



# Management Plan

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14<sup>th</sup> February 2024  
32a and 32b Waterloo Road  
Blackpool  
FY4 1AB

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## Introduction

This Management Plan has been drafted to accompany the planning application to introduce two Holiday Lets (32a and 32b) to the upper floors of 32/39 Waterloo Road, Blackpool.

## Marketing

The holiday is to be marketed towards professionals performing at or visiting local events, and tourists. The apartments will be to a luxurious standard and the lead guest will be a minimum of 18 years old.

The property is to be advertised through online portals (for example: AirBNB and Booking.com). Strict terms and conditions will be applied to the listing to ensure that it is not attractive to hen/stag parties and any kind of party booking will be prohibited. In the instance that the booking is made directly with the managing agent, the same terms will be applied.

Pets will not be allowed.

## Guest Communication and Managing Agent

- A plaque will be installed adjacent to the front door of the property advising contact information for the managing agent.
- Guests will be provided with the contact number of the managing agent directly as well as within the Guest Information Folder.
- Neighbours will be provided with the managing agents contact information to report any issues.
- The management agent will be on call 24/7 to answer any service calls or other issues that the guest might have.
- The managing agent will be able to advise on minor issues such as heating controls or general maintenance as well as major issues such as anti-social behaviour.

## Guest Contact Details

A secure list of guests names, address and contact information will be retained for a minimum of 12 months.

## Arrival and Departure of Guests

The managing agent will meet the guest on arrival where practical. If the guest is to arrive late, then a wall mounted lockbox will provide access to the property.

Guests will be provided with a Guest Information Folder on arrival detailing information about the property, re-iterating the terms of stay, and providing further information about tourism, transport, and Blackpool in general.

The Guest Information Folder will contain as a minimum:

- Managing agent contact details.
- Terms of stay.
- Travel and tourism information in the local area.
- Wi-Fi Information.
- Heating controls.
- Cleaning, service, and bin collection information.

## Cleaning, Waste and Services

A local cleaning company will attend the property between guests, replacing linen and carrying out a full clean. They will bag and remove waste and recycling off-site. If requested to do so by the guest, or as standard on stays of longer than several days, the cleaners will attend and service the property sooner.

Electrical items will be PAT tested annually and other requirements such as smoke alarm and gas boiler servicing will be carried out at the required intervals.

## Security

A security company with on-call services will be appointed to attend site if there is an issue such as a break-in or if the managing agent runs into any issues outside of their control. Similarly, if there are any fire alarms, the managing agent will be notified in order to respond immediately.

CCTV will be featured to the front door, the communal staircase, and the rear flat roofs both to monitor anti-social behaviour and to monitor the site from a security point of view, particular when the property is empty between guests.

## Anti-Social Behaviour

Guests will agree to the terms of stay, stipulating the expected behaviour of guests.

- It is expected that guests will be quiet from 10pm to 8am so as not to disturb neighbours.
- Parties are not allowed.
- CCTV will be positioned at the front door, the flat roofs to the rear, and all communal areas.
- A security deposit will be held upon check in, which will be retained should guests cause disruption or damage.
- If any anti-social behaviour does take place, it can be monitored (and escalated) via CCTV or reported via the contact number available on the front door. The managing agent will attend site, with security or police if necessary, to resolve the situation.
- Depending on the issue, it is likely that this will result in the guests being asked to leave immediately.