

The Tournerbury Woods Estate Office

From: John at The Irish Cottages [john@theirishcottages.com]
Sent: 24 November 2010 08:03
To: christopher@monkeypuzzleribs.com
Subject: Premier Membership Enquiry - Woods Cottage
Attachments: 2011 Membership T&C's.pdf; Why Join Premier Cottages.pdf; What will it Cost_v2.pdf; Woods Cottage.xls

Premier Cottages

The outstanding collection of independent and award winning 4 & 5 Star self-catering luxury holiday cottages and apartments in the UK, Ireland & The Channel Islands

Dear Christopher

Thank you for your interest in Premier Cottages and your enquiry about membership. Below and in the attachments we set out the benefits of membership and the costs of membership.

Our 2011 brochure was released in October and recruitment of new members is ongoing for our 2012 brochure. We are a brochure based business with an excellent web site and it is not possible to advertise on our web site alone. Our 2011 brochure is on its way to you so that you may see the type and quality of the properties that we already have within the group. If you would like an additional copy of our brochure please request one from the brochure request tab on our web site www.premiercottages.co.uk. Businesses signed up for 2012, with the requisite Tourist Board grading in place, will have the opportunity to advertise on our 2011 website and will have access to the benefits available to the 2011 membership. Advertising on our website in advance of advertising in our 2012 brochure requires payment of the deposit for our 2012 brochure and website advertising plus an additional website only advertising payment of £280 plus VAT for the period from April 2011 until October 2011.

Premier Cottages is a non-profit making organisation that is owned by its members. The Directors are drawn from those members who wish to contribute and they receive no remuneration, only expenses. It is important that new members appreciate this distinction, that in joining Premier Cottages, you are joining a Marketing Co-Operative - you are not merely taking out an advert. As illustrated in our Membership Charter you should appreciate that in joining Premier Cottages there are obligations as well as rights. The obligations however, which are formulated for the benefit of the group, are not onerous, and our members meet them without any problem.

Premier Cottages is simply the best way possible to market cottages yourself; if you have a good product then why let an agent let it? Many businesses relying on an agent only consider the amount of commission that they pay the agent, they do not consider the rental price suppression that agents practice, as this can equal or exceed the cost of the commission. Agencies increasingly find it difficult to justify what they charge and results are often very disappointing. If you aim to let the properties yourself then it is quite difficult to know where you would start; Tourist Board magazines are increasingly ineffectual and national advertising is prohibitively expensive, often with little result.

EVIDENCE BASE No:

0132

The foundation of our co-operative marketing approach is the Premier Cottages master database, of over 145,000 customers who have stayed in a Premier Cottage in the last 3 years, compiled from individual

member's guest data. This requirement of members to supply annually, the names, postal and email addresses of guests who have stayed with them is then used to market Premier Cottages to the benefit of the whole membership. We are fully data compliant and data registered, so there are no Data Protection issues; as a member of Premier Cottages, the marketing the Board undertakes on your behalf is deemed to be marketing for your individual business. The database is refreshed and checked regularly to ensure that it is up to date and this direct marketing process drives customers to the web site and to our member's properties

The Premier Cottages brand has become synonymous with quality and service, and as a member ALL the cottages or self catering properties, that you own or promote in the UK, Islands or Channel Islands must be 5* or high 4* graded in the National Tourist Board Scheme. In recruitment we look for high 4* businesses, as a minimum requirement and owners that are in sympathy with the co-operative aims of Premier Cottages, as these are the businesses and members, that flourish and help grow Premier. All members must advertise their entire UK and Ireland holiday properties portfolio with Premier Cottages on becoming a member. On joining, we require all new members to attend our annual conference in their first year - held in October of each year and an excellent opportunity to meet our members and understand how we operate

Our web site www.premiercottages.co.uk is a good marketing tool and your membership includes your brochure entry and web site entry, with a link to your own web site and mail box. The all year round 'Availability' system, used by the majority of site visitors to find their holiday cottage, is updated by members or automatically, by their third party availability supplier, via our dedicated Owner's site. This site also features important industry news and helpful information. You will also have access to a variety of other member benefits, PR support and the reassurance of joining a proactive and supportive group.

The price list for 2012, which includes entry into the brochure and the 2012 web site, may initially surprise you with the cost of joining, especially when you look at the various other cheaper options available, BUT the reason that businesses maintain their membership year after year is that it really works for them. Our charging mechanism is designed to be egalitarian, the larger businesses paying proportionally more, based on the number of cottages and the number of beds the business has. We require that each member registers and pays the appropriate fee for every self catering property that they own, or is in their control. This helps to ensure that each member makes an equitable contribution to the co-operative group, based on the size of their business and their proportional possible benefit.

After reading this information and considering membership, please send me an email to let me know if you would like us to take your interest any further. The step after that will be to arrange for your Enjoy England Quality in Tourism Grading and a Premier Cottages Rep meeting at the property. Hampshire is an area where we are keen to recruit new members. I look forward to hearing from you.

Yours sincerely

John Lowry
Recruitment Director
Premier Cottages Ltd

T: 07752 159254

E: john.lowry@premiercottages.co.uk

W: www.premiercottages.co.uk

Registration No: 5173245.

Registered Office: C/o David Booker & Co, 98 Trippet Lane, Sheffield, S1 4EL

EVIDENCE BASE No:

0133

The Tournerbury Woods Estate Office

From: Premier Cottages Admin [admin@premiercottages.co.uk]
Sent: 08 July 2011 12:01
To: christopher@monkeypuzzleribs.com
Subject: Welcome to Premier Cottages
Attachments: Premier Cottages Ltd Articles of Association _post AGM 2009_.pdf; Data Protection Premier Cottages.pdf; Terms and Conditions April 2011.pdf

Dear Christopher

Thank you for deciding to join Premier Cottages ! The first thing we need to do is to create an order for you.

In order to create your order for Premier Cottages you must

1. Select which brochure layout you require and whether you require the translation option. Please use the links below to help you make your choices. You will need to make a note of the code for the layout eg DP1 or HP2 or SP1 etc

<http://members.mypremiercottages.co.uk/Managed/Content/file/SupportNotes/Publishing/2012PremierLayoutOptions.pdf>

<http://members.mypremiercottages.co.uk/Managed/Content/file/SupportNotes/Publishing/PremierCottage%20Internationalisation2011.pdf>

2. Read the legal documents associated with joining Premier Cottages .

To view the legal documents please either use the attached documents or go to

www.mypremiercottages.co.uk. Go to "Membership". Go to "Legal". You will find the Terms and Conditions, PCL Articles of Association and Data Protection Issues.

Your login details are as follows :

Username : christopher@monkeypuzzleribs.com

Password : Snell

(You will be able to change your password once you have logged in)

Once you have made your choices and read the three legal documents please contact me so that we can create your order. This will necessitate a 10 - 15 minute telephone appointment where you can have access to the www.mypremiercottages.co.uk website. (Please note you will be required to add your brochure choice and translation option. You will also need to tick the boxes to say that you have read and agree to the three legal documents for joining Premier Cottages.

You will need to make a payment in full (which can be done by BACS, cheque or Worldpay)

The next stage is for you to set up your details for the brochure and the webpage. This will require another telephone training appointment. It usually takes between 30 mins - 1 hour. We will set up a mutually convenient time to carry this out as soon as your order has been set up. (We can create your order and carry out the training on how to use the system in one phone call if it is easier)

Please send your grading certificate to :

Premier Cottages
c/o Spark Data Systems
Quayside
40 - 58 Hotwells Road

EVIDENCE BASE No:

0134

Bristol
BS8 4UQ

I look forward to hearing from you soon and would like you to know that we are here to support you in getting you set up with Premier Cottages. We are aware that you will be under a bit of pressure to get your brochure entry completed by 22nd July but that the process should be more straight forward than it may sound!

Kind Regards

Jackie

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Jackie Davies, Tom Marshall and Jane Morelli
The Administration Team, Premier Cottages Ltd
Telephone contact 0845 1400220

Phones manned Mon - Fri 10 am to 2 pm, please leave a pleasant message or

Email admin@premiercottages.co.uk which is manned for more extensive hours

Please quote your Membership ID as this will speed the response.

EVIDENCE BASE No:

0135