

RECEIVED 22 DEC 2014

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18 December 2014

Mr John Tomalin
HM Deputy Coroner for the county of Devon
Exeter and Greater Devon Coroner's Office
Room 226
Devon County Hall
Topsham Road
Exeter
EX2 4QD

Dear Sir,

Rebecca Jodie CURTIS-SMALL Deceased – DOD 31.12.2013
Regulation 28 Report

We refer to your letter dated 4 November addressed to Parkdean Holidays – Ruda Holiday Park Ltd enclosing the Regulation 28 Report.

Parkdean Holiday Parks Limited is the owner and operator of Ruda Holiday Park and the beach at Croyde, North Devon. We take our responsibilities as the owner of the beach extremely seriously and we take all reasonably practical steps to ensure the safety of beach users.

We note the two matters of concern listed in the Regulation 28 Report. The signage that is displayed at Croyde Beach has been designed and erected in agreement with the RNLI and these signs are consistent with signage and information that is provided at several beaches in the North Devon area and elsewhere in England. The signs clearly state whether a lifeguard is on duty at the beach (as this varies depending on the time of year) and identifies the dangers of rip tides, offshore winds, rocks and sudden drops in sea floor. The advice provided by the RNLI relates to the content and layout of the signs and also the number and location of signs erected at the beach. Large safety and information signs are prominently displayed on each of the five access points to Croyde Beach and the exact location of these signs was discussed with the RNLI at the time the signs were erected (which pre-dates 31.12.2013).

In light of the advice previously provided by the RNLI Parkdean Holidays considers the signage in place is appropriate and sufficient to provide relevant safety information to beach users. However, the company is very willing to discuss the matter further with the RNLI and act upon any recommendations which may be suggested, if any. Parkdean Holidays recognises the importance of ensuring any signage displayed is as clear and user-friendly as possible and is consistent with similar information provided at other beaches in the local area.

We trust that we have provided a substantive response to the points raised in the report. If you require further information please contact us on 0191 256 0707.

Yours faithfully,

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Solicitor
Legal & Corporate Services Director