

Dear Members

22nd April 2020

Further to the update which has been provided previously on the postponement of the Club's AGM, I am writing to provide a further update on the situation with respect to the coronavirus and the actions that we are taking as a Committee.

At the time of writing this letter, the Resort is currently closed, and we do not have a clear view of when it may re-open. One of the difficulties in writing to you is the speed and frequency of developments in the last few weeks which make it very difficult to predict what might happen in the next few weeks and beyond.

It is perhaps a good time to remind ourselves that one of the key things that differentiates our Resort from many timeshare operations is that it is collectively owned by us all as members of The Lakelands Owners Club. Our primary purpose is to ensure that we can continue to provide accommodation to our members and we will always put the interests of the Club and our members as a whole, at the forefront of any decisions we take as a Committee.

Your Committee is under no illusions as to the scale of the challenge which we now face but we are determined that the tragedy of the coronavirus outbreak should not undo all that we have achieved over the years.

Obviously, we are taking action to minimise the on-site costs until the current situation is resolved but the Club has a number of fixed costs which still need to be met. Whilst expenditure is being reduced during the closure, the Resort is being well maintained and will be in prime condition and ready to welcome owners back when travel restrictions are lifted. We are hopeful that any cost savings made will be used to subsidise the cost of the necessary repairs to the leisure centre, thus reducing the overall burden on members. We are still trying to progress the costing stage of this, but clearly the current situation is causing a delay to the whole process with so many contractors either not working or working with a very much-reduced workforce.

The Committee is very sympathetic to those owners who have been (and will be) unable to occupy their weeks and will keep this matter under review. However, I am not able to soften the unavoidable message that maintenance fees on members' weeks will need to be paid in full whether members are able to occupy those weeks or not. We are all having to make difficult decisions to navigate these uncharted waters and ensure that the Club can continue to offer wonderful holidays when we come through this global emergency.

I understand this may be a difficult message for some owners and your Committee is fully cognisant of the challenges which members are facing, particularly those with holidays planned for the next few months and those who may be suffering a reduction in income as a result of the current situation.

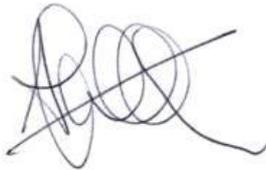
Resort Solutions have therefore set out some of the ways in which we, as a Committee, are trying to help. This guidance has been posted on the News section of the Resort Solutions website and I would encourage members to familiarise themselves with it. Any further updates will also be posted on the Resort Solutions website and members should check the news section for updates on a regular basis.

The Resort Solutions office is currently closed and unable to take telephone calls, albeit staff members are working from home and dealing with email enquiries as quickly as possible. Enquiries should be addressed to admin@resort-solutions.co.uk. The level of enquiries is very high, and staff are focusing on dealing with queries from members with travel dates within the next 14 days. However, they are also able to take new bookings for occupancy later this year and into 2021.

This update will be sent to Lakelands members by email and will also be placed in the news section of the Resort Solutions website. The system we currently use for email communication is primarily for marketing purposes and will therefore not send emails to members who have previously ticked a preference for no marketing emails. In addition, it will not send emails to those members who have previously not opened or interacted with emails sent to them. Accordingly, we know that a percentage of our members will not receive this communication. Could I therefore ask that the members who do receive this email, share it with their friends within the Club to ensure it reaches as wide an audience as possible.

In the meantime, I hope you stay safe, fit and healthy in these difficult times.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Andrew Whitley', with a long horizontal stroke extending to the right.

Andrew Whitley

Chairman, The Lakelands Owners Club.