



DUNDEE FC SUPPORTERS' SOCIETY

A Vision of Dundee FC as a Community Football Club



Dundee Football Club is not merely a brand - it is part of the heart and soul of our community.



Following a period of consultation with our members, this document outlines our aspirations for the future of the club.

Dundee FC is one of the oldest professional football clubs in Scotland, with a proud tradition stretching back to Victorian times. The club's illustrious past has seen it win five major honours, compete in two European semi-finals and provide many players for the Scottish national side.

The club plays a vital role in the community by providing jobs, supporting local businesses, and bringing increased prestige, visitors and trade to the city. It is also loved passionately by thousands of people worldwide.

However, like the majority of Scottish clubs, it is a victim of the increasing globalisation of football and the economic paradox which has seen most clubs around the world become worse off as more and more money is pumped into the game. Vast amounts of money are increasingly concentrated in the hands of a few big clubs, who enjoy disproportionate levels of publicity and exposure. Coupled with admission costs which price many families out of the game, this means that, for most children, going along to watch their local team is no longer a regular occurrence during their formative years but watching Manchester United, Arsenal, Barcelona or Real Madrid on television is.

The sad result of this is that thousands of young kids now grow up without knowing the joy of following a club rooted in their hometown, one that represents their community and one that plays such a huge part in the lives of their own families.

As our club looks forward to a post-administration future, it is essential for us to develop a robust strategy that ensures we are never again in the situation where its very

existence, the livelihoods of employees, and the dreams of thousands are compromised. We have been forced to take stock of where we are and how we might go about creating a thriving and sustainable football club that is true to its roots.

It is our belief that for clubs to be competitive and sustainable, they must embrace a radical vision of the future based on broader ownership models with community involvement in their hearts, to not only survive, but to develop and thrive.

We also believe that football clubs have the potential to do much good within their community by supporting worthy causes, providing employment and business opportunities, promoting participation in sport, and supporting the aspirations of youngsters within the game of football and beyond.

To do this we need to challenge the elite domination within the game, and get back to a situation where, for football fans, going along to see their local club is the norm; where the money they spend following the game helps support local jobs, businesses and services; and where the long-term decline of Scottish football can ultimately be reversed.

We must embrace change and ensure we are driving it rather than sitting back and reacting. The consequences for local communities of not doing so are unthinkable.

We need to show that backing your local team not just worthwhile, but also more rewarding than supporting a club whose base you have no connection with. To do this we need to make our links with the community as strong as possible and demonstrate that we are supporting local businesses and initiatives as well as expecting the community to support us. This is about bringing the club, the community and its people closer together than ever before.

Objectives

The club should be a social enterprise, owned by the community, existing to:

- Provide top-level football for the people of Dundee and the surrounding area.
- Act as an economic stimulus for local businesses.
- Promote civic responsibility and healthier lifestyles.
- Work to raise the aspirations of the community.

The board will be comprised of members with a comprehensive knowledge of the day-to-day running of the club, a sound understanding of finance and good governance, and representatives of the rank-and-file support and business community.



The humiliating and traumatic events that saw us enter administration for the second time cannot be repeated. The club needs to live within its means and subsequently difficult decisions relating to funding for on- and off-field

activities need to be made. We need to rebuild the club and operate it on the basis of fiscal responsibility, with regular reporting and much greater all-round transparency.

All stakeholders must work together for the club to move forward. We have seen the mess that short-termism has got us into in the past and must now invest in long-term strategies that demonstrate the mutual benefits of community engagement. We must place the community at the heart of all our operations as we seek to connect with existing and potential supporters whilst bringing benefits to organisations and individuals.

A major part of the club's ethos will be to support local businesses and good causes. Links with all these groups will be strengthened and the board will maintain an open doors policy to see the ways in which we can establish mutually beneficial relationships.

The Dundee support

Despite the challenges facing football clubs and the present decline in attendances across Scotland, we do not believe it is impossible to actually grow a support. However, to do so we must fight for the loyalties of every single supporter and make a trip to the football a more attractive option.



There is widespread agreement that football is too expensive, particularly for families. However, we must be careful not to wipe out a significant part of our income as evidence shows that reduced admission costs do not necessarily lead to increased attendances over a significant period of time.

We must strike a balance between making football affordable and having a team on the park that people will pay to watch, without bringing about a situation that once again sees us staring into a financial abyss.

The business community

To do this, we must work closely with the business community and establish tie-ins that benefit them, the fans and the club. There are bridges that need to be built and we begin this process by pledging to use local suppliers where possible and encouraging fans to do the same.

It will be our desire that as much of the money generated by the club as possible is recycled into the local economy, and this can be used to give added value to supporters, increase trade for business partners and help the club. We need to think outside the box in terms of generating income as we cannot keep going back to the same well time and time again.

Whilst doing so, we will commit to providing opportunities for local people and help to rebuild some of the trust we have understandably lost.



Community engagement

Inclusiveness should be the cornerstone of the club's new identity. When we talk about "ourselves" we mean all the people of Dundee and the surrounding area, and

those further afield who have Dundee at heart. The demographics of the city and its hinterland have changed dramatically in the past half-century, and the club has been slow to realise this.

We will take on the Old Firm, our local rivals, and the global giants of the game in the competition for supporters by directly engaging with young children to connect them to the club. We shall go directly into the community to explain the aims, opportunities and principles of the club.

We have already begun the process of implementing strategies to connect with these groups and received some innovative suggestions as part of the fans' consultation.

Families

The club needs to be more family-friendly to attract more supporters, particularly women and children. Links need to be formed with women's groups where tickets can be given out. Women are very often in charge of household budget and may be the only parent in the child's life. We should aim to build attachment to the club from an early age.

Junior Dees has to be more attractive for young fans, and moves are afoot to improve the club's output in this area. The club will also be more active in terms of visits to schools, clubs etc. and to build relationships with such organisations.



Students

Dundee is a University City. The Universities of Dundee and Abertay have more than 20,000 students, with many more attending Dundee College and other FE institutions locally. There are even a significant number of St Andrews students who reside within the city or within easy travelling distance. The student constituency is economically vital to Dundee, yet the market has not been successfully tapped into as yet by the club.

We need to implement an effective, long-term strategy that directly targets potential student supporters from around the world who have come to reside in Dundee as well as local students who follow the club already. This would be achieved through direct involvement with student unions, clubs, societies and associations etc.



Youth

Greater focus on academy and community programmes could help give youngsters a healthy outlet as well as enabling the club to spot and develop potential talent at an early age. We need to participate in initiatives for healthy living, anti-racism anti-sectarianism, education and so on, and help to promote responsibility, working closely with the police, NHS, local council etc.

As we try to build for the future, we need as many fans to come along to games as possible. Reducing the financial burden on them by making it affordable to attend the games is essential.

Minorities

Whereas once the city was predominantly white, working class and, at least nominally, Christian, the local area is much more cosmopolitan and multicultural than it once was; sizeable Muslim, Hindu, East European and African communities exist (Dundee is home to more than 100 different nationalities); and many more have relocated to the city from elsewhere in the UK.

We must make more of an effort to reach out to this population. Success in this venture is not only essential to growing Dundee's fan base, but is also good neighbourliness as promoting positive inter-faith and inter-group relations helps to foster a spirit of community. Many members of minority groups play the game and watch a lot of football on the television, but it would not occur to them to go along and watch one of their local teams. We must ensure that it is affordable and attractive for them to do so.

Health, wellbeing and civic responsibility

Football clubs have a unique opportunity to act as a force for good in their local community. We can use our emotional pull to ask people to promote civic responsibility and healthier lifestyles and work to raise aspirations. This should be done in partnership with a wide variety of statutory bodies and other organisations working within Dundee and the surrounding area.

This will help to promote their work and give inroads into a notoriously unhealthy and hard-to-reach demographic, tie in with community engagement work and fit the stated aims of a "community-owned club."



We will also encourage fans to consider issues of environmental sustainability and back a wide range of environmental initiatives. We will work hard to reduce our environmental footprint and achieve cost savings at the same time.



Volunteers

Volunteer services will be a vital part of how the club is run going forward. We need to show how the benefits are two-way and how fans can take ownership of their own ideas and work in conjunction with the Society and the Club in an area of their own interest, i.e. environment, charity, health & wellbeing.

Communication

The Society is committed to improving communication with fans and will review all communication vehicles and examine how they can be improved with increased volunteer input. An open door policy will be in place where fans can approach us at any time and representatives will meet members at Q&A sessions and other events.



Exiles

A concerted effort will be made to maintain contact with Dundee fans scattered across the world and bring supporters in faraway places together. We also want to connect with second or third generation emigrants, or anyone with a connection to the club and city who may be interested in getting involved.

Football

We have to remember that, first and foremost, Dundee FC is a football club. All activities must represent an investment in the club's future whilst fulfilling our civic responsibilities, strengthening our ties with the community, and considering the aspirations of the support.

Not a branding exercise, but a movement.

This should not be seen as a mere public relations exercise or a commercial façade. We are serious about changing the way our club operates within our community.



Clubs the length and breadth of the country play a vital role in their communities and can take a large degree of social responsibility.

We will work with other supporters' trusts to make the voice of fans heard at the highest levels, always recognising that we are part of a greater footballing community.

Through membership of the Society, you can make your voice heard too.

It's your club. Be a part of it.

Contact address: **PO Box 10162, Dundee, DD5 3RY**

Website: **www.dee4life.com**

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Dundee FC Supporters' Society Limited

Moving Forward Together

(Registered by the FSA under the Industrial and Provident Societies Act 1965 – Reg. 2639 RS)

Membership Form

I am already a member Please complete sections 1 and 2 only. My membership number is _____

I am not yet a member Please complete sections 1 to 4 and sign at the bottom, including payment.

SECTION 1 – PERSONAL DETAILS

Full Name (and Company if applicable): _____

Address:	DOB: / /	Sex: Male <input type="checkbox"/> Female <input type="checkbox"/>
	Telephone No: _____	
	Mobile No: _____	
Postcode:	Email: _____	

SECTION 2 – ADDITIONAL DETAILS

Season Ticket Holder: Yes <input type="checkbox"/> No <input type="checkbox"/>	Season Ticket info: Stand _____ Section _____ Row _____ Seat _____
Supporters' Club Member: Yes <input type="checkbox"/> No <input type="checkbox"/>	Supporters' Club: _____
Dundee FC Shareholder : Yes <input type="checkbox"/> No <input type="checkbox"/>	Dee Promotions Lottery Member: Yes <input type="checkbox"/> Number: _____ No <input type="checkbox"/>

Communications: We would like to contact you with news, offers and events which may be of interest to you. Please tick if you DO NOT wish to receive this information by: post email telephone or text message Carefully selected partners (eg Dundee FC, Dee Promotions and related organizations) may occasionally have news or offers of interest to you. You **MUST TICK** to allow us to share data, in order to receive full benefits of Gold membership or above: I wish to receive this information by: post email telephone or text message

SECTION 3 – TYPE OF MEMBERSHIP REQUIRED

Category of Membership	Membership fees	Tick Box	Total
Adult (Age 16+)	Initial membership free - purchase of a £1.00 share required under the legislation		£1
Junior (under 16s)	Initial membership free		Free
Gold ("Club Dundee")	£10 per month (please attach Standing Order form) or £120 per year (please include payment in full)		£120 up front payment <input type="checkbox"/> or £10 p/m Standing Order <input type="checkbox"/>
Platinum ("100 Club")	£100 per month (please attach Standing Order form) or £1,000 per year (save £200 if paid in full up front) Platinum includes your 2011/12 Season Ticket - existing holders should complete seat info above		£1,000 up front payment <input type="checkbox"/> or £100 p/m Standing Order <input type="checkbox"/>
Corporate Membership	Membership £250 per year		£250
Club Membership	Membership for DFC supporters' clubs only £30 per year (subject to approval)		£30

SECTION 4 – PAYMENT & AGREEMENT

Payment Options: Cash (in person only), Cheque (to "Dundee FC Supporters' Society Ltd."), Standing Order (see overleaf), or Credit/Debit Card or Paypal (only available via our website).

I agree to be bound by the rules of Dundee FC Supporters' Society Limited (available on request or at our website).

Signature: _____

Date: _____

Please return completed form and payment (if applicable) to DFCSS Ltd, PO Box 10162, Dundee, DD5 3RY.

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Registered Office: DFCSS Ltd, 14 City Quay, Dundee DD1 3JA. The first £1 of membership goes towards the purchase of one share in the Society.
Membership will be renewed automatically every 12 months unless cancelled in writing. Prices & benefits subject to change without notice.
See www.dee4life.com for more details.

Your Bank's Name:

Your Bank's Sort Code:

Your Bank's Postal Address:

Please pay the following: (PAYMENT DETAILS)

Category	Price	Subtotal
Gold Membership	£10 per month	£
Platinum Membership	£100 per month	£
Optional Additional Donation		£
TOTAL AMOUNT PER MONTH		£

(Re-enter the total amount in figures and words here:)

Amount: £ _____ **In Words:** _____

Commencing: 03 / /

Then thereafter on the 3rd day of every Month

To be debited from my Account: (REMITTER'S DETAILS)

Account Number: _____

Name(s): _____

Please pay the Standing Order with effect from: 03 / /

Signature(s): _____ **Date:** _____

Please pay the standing order to: (BENEFICIARY DETAILS)

Bank: RBS **Sort Code:** 83 - 50 - 00

Branch Address: 3 High Street, Dundee DD1 9LY

Account Name: Dundee FC Supporters' Society

Account Number: 10083933

Special Instructions: BANKS MAY DECLINE TO ACCEPT INSTRUCTIONS TO CHARGE STANDING ORDERS TO CERTAIN TYPES OF ACCOUNTS OTHER THAN CURRENT ACCOUNTS.