

Dee4Life proposal submitted to John Nelms, May 2023

Dear John,

We would like to start by congratulating everyone at Dundee FC for winning the Scottish Championship. The match at Ochilview will live long in the memories of all DFC supporters.

The Dee4Life Board have been keen to share the proposal below for some time but took the decision to wait until the season was completed before doing so.

Now, with it successfully concluded, we are pleased to share our vision for a positive partnership between DFC and Dee4Life. We were also encouraged to learn at last week's meeting between Greg Fenton and Kenny Valentine that you too are working on a proposal to agree how we can work together for the benefit of all.

Over the past five months we believe that significant progress has been made towards repairing the relationship between Dee4Life and the club and we strongly believe we are now able to look to the future rather than dwell on the past.

To this end, our board would like to articulate how we envisage a respectful partnership between Dee4Life and the club board working to the benefit of Dundee and its supporters.

1. Trust aims and positions

We aim to foster positive interaction with the club and wider community, with the goal of Dundee being successful on the park and financially secure off it.

Our primary objectives are to:

1. represent the views of supporters
2. grow the club's fanbase
3. support the club's development

We want to work alongside the club and financially support projects relating to aims 2 and 3, but for us to be able to commit to this an appropriate platform must be agreed for supporters' views to be raised, respected and reflected in decision making by those running the club.

For the avoidance of doubt, we:

- support the continuation of the club's present ownership but believe there is significant opportunity for much greater engagement and communication with the Dundee support to the benefit of the club.

- support the proposed Camperdown development in principle, but believe unanswered questions around ground sharing, stadium ownership, long-term rent affordability, the apparent lack of a Plan B and other risks facing the club need to be addressed.

2. Customer Charter

Dundee FC's Customer Charter specifically pledges to:

"...consult with supporters on a regular basis through representation by two elected supporters' representatives on the club's main board, Q&A sessions open to all supporters may be organised and regular information disseminated via Official Club website and match day magazine. The club will publicise its position on major policy issues in a concise format in the Match Day Magazine, Official Website and through press releases. The Club will give the earliest possible notice where changes are made to club policies. This will of course have been preceded by Board discussion and decision which will involve supporter's representatives including the SLO."

The board of Dee4Life is looking only for these pledges to be upheld.

3. What Dee4Life can do for the club

Subject to resources, we believe that the Trust can help the club in several ways, including:

- Acting as a fundraising vehicle for the club as part of a mutually respectful relationship, with an annual commitment to generating specific sums within the Trust's rules.
- Collaborating on projects designed to aid the club's development and improve the supporter experience.
- Providing financial and personnel support for community events, the Junior Dark Blues organisation and other activities.
- Working with the club to resolve issues as well as raising them.
- Lobbying politicians, policy makers, funders and other organisations on behalf of the club where appropriate.
- Driving support for the 1893 Foundation, Dee Promotions, season ticket sales etc.
- Acting as a bridge to the expertise of the fanbase, carrying out market research, generating ideas for the club's development and trialling new initiatives.

Dee4Life accepts that fan representation does not mean that the club board will automatically adopt their preferred course of action.

Similarly, we are fully aware of directors' fiduciary duty and the need for commercial confidentiality in some areas.

4. What we wish to secure for our members

Dee4Life's origins lie in the financially ruinous stewardship of former owners of the club and so we would be negligent if we failed to provide oversight of the club's activities, finances and plans.

Our representatives will add value when included and engaged with. Diversity of opinion is positive and dissenting voices, when expressed appropriately, should be respected.

As such, we call for:

- Restoration of Dee4Life's entitlement to the club board
- Regular, scheduled meetings between all supporters' groups/stakeholders and the club Managing Director and General Manager
- Regular communications from the board addressing issues of concern to fans
- Questions around the proposed new stadium development to be answered
- The reintroduction of the club's AGM, or other public forum similar to the Q&A sessions FPS held while bidding for control, where fans can directly ask questions of the club directors.

5. Next steps

We believe the time is now right to develop a roadmap that demonstrates a commitment by both parties to build a respectful and mutually beneficial partnership.

It is an important principle for our future relationship that all parties acknowledge that we are all Dundee supporters who want what's best for the club, even if we sometimes disagree on what that might be. A joint statement expressing this viewpoint and pledging to work together would be a major first step.

Thereafter, we propose a series of meetings to flesh out the ideas expressed by both Dee4Life and DFC, discuss concerns and develop a concrete commitment by both parties. We would hope that a joint declaration of our promises is made alongside the appointment of our first fans' representative to the club board.

We propose the following timeline for action:

- End of May/Early June: joint statement declaring a commitment to collaboration
- June: meetings held to formalise proposals
- Prior to commencement of season 23/24: appointment of Dee4Life representative and public announcement of how partnership will work.

We very much look forward to having the opportunity to discuss the above and are excited by the prospect of forming a positive and productive partnership to the benefit of DFC and its supporters.

Yours sincerely,

Mary Coyle

Ross Day

Grant Hill

Scott Lorimer

Grant McGregor

George McIrvine

Norrie Price

Kenny Valentine

Keith Winter