

The background features a dark blue gradient with silhouettes of buildings on the left and mountains on the right. The main title is centered in a white box.

SHORT TERM LETS LICENSING SCHEME

TOOLKIT

BACKGROUND

A new licensing scheme applies across Scotland from 1 October 2022, which will require all hosts of short-term lets to obtain a licence from their local council. All new hosts are legally required to apply for a licence before accepting bookings and welcoming guests. Existing hosts (those that have operated prior to 1 October 2022) have until 1 April 2023 to apply for a licence.

To raise awareness of the new legislation and inform hosts of their requirements, the Scottish Government is running a communications campaign. This will include advertising on digital and social media channels, as well as a new website **gov.scot/shorttermlets**, which will allow hosts to check if they need to apply for a licence and if applicable, they can be directed to the relevant local council website to find out more information and to make an application

The campaign will take a phased approach, with the first burst of activity taking place from 1 October 2022 to coincide with the licensing scheme starting and the second phase of the campaign will take place in March 2023, ahead of the application deadline (for existing hosts) of 1 April 2023.

This toolkit shares an overview of the new licensing scheme and what it means for hosts, providing communication materials, which you can share with your audiences.

For information about the licensing scheme and how to apply, visit **gov.scot/shorttermlets**

CAMPAIGN KEY MESSAGING

- From 1 October 2022, new hosts of short-term lets are legally required to obtain a licence from their local authority before accepting bookings and hosting guests.
- Hosts of short-term lets that have operated prior to 1 October 2022 (existing hosts) have until 1 April 2023 to apply for a licence and can continue operating until their application has been determined.
- The new licensing scheme will require all hosts to meet a set of mandatory conditions, some of which are already best practice within the sector and/or required by existing legislation.
- Examples of mandatory licence conditions include: displaying an EPC rating on adverts and listings (where applicable), ensuring there is valid buildings and public liability insurance in place for the accommodation, arranging an electrical safety inspection and completing a legionella risk assessment.
- Local authorities will charge hosts a fee for a licence application. The fee amount will vary across local authorities, and is likely to be based on property size and the type of let.
- The different types of short-term lets are: home-sharing (i.e. letting a room in your home out, B&Bs and guest houses), home letting (letting your home out while you are not there i.e. on holiday) and secondary letting (the let of entire premises i.e. Airbnb or full-time, self-catering properties).
- The new law introduces mandatory standards for all short-term lets across Scotland. This reinforces the positive reputation of Scottish tourism and hospitality and confidence amongst visitors and local communities.
- The new licence is a legal obligation for all hosts, even if they occasionally let out a spare room or sub-let while on holiday for example.
- Hosts will be able to find out information on specific licensing requirements, including fees, additional conditions and the application process from the relevant local authority website within the area that their short-term let is located.

More information about the new licensing requirements can be found at [gov.scot/shorttermlets](https://www.gov.scot/shorttermlets)

KEY STATS

There are an estimated
30-40,000
short-term lets across Scotland

The tourism sector makes a significant contribution to the Scottish economy. In 2019, there were around

17.3 MILLION
overnight visitors to Scotland, spending £5.7 billion. The sector generated in the region of

£4.1 BILLION
in Gross Value Added in 2018. Prior to COVID-19, the sector employed 229,000 people or around 1 in 11 jobs across Scotland, and was a major employer in many rural areas.

HOW YOU CAN SUPPORT

We hope you can help promote the new licensing scheme, highlighting the key messages to hosts and directing your audience to gov.scot/shorttermlets for more information.

You can help support the campaign in the following ways:

Sharing relevant content across your social platforms, including

-  **Twitter**
-  **Instagram**
-  **Facebook**
-  **LinkedIn**



We have provided suggested social copy in this toolkit to help. You can also retweet or reshare content from the Scottish Government channels if you prefer, such as Scottish Government or Scot Gov Fairer.



Sharing printed materials at events or within your premises using assets linked towards the end of this toolkit.



Sending an e-newsletter to your community on the new licensing scheme, including key messages and assets from the campaign.

SUGGESTED SOCIAL MEDIA COPY

Please find suggested social media posts below and feel free to share content from the Scottish Government's social media channels linked below:

Facebook: @FairerScotland
Twitter: @scotgovfairer
Instagram: @scotgov
LinkedIn: The Scottish Government



The new licensing scheme for short-term lets is now open. If you are a host of a short-term let in Scotland, you can now apply for a licence. All existing hosts must apply by 1 April 2023 and all new hosts must obtain a licence before they can accept bookings and welcome guests. The new licence is a legal obligation for all hosts, even if you occasionally let out a spare room or sub-let while on holiday

Check out further information, if you are applicable for a licence and how to apply here - gov.scot/shorttermlets



Are you a host of a short-term let in Scotland? Applications are now open for the new licensing scheme. For more info see: gov.scot/shorttermlets



Have you applied for your short-term let licence?

If you are a new host, you must apply for a licence before accepting any bookings and welcoming guests. If you are an existing host, you have until 1 April 2023 to apply. The new licence is a legal obligation for all hosts.

Check out further information, if you are applicable for a licence and how to apply here - gov.scot/shorttermlets

CAMPAIGN ASSETS

To help promote the campaign, we have created a digital toolkit of assets, which can be accessed here

SOCIAL ASSETS

ANIMATIONS



The background features dark blue silhouettes of various buildings on the left and mountains on the right, set against a light blue gradient background. A dark blue triangle above the main text resembles a roof.

GET IN TOUCH

We would be very grateful for your support on the campaign and we are happy to discuss any collaboration ideas. For more information, please contact

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or visit **gov.scot/shorttermlets**