

Dear DHST member

14<sup>th</sup> January 2007

### **Annual renewal of your DHST membership**

Thank you for your support of DHST. As an existing member of the Trust, I hope you will continue to support our work to help Dulwich Hamlet to become a growing, successful and community-focused football club in which the fan's voice is heard by renewing your membership which expires on 31<sup>st</sup> January 2008. I have enclosed a renewal form for you to do so. Please take the time to complete and return the form to the above address, along with your membership fee.

**Please note that due to the circumstances explained below, this year's membership will be extended to last TWO years - expiring on 31st January 2010 - a 50% price cut!**

The past year has been a productive one - including achievement one of our key objectives in securing designation for Champion Hill. DHST initiatives and highlights over the course of the past year can be summarised as follows:

- **Securing Other Open Space (OOS) land designation for Champion Hill.** This new designation (which was confirmed in July following an effective lobbying campaign by DHST) provides the football club with protection against property developers. It means that any development on the ground would have to provide an alternative and suitable site within the immediate vicinity of the current ground before obtaining planning permission. This is the first time there has been any such protection.
- **Holding a 'Community Day for Dulwich Hamlet'** on 21<sup>st</sup> April 2007 at Champion Hill, featuring a number of community-focussed events and activities including a number of schools teams involved in a penalty shoot-out competition ;
- **Re-electing a supporters' trust representative,** Mick O'Shaughnessy, to the Football Committee to put across your views;
- **Running the club shop** within Champion Hill selling a range of merchandise for fans until the end of the 2006/7 season. Following an approach by the club, it was agreed that they would assume responsibility for this operation which had been set up by DHST;
- **Initiating a local advertising and promotion campaign** in autumn 2007 aimed at raising local awareness and boosting home gates, which already appears to be having a positive impact;
- **Continuing** to publish the Hamletter, including interviews with the new club Chairman, Jack Payne and first team manager, Craig Edwards;
- **Maintaining** the [www.dhst.org.uk](http://www.dhst.org.uk) website which provides an excellent resource for supporters and anyone wishing to know more about DHST's work and includes the [www.buy.at/DHSTclubshop](http://www.buy.at/DHSTclubshop);
- **Retaining a solid membership base** including the Olympics Minister, Tessa Jowell MP;
- **Continuing the highly successful DHST 100 Club lottery initiative**, that has now raised over £10,500 since it begun; this money is ring fenced for investment in the football club in exchange for shares. In February, in response to a request from the club, and with the agreement of 100 club members, DHST offered an interest free loan of £7,500 for proposed ground improvements, but the offer was not accepted..

Although we have made this progress, overall there continues to be uncertainty about the lease situation at the ground, the position of ownership, the state of the club's finances and situation with regards to ground sharing with Fisher Athletic.

Nevertheless, in recognition of the successful end to the ground designation campaign and the fact DHST are no longer operating the club shop the DHST Board decided to double the period for which this year's membership will last. However as can be seen on our revised **'Aims &**

**Objectives' document** (enclosed) which sets out our goals in both the short term and long term there is still plenty that we need to do.

In conclusion, I think you'll agree DHST has achieved a great deal since its foundation in 2003, but with your help, support and renewed membership we can achieve a more. I hope you choose to rejoin. I have also enclosed a spare renewal form and it would be great if you could sign up one new member – the more members we have the more influential we are.

Many thanks again for your continued interest and support.

Yours sincerely,

*Lee Snailor*

Secretary