Straight Up Stays

FOR JOURNALISTS AND EDITORS

Press kit.

COMPANY
Straight Up Stays

SPOKESPERSON
Leo Simpson, founder

TELEPHONE
01271 447054



WHO WE ARE

Holiday lets, booked.

A family-run holiday-let and Airbnb management company for UK owners. Booked, not just managed.

What we do	Run holiday lets from end to end for owners: marketing, listings, pricing, guests, cleaning and statements.
Specialities	Direct bookings, and mid-term stays of a month or more for contractors, work crews and people relocating.
Where	Owners across the UK, with cover from our central team and vetted local professional cleaning companies.
Guest rating	4.85★ overall across our listings.
Published	Plain-English guides for owners, each sourced and dated, and free tools at straightupstays.com/tools/.



Leo Simpson

Leo has specialised in UK holiday lets since 2020. He started out building websites and marketing for holiday lets, went on to train more than 300 hosts, and now runs the whole operation for owners through Straight Up Stays.

FREE TO QUOTE

Second homes, by council.

We joined two government releases into one list: whether each of England's 296 councils charges the second home premium, how many homes it covers, and what it adds to the bill.

Every council's figures, and a spreadsheet, are at **straightupstays.com/tools/second-home-council-tax/**. Please credit Straight Up Stays and link to the page.

176,365

of 260,446 recorded second homes charged the premium (170,299 in 2025)

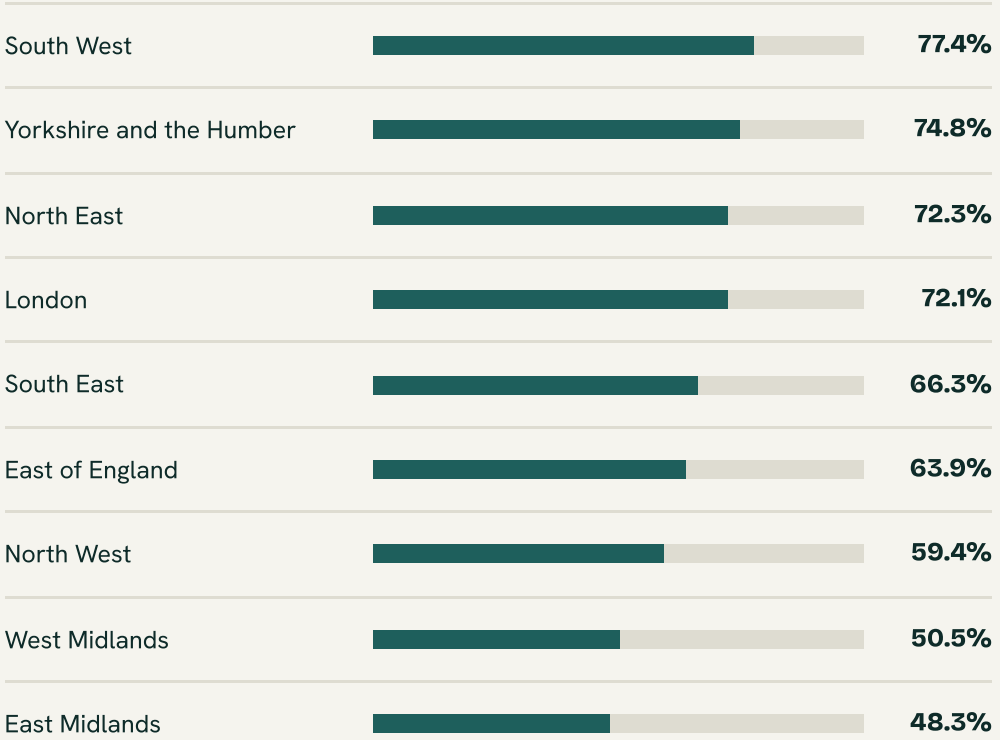
246 of 296

councils charging it in 2026-27, up from 211

£405 million

a year in extra council tax, our estimate

SHARE OF SECOND HOMES CHARGED, BY REGION



Source: MHCLG, Council Taxbase 2026 (position at 5 October 2026, published 18 November 2026) and Council Tax levels 2026 to 2027. Contains public sector information licensed under the Open Government Licence v3.0. The £ total is Straight Up Stays' estimate: homes charged the premium in each band, multiplied by that band's 2026-27 bill for two adults. The next MHCLG count is expected in autumn 2027.

WHAT LEO CAN TALK ABOUT

We're a phone call away.

AI and the end of the search box
Guests now ask ChatGPT where to stay. What that changes for small businesses.

Breaking up with the booking sites
Why hosts want guests of their own, and how they win them.

The empty-winter problem
Homes full in August, empty in November, and who will book them.

The squeeze on second homes
Double council tax, a national register and what owners decide.

The holiday-let boom is over. Now what?
More homes, the same guests, higher costs: who still fills.

What British holidaymakers want now
Dogs, desks, short breaks, long stays and holidays closer to home.

Running a small business like a big one
Software, automation and AI in a small family team.

From marketer to host
What changes when you stop advising hosts and run the homes.

TELEPHONE
01271 447054

EMAIL
leo@straightupstays.com

PRESS PAGE **straightupstays.com/press/**

