking for feedback
4. Yorkshire Coast Holiday Lets has a 24 Hour Guest Relation Services ready to answer your queries.
5. All Guest will receive access to our Online Guest Guide.

### Enhancing the Customer Experience

The customers of Yorkshire Coast Holiday Lets are seeking a different experience, an exceptional experience, something unique. We are always looking for new ways to impress our customers and we want to work with you to develop new ways to continually develop the overall customer experience from the point of booking to the final email. Feedback is crucial to our desire to continually improve the product.

### Managing complaints

We will manage all complaints

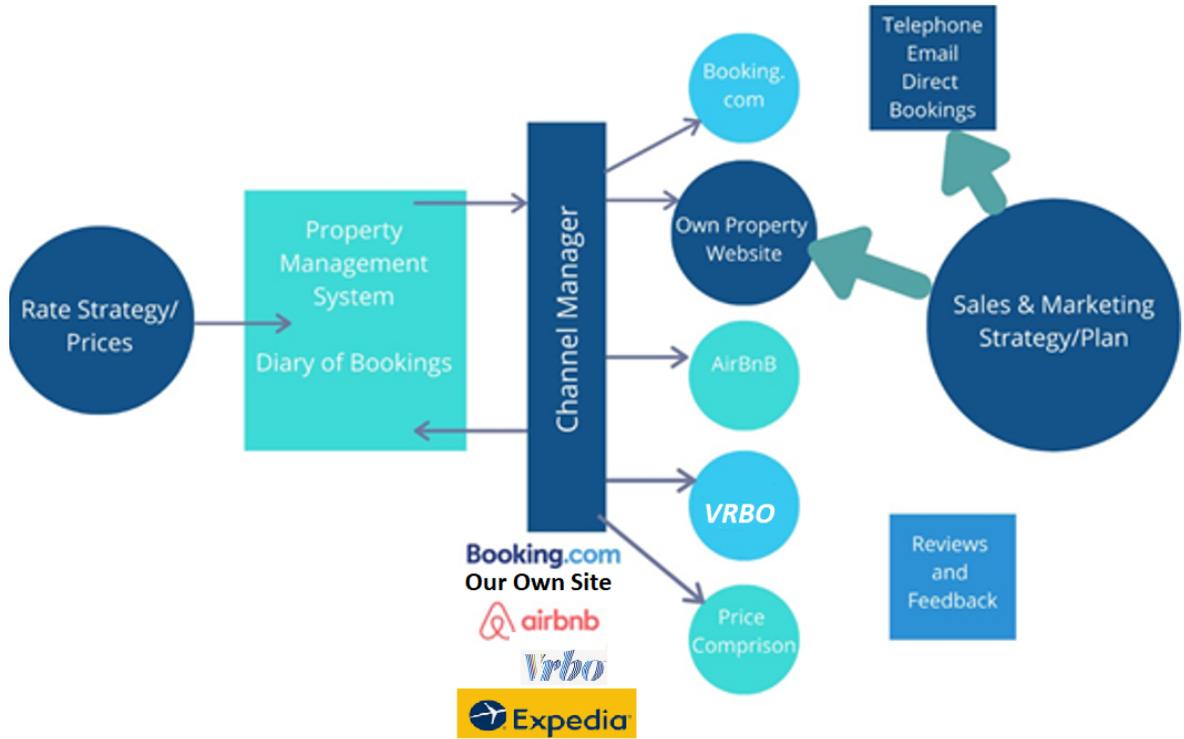
### Managing online reviews

We will manage all online reviews



# Sales process and developing direct bookings

## UNDERSTANDING THE SALES PROCESS



## Utilities

Before handing over the property it's important to make sure that all the utilities are up and running and fully functional. Please make sure the following have been tested.

- Water supply
- Showers tests
- Testing water supply
- Testing broadband
- Testing all electrical appliances/Keypad set up

## Interior Design/Landscaping

1st Impressions are crucial, before we welcome guests to the units we will need to make sure that the unit has been decorated and has a homely feel to it before guest arrives – a full inventory of soft furnishings and decorative items must be recorded by you,

- Soft furnishings
- Pictures/decorative touches
- External areas – gardens, signage to assist with check in.

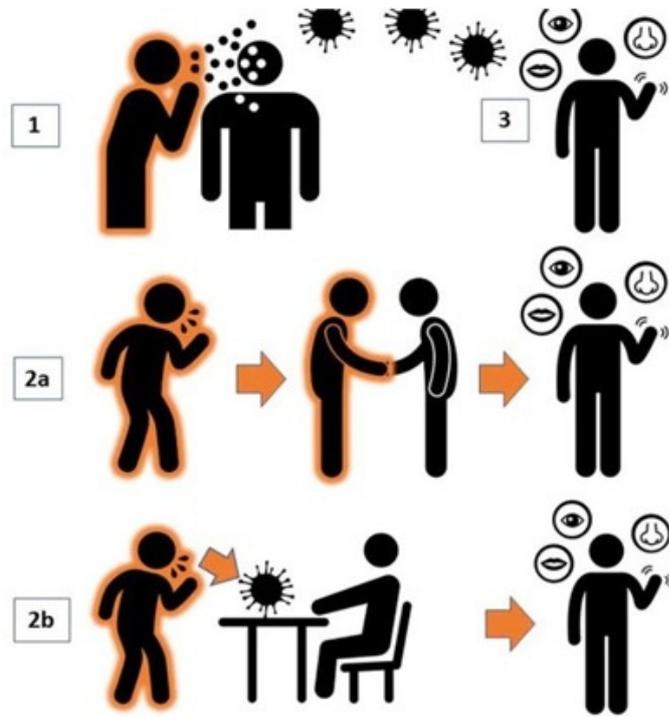
## Minimum Standards

Minimum one-night stay per apartment by friends or family to test the apartment before handover Identify any snags or issues/missing items Guest information hard copy



**Managing Risks**

According to current evidence, the COVID-19 virus is primarily transmitted between people through respiratory droplets and contact routes.



How coronavirus can be transmitted directly. (Author provided)

It is imperative that all cleaning staff understand how the virus is transmitted and take steps to minimize transmission by maintaining good hand washing practice,

**Additional cleaning protocols**

Yorkshire coast holiday lets partners should follow the following additional cleaning measures to ensure that the potential risk of Covid-19 spreading is minimized:

- Linen and towels should be laundered at a minimum of 60°C
- Housekeeping staff should wear appropriate PPE (gloves/apron/mask) during the apartment servicing before and after guest arrival
- For reservations that do not require use of the bunk beds, the linens should be removed so that only the mattresses are left which are fully cleaned down.
- To reduce face to face contact with guests linens and towels should only be changed upon request.
- Each apartment should be equipped with hand sanitiser and/or soap



## COVID-19 5 STEP CLEANINGPROCESS

### Prepare equipment and get the space ready for cleaning

- Gather the right equipment
- Wash your hands for at least 20 seconds
- Ventilate the apartment before you start to clean
- Wear PPE

### Clean each surface by removing dust and debris

- Take out all rubbish
- Wash all linen at the highest high setting recommended by the manufacturer guidance
- Wash all dishes
- Dust the space and vacuum the floor
- Clean all hard surfaces with soap and water
- Clean soft furnishings as appropriate and according to manufacturer guidance

### Sanitise all high touch areas and appliances

- Once hard surface is clean and dry spray with sanitizer
- Leave the sanitizer to dry

### Check that the space has been thoroughly cleaning and sanitized

- Follow the checklist to ensure thorough cleaning has been completed
- Double check that all high-touch surfaces have been sanitized
- Set out cleaning supplies as necessary for your guests

### Reset the apartment for the next guest and restock supplies

- Wash your cleaning supplies
- Empty and sanitize the vacuum cleaner
- Remove any cleaning gear and dispose
- Restock your cleaning supplies, ready for the next clean



## Sanitizing Checklist

Use the Yorkshire coast holiday lets recommended sanitizer, Virucidal Disinfectant, to spray frequently touched surfaces and allow them to airodry. Be sure to sanitize:

- Door handles
- Light Switches
- Sink and shower taps
- Sink basin
- Toilet handle, seat and surface
- Worktops
- Fridge
- Cabinets
- Shelves
- Windowsills/handles
- Railings
- Rubbish bins



## LEGAL AUTHORITIES

- Register with the relevant government or statutory body as required by local laws
- Ensure adequate public liability insurance is obtained
- Comply with all local planning legislation
- Comply with all relevant Health & Safety Legislation according to the jurisdiction
- Complete a Fire Risk Assessment and implement a Fire Safety Policy
- Complete Regular Portable Appliance Testing (PAT Testing) to ensure all electrical appliances are safe
- Register with the local Environmental Health department or relevant government body
- Comply with all relevant Health & Safety Legislation according to the jurisdiction
- Health & Safety: operate safely with due regard to health and safety legislation and with evidence of consideration for the safety of guests and security of guests' property; supply clear information on how to contact proprietor/management in case of emergency. Supply multi-lingual instructions or diagram for fire evacuation procedure.



## Legal Responsibilities

- **Licensing:** comply with all local licensing regulations
- **Data Protection Act:** comply with this Act
- **Prices & Payment:** make clear to guests exactly what is included in all prices quoted for accommodation including taxes and any other surcharges; adhere to and not exceed prices quoted at the time of booking.
- **Cancellation Policy:** communicate clearly the cancellation policy to guests at the time of booking i.e. by telephone, fax or email.
- **Consumer Protection from Unfair Trading Regulations 2008:** comply with these regulations by describing accurately in any advertisement, brochure, or other printed or electronic media, the facilities and services provided.
- **Equality Act 2010** All hosts must comply with this act. Welcome all guests courteously and without discrimination in relation to gender, sexual orientation, disability, race, religion or belief. Make 'reasonable' adjustments to improve service for disabled customers.
- **Produce an Access Statement** – a description of facilities and services offered, specifically in relation to accessibility, to inform people with access needs.
- **Ensure the fire evacuation procedures** are in place for disabled people. Consider fire safety for guests with hearing loss who may not hear the smoke alarm.



## Health & Safety Risk Assessments

**You are required to complete and maintain the following risk assessments:**

- Health & Safety Risk Assessment
- Covid-19 Risk Assessment

The law states that a risk assessment must be 'suitable and sufficient', i.e. it should show that: a proper check was made you asked who might be affected you dealt with all the obvious significant risks, considering the number of people who could be involved

the precautions are reasonable, and the remaining risk is low you involved your workers or their representatives in the process

The level of detail in a risk assessment should be proportionate to the risk and appropriate to the nature of the work. Insignificant risks can usually be ignored, as can risks arising from routine activities associated with life in general, unless the work activity compounds or significantly alters those risks.

Your risk assessment should only include what you could reasonably be expected to know - you are not expected to anticipate unforeseeable risks.

## **1. Identify the risks**

- Identify the risks from the business and prioritise them. Think about the severity of the harm and the likelihood of occurrence. Concentrate on priority risks.
- Ensure that risks are owned so that appropriate resources can be allocated
- Consider whether other risks are due to health and safety lapses
- Who might be affected? Think about everyone who might be affected including workers and customers. Remember that certain groups may be at increased risk, eg young or inexperienced workers, pregnant workers, workers with a disability, migrant workers or ageing workers

## **2. Control measures**

- Consider whether any control measures are already in place or if further action is needed
- Recognise that full implementation of control measures may take time, and implement interim measures to minimise the risks

## **3. Report, record and review**

- Report risk control performance regularly internally and consider whether it should be done externally
- Make sure paperwork is kept to the minimum levels necessary. You only need to record the risk assessment if you employ five or more people
- Review the organisation's risk profile regularly. Change within the organisation will affect the risk profile, eg during economic cycles such as recession and recovery, when there is an increase in workload, or when experience levels drop

**Health and Safety Risk assessment forms can be found in your useful documents folder**



## **Fire Risk Assessment & Fire Safety Policy**

<b>Stages of the Fire Risk Assessment</b>		
<b>1</b>	<b>Identify the Fire Hazards</b>	Sources of ignition Sources of fuel Sources of oxygen
<b>2</b>	<b>Identify People at Risk</b>	People in and around the premises People especially at risk Visitors and contractors
<b>3</b>	<b>Evaluate, Remove, Reduce and Protect from Risk</b>	Evaluate the risk of a fire occurring Evaluate the risk to people from fire Remove or reduce the fire hazards Remove or reduce the risks to people: <ol style="list-style-type: none"> <li>a. Detection and warning</li> <li>b. Fire fighting</li> <li>c. Escape routes</li> <li>d. Lighting</li> <li>e. Signs and notices</li> <li>f. Maintenance</li> </ol>
<b>4</b>	<b>Record, Plan, Inform, Instruct and Train</b>	Record significant findings and action to be taken Prepare an emergency plan Inform and instruct relevant people, co-operate and co-ordinate with others Provide training
<b>5</b>	<b>Review</b>	Keep assessment under review Revise where necessary

You have a legal duty to carry out a fire safety risk assessment and to make sure that your Glamping site and the people who work there are kept safe from fire and its effects.



## **Minimum Standards**

The requirements and recommendations set out here are intended for guidance; they are not comprehensive. During an inspection you will be advised on matters specific to your property, however, inspections do not cover all aspects of tourist accommodation; it is the responsibility of all certified operators/owners to make every reasonable effort

to ensure that visitors enjoy a safe and secure stay. As part of your duty of care to visitors you should remain vigilant of potential risk to visitors and of how you describe your premises in marketing and promotion.

When it comes to hotel rooms, cleanliness matters. Many studies have shown that among all problems experienced by guests, unclean rooms have the greatest negative impact on satisfaction.

Cleanliness ultimately affects guest experience and can determine whether or not they will return. Yorkshire coast holiday lets partners need to ensure the best processes are in place to achieve customers' high expectations.

## **Inventory**

The apartments have been designed to host a certain amount of individuals and as such should provide toiletries, linen, crockery, cutlery, and all other inventory items as standard for each arriving guest. The items should be matching, of similar quality and should be in an excellent state of repair. If possible, partners, should keep a back up stock of replacement kettles, crockery and cutlery to replace any missing items immediately. Yorkshire coast holiday lets will supply a preferred list of suppliers and sample items used in other apartments.

# Importance of quality, same crockery, cutlery



## Crockery & Cutlery

- Matching crockery
- Bowl (cereal or soup)
- Plate (large and small)
- Mugs
- Tumblers (large and small)
- Knives
- Forks
- Spoons
- Egg Cups
- Wine Glasses
- Teapot



## Cooking Utensils

- Baking / roasting tray
- Casserole dish with lid
- Chopping Board
- Colander
- Condiment set
- Corkscrew and bottle opener
- Frying Pan
- Grater
- Kettle
- Ladle
- Measuring jug
- Mixing Bowl
- Saucepans with lids
- Sieve
- Tin opener
- Vegetable Knife
- Vegetable peeler
- Water jug
- Whisk
- Wooden spoon / mixing spoon



## Other Items

- Ashtrays (if smoking permitted)
- Bread bin
- Bread knife
- Biscuit tin
- Cake tin
- Cafetiere
- Carving knife, fork and dish
- Coffee Maker
- Cutlery box
- Duster
- Milk Jug
- Mug rack
- Oven mitts
- Pie dish
- Potato masher
- Serving Dishes
- Spare light bulbs
- Storage containers for food
- Table cloth
- Tray



## Utility

- Basic clothes line or rack
- Broom
- Bucket
- Cleaning agents including washing-up liquid
- Clothes pegs
- Dish cloths
- Dustpan and brush
- Iron and Ironing Board
- Mop
- Tea Towels
- Vacuum cleaner
- Washing up bowl with brush or sponge

## General Housekeeping

Excellent housekeeping is imperative to the overall satisfaction of your customers. Consistency and attention to detail are key to ensuring that all areas of the apartment are cleaned and sanitized to a high standard, for every arriving guest.

Everyone has their own workflow and way of doing things and if you have a method that works for you continue to use it however we would recommend that you complete the cleaning of the apartment stage by stage to manage your time well and to ensure you don't miss any area of the apartment:

- Remove all rubbish from the apartment, inside and out
- Strip all bed linen and remove towels, shower mat and tea towels
- Fix bed in main bedroom/living area back into place and arrange seating as required for guest arrival
- Make up the beds taking care to tuck in all edges leaving a neat and tidy appearance
- Clean all surfaces and replace required items in the bedrooms
- Clean all surfaces and replace required items in the living area
- Clean the kitchen area, washing all crockery, cutlery and other items as required
- Check all inventory is present including tea towels and tea, coffee etc
- Clean all bathroom areas, replacing towels, shower mat and toiletries
- Vacuum all areas and mop the floor in all areas
- Wipe all high and low level surfaces including light switches, fittings and doors
- Sanities all required areas (refer to Covid-19 cleaning protocol)
- Complete a final check of the apartment

For training purposes, you may find it useful to take pictures of each area as a visual reminder of how the apartment should be cleaned and left for the next guests arrival.

Checklists are also a useful tool to use to ensure no areas are missed during your apartment preparation.

### Average time for cleaning apartments

Weekly clean – 1 hour

Deep clean – 2 hours



## Cleaning Equipment

Prepare a cleaning box with all required cleaning materials, replacement items to ensure you are prepared with all the necessary tools to complete the apartment preparation. The required equipment could include (and is not limited to):

- Sponges
- Cleaning cloth
- Glass cleaning cloth (e-cloth recommended)
- Drying cloth/tea towel
- All purpose cleaner (or additional bathroom cleaner)
- Toilet cleaner
- Washing up liquid
- Vacuum or brush and shovel
- Mop and mop bucket



# GENERAL HOUSEKEEPING CHECKLIST

DATE & ARRIVING GUEST:	APARTMENT NO:	LOCATION:
<b>GENERAL</b>		<b>CHECKED</b>
Remove all rubbish from the apartment		
Empty all bins and replace bin bags as necessary		
Strip all bed linen		
Remove all laundry including towels, shower mats, tea towels		
<b>BEDROOM (s)</b>		
Make bed with matching linen taking care to tuck in corners		
Replace pillowcases ensuring two pillows are on each bunk		
Clean all surfaces		
Wipe down doors and walls		
<b>KITCHEN AREA</b>		
Check and clean kettle		
Wash all cutlery and crockery and return to place		
Clean all surfaces (remember to clean under all items)		
Check fridge/freeze and clean as required		
Replace coffee, tea and sugar items as required		
Replace tea towels		
Check all inventory is in place		
<b>BATHROOM</b>		
Clean the toilet (inside bowl, outside bowl, toilet seat and all surfaces)		
Replace toilet rolls		
Clean the shower tray and walls		
Ensure the shower head/taps are cleaned and polished		
Clean and buff inside and outside of shower doors (use e-cloth on outside surfaces)		
Clean basin and taps		
Polish chrome taps with e-cloth		
Clean and polish mirror with e-cloth		
Clean under sink		
Wipe all wall surfaces paying attention to area around toilet, toilet roll holder and sink		
<b>MAIN BEDROOM AREA</b>		
Make double bed as per standards with throws/cushions		
Fix bed in main bedroom/living area into place and arrange living room furniture		
Ensure chairs and soft furnishings are clean and arranged into place		
Wipe all surfaces		
<b>OTHER</b>		
Clean all sockets and switches		
Vacuum all floor areas		
Mop all hard surface floor areas ensuring corners are cleaned		
Check all storage areas are free from dust		
Wipe down doors and walls as required		



# Managing Linen and Laundry

## Minimum Standards

Providing clean, good quality linen and towels is an important element of the guest stay in the apartment. The linen and towels should be:

- Standard white Polycotton Sheets and Duvet Covers
- 500gm white towels and hand towels (bath sheets could be offered for additional luxury for adults)
- Bathmat
- Matching tea towels x 2



## Purchasing Laundry

- Preferred suppliers
- Quantities x 3-5 changes

## Laundry

How to

Do it yourself

Equipment for the purpose Local supplier – associated costs

## Maintenance

Good, ongoing maintenance is key to ensuring the apartments are maintained to the highest standard and that every guests enjoys a comfortable, fully equipped apartment.

Weekly Maintenance

Up check of garden Changing light bulbs  
Toasters and kettle working Bathroom fan  
Heater checks



## Emergency

Who knows when something can go wrong? Usually when the next guests are due to arrive!

It is good practice to have a list of people to call in the case of an emergency. You may already have established relationships with local tradespeople. If you don't, start to build relationships so you have identified individuals or companies to call who can offer a quick response to any emergency.

IN THE CASE OF AN EMERGENCY		
Electrical		
Plumbing		
Generator/Power		
Broadband		
Linen/Laundry		
Toiletries, in-apartment items		
Butcher		

## How to guide

### • No electricity in the apartment

- Check if all guests are experiencing the power failure
- Check fuse box in the apartment
- Check main supply

### • Broadband not working.

- Check if all guests are experiencing the lack of broadband
- Check connection on your own devices to ensure it is the broadband, not the customer device
- Re-start router
- Contact supplier company

### • No water in the apartment

- Check hot water supply in other apartments
- Check the water

### • No hot water

- Check the hot water tap. If hot there is a problem with
- Check hot water supply in other apartments

