



## **Management Plan – Delton Hotel, Blackpool, FY4 1NE**

Fabrik Partners & SASCO will be collaborating on The Delton Hotel to provide the Management of the planned Aparthotel. SASCO were found in 2018 and are a well-established local Management company. Their offices are based in Central Blackpool which enables them to easily access The Delton Hotel to assist with the daily management.

### **Services and overview of SASCO**

We undertake the entire responsibility from liaising with our client, finding the criteria for the property they are looking for and their budget, whether this be purchase or rent to rent deal. Once the property is over the line we then move onto our next step. We organise the refurbishment of the property and assist in designing for the SA where we offer you a variety of furniture packs to choose from. Once this has been set in stone, we are furnished and ready to go live. We now manage your SA unit taking all the stress and pressure away so you can receive your monthly income without having to lift a finger. We understand you may have started the process yourself; we are happy to take over from any step and use our expertise to expand and excel.

SASCO will cater for every itinerary whether this be for business or social. We aim to be a home away from home for all our guests, somewhere you can come to stay and not be limited to the resources of a hotel. A get-away with friends or family is considerably cheaper. A place that creates a happy atmosphere.

### **About**

Founded in 2018, SASCO aims to serve the Blackpool areas' need for new property and Serviced Accommodation projects through impressive integrity and a commitment to deliver results with the highest quality standards. Our professional team works closely with both investors and guests to ensure results which exceed expectations.

### **Development**

SASCO has a skilled, unique team dedicated to the development of your investment. Our goal? To ensure everything is in line before we start the refurbishment, so it runs like clockwork.

We are hands on with the council, working with them to make sure everything is how it should be.

## **Construction Management**

We push to our full potential to ensure clients get the best from their investment. Do you have a specific project that requires our wealth of experience? Our services are designed to tackle the most complex projects.

## **Interior Design**

We have a selection of furniture packs for your property. We can also create a furniture pack from scratch using your ideas as a drawing board. We then create your unique apartment suited to your vision.

## **Our Services**

- Insuring your property (optional)
- Maintenance (optional)
- Housekeeping
- Linen
- Check ins and check outs
- Setting rates
- Booking management
- Business contracts
- Furniture packs
- Occupancy spreadsheets
- Rental spreadsheets
- EPCs, gas, fire and electric certifications (on request)
- Waste Collection

To break down the above, we will ensure that your property has the suitable insurance and is renewed when necessary.

We have our own in-house cleaning team and our linen team and work very closely with each of them on a day to day to ensure all turnovers run smoothly.

We take care of all check ins and check outs. This is such a vital part to the running of SA. All check in information is emailed across to the guest after their Photo ID and Damage Deposit is received. All check in's are contactless, so the check in information will explain how to access the property. We ensure communication with the customer from the minute they confirm their booking through communicating with them for a damage deposit to answering any queries they may have. This successful communication makes the booking a lot more intermittent and this reflects in the reviews. We ensure that we have made contact and spoken with every guest. All of our apartments have WiFi, the details are within the check in information email and within the apartments are print outs of the WiFi details too.

All TV are smart TV's with the APPs, however, the guest will need to log into the APP's with their own information and log out before departure. Tea, Coffee and Sugar is provided in each apartment. We do not provide toiletries.

We set all your rates for you, this is something we monitor on a daily basis. We will set the rates based on the day of the week, certain months of the year and any events which are taking place in the town. However, some landlords also like to have

control of their rates, we will always advise from previous experience but will work alongside them and ensure they are set to their request. Blackpool is a seasonal destination therefore changing the rates to reflect the peak times is key to getting the maximum amount for a booking. We will provide you with an events calendar so you can also monitor the rates with us if you wish.

In regards to booking management, from the moment we get a booking come through to when the guests check in we manage the whole process. We ensure that deposits are taken to cover any damage costs, ensure that no double bookings are occurring, monitor the amount of bookings we have coming in to see if we need to alter the rates, organise the check-ins depending on the time of arrival and ensure the apartments are checked thoroughly before returning deposits.

We are constantly watching our calendar every day and manipulating the rates in order to get you the most occupancy.

There is always ongoing work in Blackpool to improve the town, this means there are always contractors coming from all across the country to stay whilst they are contracted here. We always approach this to get business contracts with apartments as this could get you a guaranteed 6 month booking. This is the same with events in Blackpool such as the dance shows, there are guests that can be staying for up to 2 weeks so we advertise to target these guests.

As well as the statement which will be provided by your channel manager we also give you monthly occupancy and rental spreadsheets. This allows you to clearly see when you took the most bookings, when the occupancy dropped, what you were getting on average per night each month and we can use these to help us continuously improve by seeing where bookings decrease and if we can improve this by adding deals or dropping the rates.

Before the property goes live we require all legal certificates are in place and up to date this includes, Gas Safety Cert, Electric Cert, Fire Cert and

EPCs, as well as insurance policies. We have qualified contractors to hand to carry these out if required.

We will assist the property owner in arranging for commercial bins to be placed at the property. The owner will pay a monthly fee for the weekly collection of the bins. The arrangement for the waste collection will be arranged via Blackpool Council.

### **Running 24 hours a day 7 days a week**

Here at Sasco we run a 24 hour phone line. Very different from other management companies, on top of our 09:00-17:00 office hours Monday - Sunday, we run an out of hours emergency phone line where anyone can call for assistance for emergency scenarios or any noise complaints about other guests which helps prevent bad reviews and we can make as many people enjoy their stay as much as possible. We pride ourselves in our effective communication to guests and this line is another way for any stakeholder to contact us if needed.

**Means by which contact details for a management agent can be displayed externally on the premises**

Management agent contact details will be made available to guests by way of a welcome pack. They will also be displayed in communal areas at the properties.

**Arrangements to discourage anti-social behaviour**

CCTV will be put in place around all communal areas and entrance halls. A security deposit will be held upon check-in, there will be clauses noted in the terms and conditions which gives the right for the management company to retain the deposit should guests cause any disruption. There is also a 24hr number given to guests to contact to report any Anti-Social behaviour. A member of the 24hr team will report to site immediately and will seek assistance from local Police if necessary.

Any excess noise reports, anti-social behaviour including verbal and physical abuse and any evidence of criminal damage will all result in the guest's security deposit being retained.

**Guests contact details and how this is stored**

Upon booking the guests are required to provide us with a proof of photographic identity. The details of these are securely saved on our system and retained. This information can be available and made accessible to the local authorities should they be required for identity confirmation purposes.

**Our Current Team Structure****Alexandra Cheston, Managing Director**

Alexandra is the Managing Director of Sascouk. Alexandra takes care of the whole entire operation of Sascouk Limited, Sascouk Linen Hire Limited, Sascouk Commercial Cleans Limited, Sascouk Interiors Limited and manages the teams that are in each business. Alexandra's main focus is communicating with new landlords bringing them on board and current landlords making sure everything runs smoothly. She also does all of the rent sheets and pays landlords each month. Alexandra has been working in Serviced Accommodation for the past 4 years and also has 2 years background in Residential Letting. Alexandra has done a social media course and takes care of the social media for Sasco. She takes care of paid ads on Instagram and Facebook using algorithms to market the Serviced Apartments and Packages to the correct audiences. She also takes care of the Web page and any direct enquiries we get from that. Alexandra also takes care of any innovative ideas she thinks for packages that Sasco provide which is another reason we get a lot of direct bookings due to our most popular packages the 'Birthday Package' & the 'Hen Party Package'. Alex's job description is forever ending as she lives and breathes Sasco. She is never off the clock and is always at your service from just a call. She would be more than happy to have a call with you to talk you through the depth of what she actually does as this page would go on forever!

**Mia Canham, Linen Manager**

Mia is the manager of Sascouk Linen Hire. Mia reports to Alexandra and she manages the day to day operation of Sascouk Linen Hire. She takes care of doing a stock take of our linen, ensuring we have enough for the changeovers for the

following week; ordering linen if needed. Mia also works closely with Lydia-May to ensure that the cleaners are filling out each linen sheet for each property they clean correctly. This is done daily to ensure no cleaners miss a sheet as it is crucial every piece of linen is accounted for so the landlords do not get charged incorrectly. Mia oversees Jonathan in his work of processing an invoice for each linen sheet which will then be taken off the rent sheets. Mia also manages the Linen Operative team ensuring they prepare all linen for properties and that both the clean linen is being delivered to the properties ready for the cleaners to put on and that the dirty linen is being collected from properties from the cleaners stripping it off after a guests stay.

### **Sarah Robertson, Cleaning Manager**

Sarah is the manager for the cleaning team here at SASCO. As we are rapidly growing leaving the effects of COVID-19 in the shadows, our cleaning team has also expanded to meet our ever-growing demand. Sarah creates a weekly cleaning rota which also accounts for any last minute bookings, cancellations or extra's like early check ins and late check outs to keep guests satisfied. Sarah conducts regular spot checks to ensure cleaner quality meets both yours and our standards and is responsible for the hiring of new cleaners and the management of our current cleaning team. Sarah also deals with any damages that might occur from a guest's stay; contacting them and charging them accordingly. On top of this she will also inform landlords of any wear and tear the SA will have overtime and will show these in the Whatsapp chat so that they are fully aware of any issues in the SA at all times. Sarah reports directly to Alexandra and ensures she is always up-to-date on her knowledge.

### **Amy Tudor, Office Manger**

Amy is the backbone of the customer's positive journey with SASCO when they confirm a booking. She ensures that there is effective communication with every customer either through her messaging customers directly or delegating the tasks to our receptionists. Included in this is sending the correct check in details to every guest. She ensures that damage deposits and any other additional charges or legal requirements (Photo ID) are on our system before the customer arrives at the SA. Amy also ensures that all landlord occupancy sheets are up-to-date with new bookings and cancellations and keeps on top of all WhatsApp groups to make sure that landlords are happy. Amy will also book in and manage any maintenance needed for SA's and ensure that all SA's have all legal requirements like fire certifications. Amy will also chase up guest reviews, notifying landlords of both positive and negative reviews and acting on negative ones accordingly. Amy reports directly to Alex and works closely with her to make sure all areas of the team are working to the high standards we expect.

### **Jonathan Hibberd, Finance Assistant**

Jonathan prepares all of the rent sheets for all SA's. With this, he creates every invoice from cleans and ensures that landlords are being charged the correct amounts and ensures that any extras are recorded on here as well. Jonathan creates any new occupancy sheets for new landlords and makes sure every past month is correct after calculations have been made on the rent sheets. He reports to Alexandra and also keeps a stock count of all consumables sent out to properties. Jonathan is forever bringing new and innovative ideas to the team, whilst ensuring all of our procedures and day to day running's are operated with the most time effective

solutions. He specialises in our excel spreadsheets, whilst generating the most appropriate algorithms for each spreadsheet that are used day to day by the Sasco team.

### **Maddy Heaton, Receptionist**

Maddy is our team's receptionist. Guided by Amy, Maddy helps to ensure that all guests are managed well to provide excellent customer satisfaction through communicating to them and providing correct check in details. Our receptionist will help maintain the occupancy sheets to be accurate and chase up customers who have stayed with us for any feedback and to see if they would like to leave a positive review on the portal they booked with us on.

### **Kenny Dyson, Linen Operative**

Kenny reports to Mia and ensures that linen is dropped to each property for when cleaners go into clean a property after a guest stay. Kenny plans an efficient route to go through the town daily and then collect dirty linen later in the day. They also prepare linen for properties needing them for the upcoming days.

### **Scott Mitchell, Chartered Accountant**

Scott is the accountant for all four companies, Sascouk Limited, Sascouk Linen Hire Limited, Sascouk Commercial Cleans Limited, Sascouk Interiors Limited. We outsource Scott and use Chartered Accountants to ensure everything is done correctly by the books.

### **Michael Vincent, Solicitor**

Michael is the solicitor for all four companies, Sascouk Limited, Sascouk Linen Hire Limited, Sascouk Commercial Cleans Limited, Sascouk Interiors Limited. We outsource Michael. His firm has more than fifty years combined experience in a wide range of areas of law and is on hand for anything we need and has never failed to provide an exceptional service.

### **Daniel Maycock, Contractor**

Daniel is our plumber and contractor for Sascouk Limited and Sascouk Interiors Limited. He is on call to do any maintenance jobs and calls outs we may need for our apartments and also helps set up furniture packs with his team. He is very reliable and loyal to Sasco and we appreciate him and make sure he is well looked after to ensure he is always there to help in case of an emergency.

### **Cleaning Team**

We have an ever-expanding cleaning team who grows as we bring in and manage more SA's who work 7 days a week under the management of Lydia-May. We all know we are nothing without our cleaners. They are essentially the face of our business and your properties. They are the first representation of your property when guests walk in and for that reason it is crucial they are treated well. They work efficiently and because of that you are nearly always left with extra money from your cleaning fee paid by the guests to contribute towards your linen. Sasco cleaners are a strong team of reliable, loyal people who are there at the drop of a hat for any last minute bookings and will always ensure they are done to a top standard with regular checks by the managing team.