

Management Statement: Conversion Proposal for 238 Queens Parade

Vision

Our vision for 238 Queens Parade is to create a superb holiday property designed around the aspirations of family and business travellers, who are seeking high end accommodation in the Blackpool region.

We anticipate making 238 Queens Parade a destination venue, with a high level of repeat custom, year-round occupancy, and affluent guest list, due to the luxury and aspirational nature of the project. We want to create a light, airy, and spacious environment offering generous and beautiful self-catering accommodation for groups of guests, accommodating six to 16 guests with exclusive use of the property, while they check in to stay with us for periods of two nights to three weeks, while exploring the local area.

We will attract clientele who are looking to spend quality time together in the Blackpool area, enjoying the local leisure and tourism facilities, the views of the Irish Sea, and the cultural amenities on their doorstep. We anticipate guests will visit the promenade, Blackpool tower, illuminations, pleasure beach, local events, shows, piers, and use the tram lines, or accommodate those who are spending time in the region for conference and business travel.

We will achieve this with a complete refurbishment and redesign of the property. We propose to create an aspirational and luxury sense throughout the entire building, maximising the light and design of the original building with generous rooms and high class fittings. In particular, we will create a large storm porch, increase bedroom sizes from an average of 9m² to 18m², create a double height mezzanine dining area with an open-plan kitchen, add a library room and a champagne lounge with a vaulted ceiling, skylights, views of the Irish sea housing a collection of single pod chairs, all of which face towards the sea. Bathrooms will be completely redesigned throughout the property, to become spacious and glamorous, with high class worktops, stools, and vanity areas integral to the redesigned space. The entire property will be spacious, luxurious and aspirational.

Company and Personnel

Northern Nights Ltd has been trading since 2014 and was incorporated in January 2018. It is part of a portfolio of businesses owned by Sophie Macaskill and managed by Alan Bellwood. Both are local to the region, with Sophie living in Cleveleys and Alan in Blackpool. We have included a list of previous clients and testimonials in this proposal as an appendix.

Sophie Macaskill

Sophie is a professional landlord with considerable experience of renovation and management of accommodation. She has been an investor in the property market since 2001, and currently owns a high specification, well managed portfolio of properties, with a network of clients and contacts throughout the region. Her Manchester business, Loaf Living, has over 100 student tenants and three employees. She has four years' experience of running holiday accommodation. She has had a personal license for the sale of alcohol since 2017. She has been a member of the National Landlords Association since 2005, Federation for Small Business since 2012 and is a registered data protection officer for the ICO Register for GDPR compliance. She is also a member of the Government approved Tenancy Deposit Scheme. Her reputation has been built through high standards and a professional approach towards her stakeholders.

Alan Bellwood

Alan has a strong hospitality background, including working for the McCoy Brothers at the Tontine, a Michelin Star, and Egon Ronay, in a variety of front of house duties for over ten years. He has worked with Sophie since 2014. Prior to that, he worked with Marketing Manchester as part of the Commonwealth Games of 2002, ETOA, IGTLA, MIPIM, and the North West Tourism Awards Gala Dinner.

Bringing new tourist business to the area

We anticipate that, when refurbished and under our management, 238 Queens Parade will attract new clients and different demographics to the existing accommodation offerings available within Blackpool. This will result in new visitors to the area and help drive expansion in tourism business.

Our research suggests that there is plenty of local hotel and B&B accommodation, especially during the quiet months of the winter. However, we have uncovered a demand for self catering luxury accommodation, especially for large groups, who currently cannot always find quality rental properties, especially offering sea views.

Northern Nights is popular with the Chinese market, where families who are travelling to visit relatives in the UK often seek large self-catering houses for short term rental and spend large amounts of money on high class accommodation. We will use the automatic translation facilities available from AirBnB to ensure that booking from abroad is easy and we may employ a Mandarin speakers if this area grows. We have also sought advice from a Chinese Accommodation Advisor about how best to communicate with Chinese visitors and have included a Mandarin welcome notice in our properties to help expand our offering to this market.

We are also keen to drive showbusiness/theatre and media clients. These guests are especially attracted by the quality of fixtures and fittings which our properties are renowned for. We have had our properties used for photo shoots by magazines and hosted a variety of television performers in the past and we anticipate expanding this aspect of the business.

Conference travellers are a core part of our target market. We have considerable experience of providing accommodation for corporate clients. Our reputation with both organisers and delegates to conferences and training events will ensure that repeat business provides business generation in quieter times of the year.

We project that 238 Queens Parade will have a high level of occupancy, as our clients are likely to visit across the entire year. Our holiday business had an occupancy rate of 70% and we anticipate that the demand for these facilities will be strong, even in the winter months.

This target market are likely to be wealthy and spend high amounts of money during their visit to the region and discover the Bispham high street upon arrival, with it's desirable restaurants and growing cafe culture. They will be attracted to the area by the luxury accommodation and spend highly on a range of attractions, with the convenient travel connections.

Supporting local businesses and creating local employment opportunities

We will work with a network of local businesses to ensure that our properties are well managed and to encourage commerce in the region. We will also generate new jobs on a variety of family-friendly hours.

We will work with local florists to ensure that the property has a constant supply of fresh flowers in the reception areas. We will employ local security, building, and gardening professionals to help

manage the property on an outsourced basis. We will supply guests with details of local catering companies and restaurants to encourage them to sample local cuisine and spend money in the Blackpool Chamber of Commerce group.

We will also employ a team of cleaners and property hosts. We anticipate creating 5 jobs on part time basis to ensure that clients have a fantastic welcome to the property. We are looking to create a fabulous guest experience, so employees will be trained in ensuring excellent customer service which goes beyond the basics and emanates luxury.

Management of the property

In managing the property, we will pay especial attention to issues of noise, alcohol, and security. There are currently six to nine private parking spaces, thus providing plenty off-road parking for guests. The property is well networked, with a nearby tram and bus stop at Bispham, which is likely to be a major pull for many guests. London and international guests will be especially attracted by the transport links, with Euston train arriving in central Blackpool in sub three hours. We will further encourage the use of public transport through provision of information and signposting of services throughout the Fylde Coastline. Prior to arrival guests receive a full welcome pack (PDF in email format) from us full of information relating to their stay.

Upon check in, from 3pm on their arrival day, guests will be greeted and given an induction to show them how the heating, appliances, and technology work. We will use this encounter to establish expectations during their stay, as well as promote local restaurants and attractions through personal recommendation, based upon their preferences. We encourage guests to use the large storm porch to leave luggage, buggies and outdoor gear while we welcome them and prior to them choosing bedrooms. This allows us to welcome them in the beach room with less distractions. In the event of an early bag drop (or late bag collection), there is an allocated area for luggage on the ground floor in our large store cupboard. Tea, coffee and biscuits are ready for guests in the accommodation for their immediate needs upon arrival.

We will be renting high quality accommodation and require our guests to behave well within it. Guests with bad or neutral feedback from other AirBnB hosts will have their booking requests rejected. Guests with zero feedback will be politely quizzed prior to booking about the purpose of their trip and the members of the group, to ensure their expectations meet ours and the booking will go smoothly. We have found managing client expectations is of premier importance in establishing a positive guest experience. We also realise the importance of hands-on management and having a nose for trouble. This message of behaving respectfully is constantly reinforced, through initial advertisement on AirBnB, the welcome information received ahead of stay, our arrival text messages, our greeting at the property, the layouts and design of the building, We will enforce our good behaviour policies through CCTV in communal and entrance areas. We have a zero-tolerance policy towards drugs and illegal activities. We have a 24/7 phonenumber to troubleshoot issues.

Upon exiting the property 11am usually (or 12noon on Sundays and holiday days), guests are required to hang their three sets of keys to their wall location and we request that washing up is complete. Our cleaning team then enter to service the accommodation.

Booking will be predominately be done through the AirBnB system, which provides an excellent level of traceability and accountability. We have considerable experience of AirBnB, having been hosts on their system since 2014 with over 300 visitors and being awarded Super Host status. Staff will not be involved in any cash payments as this is done automatically and includes a deposit payment held against a payment card (thus enforcing good behaviour), a cleaning fee, and a service fee to AirBnB.

Prior to booking, we can also assess the reviews and feedback about proposed guests to ensure that their testimonials are attractive. As well as the standard AirBnB rules we will enforce our own additional house rules. Currently these include:

1. Parking in the allocated areas, careful not to block pathways
2. No additional overnight guests above number of guests booked
3. All guests are under supervision of the person who booked the accommodation
4. Always maintain house security, locking ground floor doors and close all windows and doors by 10pm
5. Respectful noise levels after 11pm inside and outside property
6. No smoking in the property, smoking in allocated outdoor zone only
7. No additional speakers or sound equipment on property
8. Zero tolerance on illegal drugs
9. Check out at 11am, or 12 noon on Sundays + bank holidays.
10. Treat the property respectfully

During their stay guests will be encouraged to recycle and we will do this through clear use of bins for the purpose. We have a high expectation for recycling within our business and will be passing this on to our guests. Our cleaning team will work to support the guests with recycling to ensure a high rate of success.

Appendices

Previous clients

- ITV, multiple stays for their iceskating cast (Dancing on Ice Professional Partners)
- Freddie's Flowers, booked for preparing flowers at conferences
- Musicians in Blood Brothers, stayed while performing in Manchester
- Knitting Magazine, rented accommodation for interesting photo shoots, based upon our unique design specification
- Co-operative Bank, booked accommodation for training new staff
- Chinese tourist board, booked our accommodation to run the Terracotta Army exhibit.
- Icelandic ladies rollerskating team, stayed with us while completing

Testimonials

Jon

Ideal location for our working project in the area Sophie is a great host with good communications The house is situated close (2 mins walk) to supermarkets pubs and takeaways There is everything we needed as a group in the house Would stay again when in the areaThanks Jon and the lads

Arnold

This is an amazing place to stay. the house is so great, closer to major things, very beautiful. we had a brilliant time at this house, you wont regret it

Alana

Sophie's place is fantastic. We were a group of 6 attending a conference and the house was very spacious and comfortable for all of us - the separate sink, shower and toilet made getting ready in the morning very easy.

Alex

We loved Sophie's place :) it felt warm and emanated love. Sophie was really easy, efficient, and great to communicate with. The interior design was especially nice, and well put together, making it a very nice space to enjoy with friends and family. The house was well stocked and very comfortable. We also enjoyed a few laughs with the neighbours. It was a very lovely experience, i would highly recommend, and would certainly stay again. Thank you Sophie :)

Frederik

very clean, Sophie was very friendly. Big house, lots of space to chill.

Jamie

Fantastic place to stay and a great host! Would highly recommend.

Ryan

Stayed here comfortably for 11 nights. Everything we ever needed was there. Sophie is lovely and made sure our needs were satisfied. Thank you.

Dave

Great place with everything you need at a fantastic location.

Jean-Carlos

Sophie's place was amazing love the house, very cozy! Reasonable price. She's also very quick to respond with text messages which is always good. Modern home.

Emma

Great place so comfy and spacious and light and in a top location

Elizabeth

Sophie's place was absolutely perfect for our group. Perfectly central to everything and the bus was really close if you wanted to go further. The apartment had everything to make our stay comfortable and all communication with Sophie was very easy if we did need anything. I definitely recommend this place.

Pamela

Perfect location, so central with restaurant, shops & station all within walking distance. Very comfortable and quiet apartment with plenty space to unwind in. Definitely recommend.

William

Great location and setup. Communication and local information excellent. Would recommend.

Paul

a great space to work from during the day with a couple of colleagues. From details like freshly cut flowers to the milk in the fridge the place had a real boutique hotel feel. amazing bath tub and separate shower in the main bathroom. Great place and Sophie was very responsive and helpful. i wouldn't look elsewhere in manchester - bed was very comfortable too so all the essential boxes ticked, which is a rare thing.

Kate

Fantastic stay - we stayed here for a group business trip and would definitely recomend staying here. Hope to stay again in the future!

Jan

Great space for 7 adults and 2 children. The place was well kept with all the essential item. Great view. The children loves and room and also the tidbits provided.

Eloise

Stylish spacious clean home. Wonderful host and private place to stay. Really overall enjoyed it and will definatly stay again.

Mieke

It was our second time here, and again we loved it very much! Great location, wonderful penthouse and a magnificent host. Thanks Sophie!

Jo

This place is perfect - great location and looks as good as the pictures. What you can't see in the pictures is how well equipped it is - several hair dryers, plenty of towels, pillows etc, usb chargers, i-docks. If we needed it, it was there. And it really is beautiful, so stylish and spacious- the fresh flowers and welcome prosecco made our trip feel so luxurious. I can't recommend enough.