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25th June 2021

Hi there

Everyone at Simply Play is looking forward to the easing of restrictions and getting back to more normal over the summer.

With this in mind we are delighted to announce our intention to resume normal service and reopen all of our sites when the schools return in August, **but we cannot do this without you.**

As you know, our recent consolidation plan was about “survival mode” – to ensure that we could survive the severe downturn in demand due to restrictions and home working. I am delighted to confirm that this has worked and we thank you for your support and understanding during this time.

We are getting ready to restart all of your local services and we now need your bookings, for the new term in August, to ensure that each site remains sustainable.

It is essential that you place your August bookings now to enable us to assess demand for each venue, otherwise we will have no alternative but to permanently close some sites if there is not enough demand. **Waiting is not an option, as it will be too late – we need you to commit now to ensure the continuation of your local service.**

Please make your contract booking online before midnight on 25th July, to give us time to assess demand and make plans for the new term starting in August.

We are all excited to be getting back to normality and to welcoming all of the children, old and new, to give them great play opportunities and start making new memories.

Our best wishes

Raymond Branton
CEO

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