

Many thanks to all those who made the day such success:

KEY BUSINESS ‘PARTNERS’:

Steve Bicknell Accounting 4 Business Ltd www.accounting4biz.co.uk
01202 512316

Debbie Boyes Professional Mortgage Advisors www.djboyes.co.uk
01202 874100

Liz Marsh Utility Warehouse www.utilitywarehouse.co.uk
0800 4588432

Jane Brown The Holiday Maid Service www.holidaymaid.co.uk
01202 759975

Enzina Fuschini Elegant Design & Living www.enzina.com

David Ralph yourwhitespace.com www.yourwhitespace.com
Contemporary art for every room. 01202 251126

Roger Coates-Walker OJ Services 07976 702731
Property Maintenance & Project Management.

Simon Price Alder King Property Consultants www.alderking.com
0117 317 1000 or simonp@alderking.com



Simon Price (Alder King) & Paul Dredge (Rumsey Holiday Homes)

“LETTING HOLIDAYS HAPPEN” FORUM HAILED A GREAT SUCCESS!

Rumsey Holiday Homes first ‘Letting Forum’ took place on the 14th September at the Haven Business Centre in Sandbanks. Key business partners, existing and prospective clients heard from Associate Director Paul Dredge on the current state of the holiday letting market and Simon Price (Partner at Alder King Property Consultants) gave an informative talk on the Council Tax v. Business Rates debate that was much valued and appreciated by those present. More details below:

**“£200 million unclaimed in Small Business Rate Relief”
mostly related to holiday letting.**

Simon Price (Rating Partner – Alder King Property Consultants, Bristol) presented fascinating statistics and advice on this otherwise very technical topic. As a result, several clients are reviewing the status of their second home and the length of time it is let for holidays. The tables below illustrate the sort of savings that can be made

Holiday Letting Type	Basis of Assessment	Rateable Value/Council tax band	Full yearly liability	Liability after relief applied	Comments
Unrestricted	Business Rates (rateable value)	£4,850	£2,240	£1,110	Assumes 50% small business rates relief granted
Restricted	Council Tax (band)	G	£2,236	£2,013	Assumes second home relief of 10% granted.

2: Compare if available on unrestricted basis, but let for part of year on long term basis

Holiday Letting Type	Basis of Assessment	Rateable Value/Council tax band	Full yearly liability	Liability after relief applied	Comments
Unrestricted	Business Rates and Council Tax	Part of year £4,850 RV and part Band G	£1,120	£560	Assumes 50% small businesses rates relief and let to person who occupies as sole residence

“97% repeat booking rate for beachfront homes”

Paul Dredge revealed that the excellent ‘average’ repeat booking rate of 65% across all properties included the truly impressive figure of 97% for those unique units that front Sandbanks Beach! “Improving the overall average is the goal” added Paul “Which is why we are investing in an innovative ‘Search Engine Optimisation’ tool being designed specifically for us.” It was also revealed that the format of the Rumsey Holiday Home brochure is being reviewed in the light of an expanding portfolio of both property type and geographic location.

Increasing volume of enquiries from around the globe!

Paul Dredge confirmed that an increasing number of online enquiries have been received from as far afield as Australia and New Zealand! “We had a solicitor from Auckland last year who stayed for 3 weeks as he was competing at a local yacht club!” said Paul. Whilst the bulk of visitors still originate from the UK, the international market (especially Europe) continues to grow. “As a result, our focus for the coming year will be these ‘emerging markets’ along with enhanced systems with the ultimate aim of allowing ‘online booking’”.

Events programme draws huge numbers of visitors!

With the Sandbanks Beach Polo and Bournemouth Air Festival drawing visitors from well outside the area (including internationally) the number of visitors to the area in the ‘shoulder periods’ (i.e. May, June, September and October) is set to rise.

With an eye on the effect the Olympics of 2012 will have, Rumsey employees are set to further enhance their skill and service levels with courses in tourism offered by the Dorset & New Forest Tourism Partnership.

Launch of ‘standard’ Holiday Information Folder popular move.

With ever changing statutory requirements and increasing visitor demands and expectations, Rumsey Holiday Homes has launched a smart, blue ‘Holiday Home Information Folder’. The hardwearing, A4 format folder contains a number of transparent ‘pockets’ to allow for the display of all essential information for visitors as well as guidance on local restaurants and attractions.

‘Panel Questions’ a popular feature of Forum.

Responding to the opportunity to submit questions prior to the Forum, several owners responded resulting in a number of key issues being addressed. Among the most significant were:

1/ [What future for online availability, bookings and ‘Owner Account Information’?](#) – We are currently examining ways to cost effectively process these requirements. ‘Watch this space!’.

2/ [What national and local advertising does RHH conduct?](#) – We are in the process of reviewing our marketing focus away from traditional ‘print’ media to new and innovative ‘Search Engine Optimisation’. This should not only broaden our ‘reach’ but also increase the number of enquiries and bookings received.

3/ [Does local Tourist Information Centre have access to RHH availability?](#) – In short, no! They usually receive more enquiries for 1 & 2 night bookings. However, when some one specifically requests ‘self-catering’ the TIC will normally refer people direct to us by phone or ‘online’.

A number of suggestions were also made as to potential new services for the future, including an ‘Annual Review’ of letting statistics including occupancy rates, average seasonal pricing etc., ‘Google maps’ for the website was a popular suggestion and we are considering how this might best fit with our new format site.

2009 and beyond!

“We’ve yet to set a date for 2009” commented Paul Dredge “But this year’s Forum has been so well received and attended, we will be doing something – probably at a larger venue!”

CONGRATULATIONS TO OUR WINNERS!

Mr & Mrs Sanders who won the draw for a refund of their annual fee!

Mr & Mrs Elston who won a £25 Tesco voucher (easier to post than a case of wine!).