



COTTAGE

HOLIDAY GROUP

www.cottageholidaygroup.co.uk

Owner Information Pack



LAKES
COTTAGE HOLIDAYS
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SCOTTISH
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LANCASHIRE
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**YORKSHIRE
& THE DALES**
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NORTHUMBRIA
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**PEAKS
& DERBYSHIRE**
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Thank you for requesting our Owner Information Pack.

With over twenty five years experience in the holiday cottage market in both letting our own holiday cottages and as former owners of Cumbria's largest agency we have now formed a new company, Cottage Holiday Group. Our aim is to market a number of holiday cottages and apartments throughout the north of England and Scottish Borders.

Our staff share our aims in providing a high level of customer service and are dedicated to help manage your property to achieve its full letting potential. Living within Cumbria, the Scottish Borders, Northumberland, the Dales and Lancashire we have a knowledge of the area, unlike some of the larger companies.

Standards & Grading

We find that the holidaymakers each year are becoming more and more discerning and their expectations of the standards of furniture, decoration and equipment is continually rising.

We encourage our owners to regularly upgrade their properties. The benefits can be seen by those cottages that have undergone a refurbishment by the star grading they achieve.

Visit Britain is the official grading authority, formally the English Tourism Council. These inspections are carried out annually and organised by ourselves on behalf of you, the cottage owner. We would be delighted to meet you at the cottage to advise you on the requirements needed for each star rating and to achieve our minimum entry level of 3 stars.

We also operate our own star grading for those cottages without a Visit Britain grade. We grade the cottages with very similar criteria, although we view the standards on a more general basis with the holidaymakers requirements in mind.



3 Stars

4 Stars

5 Stars



Getting Your Property Noticed.

Marketing & Advertising

We have an ever increasing advertising and marketing budget which we are adding to as we take on additional cottages. Our advertising is placed in the national newspapers on a Saturday and Sunday, we also have colour adverts featured in walking, climbing and country living style magazines.

We actively market your cottage on the website using Google and Yahoo, and we also e-mail monthly "Newsletters" highlighting new cottages and special offers to our subscribers.



Brochure

We produce a colour brochure three times a year with regular supplements and each property is given at least a third of a page entry.

www.cottageholidaygroup.co.uk

Increasingly important to the marketing of your property is its inclusion on our website which can be done within three or four days of the initial meeting. Our website is continually being added to, both with new cottages and in the content and layout.

Our properties are featured by location, the number of people it sleeps and whether it is pet friendly. To further enhance your brochure entry up to 12 colour photos are shown along with full availability and prices listed for a week and a short break. Holidaymakers are able to reserve your accommodation on line through our secure server, 24 hours a day, 365 days a year. We also have a 'late availability' section which is updated twice weekly and generates a lot of last minute bookings. Our 'special offers' section can be added to daily with any special deals you may wish to offer to generate interest at quieter times of year or to fill any gaps you may have.

Sales Offices – Keswick, Windermere, Penrith & Carlisle

We have offices at Keswick, Windermere, Penrith and Carlisle which have been extremely well received from visitors to the area both in booking properties on a last minute basis or booking ahead for the following year's holiday. In addition, it is good to meet our customers on a "face to face" basis to offer advice on both location and individual cottages.

Our Carlisle office, which we share with Cumbrian Properties Estate Agent, is used as an administration office, it is there that any owner's enquiries and payments will be looked after.

Management

We offer a full or part managed service throughout the Lake District, depending upon how much you would like to get involved with looking after and maintaining your cottage, will determine which service is best for you. Full managed service includes: cleaning, paying the cleaner on your behalf, checking the standard of the cleaning on a regular basis and dealing with any maintenance issues that arise.

We will advise your caretaker of all bookings ensuring the property is always ready to receive guest for the part managed service.



Why Choose Cottage Holiday Group?

- We are a new, although experienced company who offer a personal service to both the owners and holidaymakers.
- Unlike other agents we are happy to work alongside the owner who can continue to take their own bookings if required.
- We offer a streamlined, easy to use administration system with unique owners login ensuring you can keep up to date with your bookings and check what is due to you.
- With the exception of last minute bookings, payment to the owner is in advance of the holiday. Monthly payments are made directly into your bank account.
- We have sales offices in Keswick, Windermere, Penrith and Carlisle with friendly staff who have a knowledge of the area and properties. Our offices are open Monday to Friday 9am to 9 pm, Saturday 9am to 6pm and Sunday 12 noon to 6pm. As we increase our portfolio of cottages in areas we will be opening new offices throughout the north of England.
- Excellent website to enable us to market and advertise your cottage to a larger audience.
- On line reservations 24 hours a day, 365 days a year, ensuring you never lose a booking, even when we are closed.

Commission

We take a booking fee from the holidaymaker of £30 for a full week or £20 for a part week, we then deduct our commission from the remaining amount. We believe our commission to be the most competitive in the area with national companies charging up to 28% commission.

Registration Fee

We charge an annual registration fee per property this includes preparing your brochure description, taking photos, immediate marketing through our website and entry into our next brochure print. This is renewed annually in October, in your first year you may not get a full years subscription depending upon when you place your cottage with us but the benefits far out way the cost. There are two structures to the registration fee:-

1. Standard entry in the brochure which is half page and 3 photos, your property on our website with up to 12 photos. or
2. Premium entry includes a full page entry in the brochure and up to 8 photos and listing on our website with up to 20 photos, we highly recommend the premium entry for 5* or 'unique' properties.

Monthly Payments

We make monthly payments to our owners for all bookings that have been paid in full that month ensuring, unless a last minute booking, you are always paid in advance. We close our computer down on the last day of the month, the following few weeks are spent deducting any charges incurred and we pay direct into your bank account on the 20th of the following month.

Owner Bookings

We are prepared to work alongside you to market your property to its full potential although most of our cottages have found that we are able to keep them fulfilled with a high level of bookings. We initially take a note of your forward bookings and thereafter you keep us up to date through your owner section on our website to ensure there are no double bookings. There is no charge made for any owner bookings.

Brochure

The brochure entry would include 3 colour photographs of your property, a description of both the cottage and the location and bullet points of the main information that the holidaymaker requires. See 'Registration Fee' for details of 'Standard' and 'Premium' entries.

Short Breaks

We encourage owners to take short breaks, we have noticed more and more over the last few years there is a growing market for short breaks. If you prefer not to offer these all year round we recommend offering out of season or at short notice subject to availability during the season. Again, we will advise on the best price category and as ever the final decision is with the owner.

Pets

There are some properties more suitable for accepting a pet than others and the decision needs to be made by the owner. The statistics from the tourist board are that 40% of holidaymakers choose self catering as an option as they intend to bring their dog. If a dog is accepted we charge an additional £20 per dog per week on your behalf.

Price

We can advise you on the price band that is best suited to your property due to its standard of furnishings and appliances, how many people it accommodates and location however, the final decision is yours.

Cot and Highchair

We ask, where appropriate, that you provide a travel cot which is charged on your behalf at £10 per week, this will quickly cover the cost of purchasing, cot linen should not be provided. Again many guests travelling with young children request a highchair, which we charge out at £5 per week and this could mean the difference between you or another cottage getting a booking.

Changeover Day

There is a move from the traditional Saturday changeover day to a Friday which allows the properties to be booked for a weekend from the Friday night without ruining a two week booking. This is particularly important for the one bedroom cottages and is becoming more popular with owners who often visit their own cottages at short notice.

Insurance

We have negotiated an extremely favourable rate with our insurance brokers who have a policy that specialises for holiday cottage owners which includes the loss of income and public liability. Our broker provides a very efficient and extremely competitive service and has a strong understanding of the types of claims that have been made. We are happy to provide a free quotation.

We look forward to welcoming you to the Cottage Holiday Group.

David & Julia

David and Julia Hogarth
Cottage Holiday Group

**Bookings Enquiries please call:
017687 74060 or 015394 48081**

**Owner Admin / Accounts please call:
01228 591555**

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Our Offices

Bookings

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*Accommodation and scenery that
will take your breath away*

