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27th September 2012

Bay View Caravan Owner's Association

Dear Phil,
Recognition of the Committee

This letter will not come as a surprise to the Committee after its meeting with NACO on the 13th September 2012. James McConnell did communicate with your Chairman prior to that meeting asking him to call before the meeting so that our position could be explained. He did not receive a call back. James McConnell had outlined our position to representatives of NACO before your meeting with a request that it be passed on to you.

It is with regret that I write to inform the Committee that, in line with James McConnell's letter of 8th August 2012, we are withdrawing, with immediate effect, our recognition of the Owners Association ("OA") and accordingly we will no longer deal with the OA as a body or the Committee.

I have laid out our reasons below:

1. For the 2012 season, in excess of 51% of our customers paid their fees at the level requested by the company, rather than the figures suggested to them by the Committee. Therefore, by definition, the Committee's view no longer represents that of a majority of the owners at the park.
2. As the Committee is only too well aware, the licence we have worked diligently on is unquestionably the best in the industry for protecting the rights and interests of caravan owners. Furthermore, NACO agrees with us in this regard.
3. We completely understood the need for the Owners Association while the park was under the stewardship of Swanage Town Council. Since we acquired the park, we have worked tirelessly and fairly to provide a licence that is the best in the industry. We consider this goal has now been achieved.

4. The repeated publication of inaccurate and misleading information by the OA has only served to exacerbate and prolong the debate between us and the owners. The most obvious example has been how my offer to Rosemary Burbridge of the £150 credit for this year (against an inherited problem with regard to amenities) has been misrepresented as a reduction in the core fee. This characterisation would, of course, have had ramifications going forward for future years' site fees.

For the avoidance of doubt, we chose to recognise the OA in order to expedite resolution of the issues raised by the OA. Our recognition of the OA was voluntary and at no time did we suggest that this recognition was irrevocable. Accordingly, we are entitled to cease to recognise the OA at any time and for any reason.

Next steps

For the avoidance of doubt, the team at Swanage Bay View have our full support. We are very happy for NACO to work with us in terms of completing the revised licence. We plan to upload a new version of the current draft licence on the www.sbownerinfo.co.uk website so that owners can make an informed decision as to whether they wish to take advantage of this licence for the 2013 season.

We are very happy to meet with a group of owners to discuss social matters such as entertaining and, we are very willing, to discuss any matters that caravan owners may have with regard to other matters, including their licences, on a one-to-one basis.

Yours sincerely,

A handwritten signature in dark ink, appearing to read 'Anthony Esse', with a long, sweeping horizontal stroke extending to the right.

Anthony Esse
Chief Executive