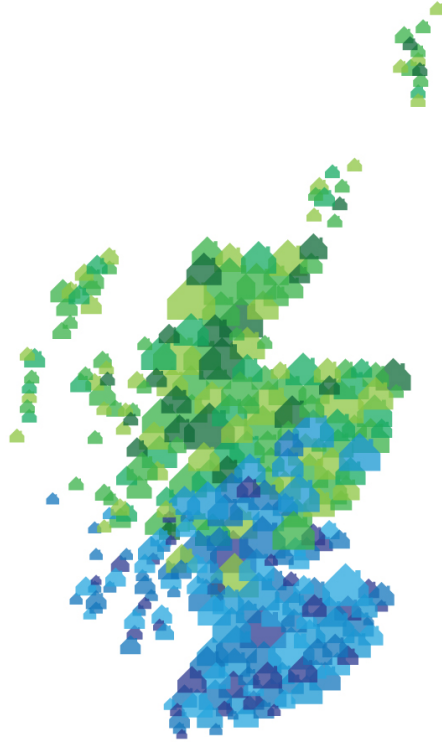


Planning: Supplementary Guidance for Glasgow: SG3 Economic Development



ASSC

Supporting self-catering in Scotland

June 2017

The Association of Scotland's Self-Caterers

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The Association of Scotland's Self-Caterers, founded in 1978, is the leading source of Knowledge on short-term rental / self-catering in Scotland. Be it usage, market, demand, or regulations and legislation, we are the go-to organisation for the sector. The ASSC lobbies on behalf of self-catering on national and local issues, and is recognised by consultative bodies, and local and central government, as a respected and effective voice. Our ethos is building relationships and working together with other key stakeholders, including VisitScotland, to support self-catering in Scotland, and to work towards the Scottish Tourism Alliance's Tourism Scotland 2020 national strategy vision, as well as local economic development strategies, including that of Glasgow City Council.

We welcome the opportunity to respond to the Planning consultation on Placemaking SG1, sitting alongside Economic Development SG3.

9. Tourism and the Short-stay Economy:

We welcome point 9.1: *"Tourism and the short-stay economy are extremely important for Glasgow's local economy, and contribute positively to the strategic aims nationally as well as the city. The delivery and availability of a wide range of short-stay accommodation is important."*

We also welcome assurances in point 9.2: *"The council will continue to support this important part of the economy."*

Referring to this point (9.2), we would seek to ensure that short-term rental / self-catering apartments are included the Glasgow City Council's definition of Short-Stay.

All traditional self-caterers / short-term rental operators have their own terms and conditions, which limit numbers and set out acceptable codes of behaviour. However, the ASSC would like to work with city councils to develop and propose a common standard to cover short-term letting in city centres, addressing the issue of loss of residential amenity. It is hoped that this will ease existing and potential issues and encourage a harmonious existence between residential and short-term let apartments. The ASSC has drafted a Code of Practice for short-term let operators (appended below), which may facilitate this, which has been presented to Edinburgh and Glasgow City Councils, and Glasgow City Marketing Bureau, as well as Airbnb, who have all reacted to it positively. It has recently been submitted to the Expert Advisory Panel of the Scottish Government Study into the Collaborative Economy.

By adhering to such a Code, it would offer comfort to:

- Hosts – with knowledge of regulations and obligations, hosts can be confident that they are operating within legislation according to best practice.
- Guests – trust that the accommodation is safe and operating according to best practice.
- Local authorities – if an operator does not adhere to the Code of Practice, and receives complaints, they would have a mandate to stop the operator trading.
- Residents – Accommodation run according to the Code of Practice will minimise loss of residential amenity.

Operators not prepared to sign up to the Code of Practice, understanding that their operation could be stopped, would be disincentivised. The ASSC proposes that the Scottish Government, local authorities and peer-to-peer platforms (Airbnb, HomeAway, Booking.com) all promote the ASSC Code of Practice, and promote membership of the only trade body representing the sector and promoting best practice.

The ASSC recently commissioned an economic impact assessment study of the self-catering sector to the Scottish Economy. The aim of the study was to provide an independent, evidence-based, understanding of the direct and indirect economic impact/contribution of the self-catering sector to the Scottish economy. This is attached and forms part of this response.

Short-term letting in Scotland's cities generates significant spend and from an economic development view, short-term letting is recognised by Local Councils as valuable.

Glasgow City Marketing Bureau recognises the significance of the short-term rental market as essential to add to the tourism offer in the city. Short-term rental apartments in Glasgow provide the opportunity to grow the tourism product in the city and by extension, Scotland, with monetary benefits to both.

- Consumer trends are changing towards short-term letting / self-catering and Airbnb type models. Markets include the Millennials and Cultured Elders who are looking for an authentic experience.
- More accommodation stock is badly required in Glasgow, with an economic strategy looking for 2,500 plus hotel rooms to facilitate projected growth.
- The GCMB strategy is to get people staying where they want to stay – in a variety of accommodation types, including short-term letting. The aim is to increase overnight stays by over 1 million.
- With 1,500 rooms in the public domain in terms of the planning process, they still have a shortfall of 1,000.

Our study identified 364 properties in Glasgow and the Clyde. This represented:

- 81,823 visitor nights per year (67,881 non local visitors)
- £16.3 million direct visitor spend (£13.6 million from non-local visitors)
- £4.5 million direct GVA contribution
- Supports 233 direct FTE jobs

The full study (Self-Catering in Scotland: The Impact of Short-Term Letting on the Scottish Economy, 2017) can be downloaded here: <http://www.assc.co.uk/about-us/reports-and-studies/>

Please do not hesitate to ask if you need clarification about this submission, or our sector in general.



ASSC

Code of Practice: Short-Term Letting in Scottish Cities

City Centre short-term letting comes with unique challenges where short-term let visitors live in close proximity to local residents.

The Code has been written to prevent potential issues arising from perceived or actual loss of residential amenity resulting from a property being used for short-term rental.

This Code of Practice is endorsed by the Local Council and is intended to facilitate growing the local economy, whilst protecting residential amenity.

Short-Term Let operators will:

- Ensure that they are aware of local planning guidelines and assess if Change of Use planning permission is required.
- Ensure that accommodation adheres to Building Standards regulations.
- Have Public Liability Insurance and specialist self-catering insurance in place.
- Have completed a Fire Risk Assessment and show due diligence in terms of fire safety.
- Show a duty of care to meet various areas of legislation and health and safety regulations.
- Be contactable, or have a responsible person who is.
- Ensure that the booking process covers terms of rental, to include:
 - Maximum number of occupants
 - Minimum age for lead guest
 - The lead guest is responsible for any nuisance or damage
 - The apartment rental is for holiday purposes only and any other use, including parties, is by prior permission only
 - Visitors are not permitted to the apartment without prior permission
- Ensure that guests respect neighbouring properties:
 - Adhere to a noise agreement (minimal noise between the hours of 11pm and 7am)
 - Ensure respect for neighbours is part of the terms and conditions of let
 - Display a notice in the property or guest handbook asking visitors to respect neighbours
 - Ensure cleaners of the property respect neighbours
- Be a member of a trade body representing the sector e.g. Association of Scotland's Self-Caterers (ASSC); the local tourism group or Destination Management Organisation (DMO); Chamber of Commerce or Federation of Small Businesses (FSB).
- Be registered as commercial, paying Business Rates rather than Council Tax, pay for commercial refuse uplift and pay water rates if the property is let for more than 140 days per annum.
- Be committed to quality and registered with an acknowledged quality assurance scheme.