

Tuesday 12th May 2020

Owner Update-Covid 19.

Dear Customer,

The last few weeks have been extremely difficult for many businesses across many sectors. Sunnysands Holiday Parks have found themselves in deeply unfamiliar territory, trying to manage a situation that is forever changing. During this time our primary focus has been the health, safety and well-being of all owners, holiday makers and team members whilst following all guidance and instruction provided by the U.K. and Welsh Governments.

On the 23rd of March 2020 we were instructed by UK Government to close all parks. A number of team members have remained in work in order to ensure the security, maintenance, infrastructure and administration of our sites are maintained. This included calls to and from customers to see if they required their caravans being disconnected and electric, gas turned off.

From Monday 11th May the Welsh Government have extended the lockdown for another three weeks. This means there is no change to our position nor our ability to re-open the parks. The UK Government have made slight adjustments to their lockdown measures for England but Wales is holding to the 'Stay at Home' rule.

So to clarify to all our loyal customers, we are sorry but we are still closed and you are unfortunately still unable to visit the Parks and Wales as a whole until the Welsh Government lifts the restrictions.

There are many costs which the company bears during the course of any given year, most of which are fixed or on contract term commitments which therefore cannot simply be cancelled due to the current circumstances.

We have a number of revenue streams which contribute to such costs such as site fees, electricity, water, rates, refuse disposal.

With regards to site fees, it must be stressed that this charge is to part cover a number of costs and services which are provided at park level and head office. They are not based or dependent on usage.

We have had many enquiries from our caravan owners asking if there will be refunds, credit or any reimbursements as you have not been able to use your caravans.

Whilst it must be recognised that Sunnysands Holiday Parks are not under any legal obligation to reimburse site fees we would never treat our customers with such contempt.

The company has operated over 57 years as an independent family owned business and part of this is down to your loyalty and our commitment year on year to you.

It is because of this Sunnysands Holiday Park is now waiting until the lockdown is over and the parks are reopened to make a fully informed, and rounded decision as to how we can best proceed with a decision regarding the site fees for 2020. There are many factors and many different scenarios which need to be considered and also the decision needs to reflect our customers needs and expectations as well as the company's ability to offer the same great service as before. Until the parks reopen we cannot make assumptions as to how much of the season and to what extent it will be affected, and for this reason we will wait for the parks to reopen.

That said, we do want to announce we are committing to a group wide decision that 2021 site fees will remain the same as 2020. We feel this will be agreeable to all and we hope this can help you plan ahead for 2021.

Our intention is not to try and re-coup income from our loyal owners but instead to ease the financial burden on you as previously mentioned.

If you have concerns about making payments for your site fees, or if you are paying by Premium Credit and are struggling at the moment to make these payments due to changes in your work situations, then we would like to stress to you to please get in touch with us. We understand this is a difficult time for all of us and we must work together to get through it. We are here to help.

Finally we would like to take this opportunity to thank our owners for their patience, understanding and compassion. You are all valued members of the Sunnysands family and we very much look forward to seeing everyone as soon as the Government permissions allow.

In the meantime please stay safe, stay at home and save lives.

Wishing you all the best of health.

Sunnysands Holiday Parks.