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To: BDO Member Counties
BDO Membership
BDO Board of Directors

Dear Sirs and Ladies

Date 21st July 2018

TAKING THE BDO TO A BRIGHTER FUTURE

As a continuation to the information that I sent out to you all a few weeks ago I have set down in the following pages a little more detail for you to take into consideration.

PUTTING IDEAS FORWARD

I do find myself somewhat concerned in the fact that although I am an elected BDO Director who, by direction of the membership at the recent EGM following a recommendation from the retiring BDO Directors, have been charged with the duty of 'shadowing' Sue Williams [the current BDO Chair] through the final weeks of her tenure before she steps down at the 2018 AGM.

Although this has not been the easiest of tasks [reasons for which you will be partially aware and which I will fully explain at the AGM] I have undertaken the duty with enthusiasm and have used the opportunity to further my commitment to bring back the credibility, professionalism, financial stability and forward thinking that our great organisation was once renowned for.

With my previous letter and now this current update I am trying to give you all an outline of my vision for the BDO's future and in my presentation at the AGM I will inform you all of the detail as to exactly where I am with putting that vision into practice - including details of the structure and content of the team that I envisage will be with me in working to take these views, the BDO, its member counties and the players forward.

I am however concerned at the way I am being 'railroaded' into showing my full hand before the AGM and to explain I can only describe as follows: The normal procedure of submitting a proposal on Directorship nomination or a proposal for a change in policies or rules at an AGM has always been that usually a Director nomination or any other proposal would be submitted and seconded by 2 counties and then the county delegates would attend the AGM and vote on what is relayed at the AGM by the proposer as to the full detail of that proposal or to hear from the nominated Director in person a full summary of what he or she can bring to the BDO Board and how he/she sees the future of the BDO and from these submissions the counties can make a fully considered decision.

What we have now is an insistence that I publish a full and detailed breakdown of my proposal before it can be placed on the agenda?

I could perhaps understand this if my proposal was in competition with an alternative but from where I stand at the moment I do not see anyone else with any kind of plan for the future of the BDO?

I am a great believer in the democratic processes within the BDO Member County system whereby their delegates are given a mandate by their counties to make in a private meeting the decisions they feel is best for their County and the BDO so why the sudden need to insist that our business be put into the public domain where it can be plagiarised, misinterpreted and probably torn to shreds by some on Social media before it can be debated properly by only those that matter i.e. The members!!

You the counties will have the final decision and all I ask is that I be allowed to present my case to its best advantage to those that will have the task of taking the BDO forward.

Before I continue I feel that I ought to fill in a little background on me personally for those who do not know much about me. I have been involved with several businesses over the past 25 years but have been a director of my own businesses for the past 20 years and my background varies from nightclubs/discotheque, café bars and sports bars to property developing (my company owned & funded solely by myself and wife) has built to the present date close to 130 properties and have extensive experience with negotiating 6 figure sums.

As far as sport was concerned I always had a passion for tennis and 25 years ago I made my way through the County ranks however, it was my wife's talent and passion of darts that drew me in and when she decided to make her darting comeback (after a 15-year layoff) it was only natural that I would support her. My wife started back playing for Lincolnshire in 2007 and by 2012 I became the Lincolnshire

Chairman/treasurer and Captain and have taken Lincolnshire from division 2, to division 1, to the premier division and that is where we have stayed ever since. I have introduced a player's sponsorship scheme where by any Lincolnshire County player is sponsored to attend up to 22 BDO ranking tournaments per year all over the UK and Europe and all paid for by Lincolnshire county, and through my negotiations all Lincolnshire county players and officials have all expenses paid for BICC matches.

My ability to negotiate a deal/contract or communicate with those needed to take the BDO further has never been in doubt, and with the team that I have put together I can assure all members that your company could not be in safer hands.

BDO DIARY

One of the biggest problems the BDO have is the Diary and despite my best efforts this year it hasn't really improved.

My aim is to attack this issue immediately and would like to see a full calendar published 12 months in advance and I would hope to have this into practice by the end of September 2018 and wherever possible I would like to see a calendar published 3 years in advance for all Special and Major events including all category A+ and A. Tournaments

As I see it the following are necessities that have to be addressed and implemented:

- The tour players need proper Diary dates that are set in stone
- The players themselves that enter comps need proper advance information,
- The players attending Tournaments overseas need notifying in plenty of time in order to book their flights at a reasonable cost as the longer we leave it the higher the price rises for them.

More/.....

SPONSORSHIPS

Despite all the bad publicity received by the BDO of late I have had several meetings with a major overseas sports company who are interested in investing within the BDO, this investment would be across the board, BICC, the professional game, (men's and ladies) youth and disabled.

The contracts that we negotiate need to cover a longer period of agreement i.e. 24 or 36 months that will give sponsors more continuity for promotion of not only their current brands but also any future product launches and thereby making a partnership with the BDO more attractive in the long term.

BICC

Hotels - At this moment I am in discussions with two major hotel chains who have shown strong interest in being the preferred hotel chain for the BDO. A system could be put together where any County would be able to call the number provided and using a unique code book as many rooms as needed for that particular weekend.

Reducing Costs - One of the single biggest issues for most County delegates is that of County costs, we are working on a scheme to include the above investor to cut County costs, and as I have asked the BDO accountants to get the accounts ready for the AGM there will hopefully no real need to have the November delegates meeting. Other reasons for not having the November meeting are a saving for the BDO on room hire and hotel rooms for officials, a saving for the Counties on travels and room costs but perhaps the biggest reason would be if my overall proposal receives a favourable vote, the new directors will not have had enough time in office to produce any real talking point only 12 weeks after starting their new post. I cannot stress to you all enough how important it is to me to try and help every County achieve what it needs to become a more successful and profitable county and with this in mind I will always be on hand to help any county or individual with any issue no matter its importance. - all questions will be answered

Fundraising - I also have some good strong and proven fundraising ideas for Counties who wish to try them in order to generate the income that is so desperately needed

BDO Flagship - The BICC is the BDO Flagship and as such I intend to form a pro-active team of Regional Directors and county representatives to work alongside the BDO BICC Director in order to revitalise this most crucial of Events that is the BDO's shop-window to all aspiring players.

TOURNAMENT VENUES

One of our most embarrassing issues is the sort of venue we choose, I'm looking at more upmarket and well-appointed venues with glitz and glamour in easily accessible areas of the Country, after all we are the BRITISH DARTS ORGANISATION and should try and lead by example, I have already negotiated several great venues to replace existing ones along with new competitions with high incentive sponsorship.

LIBERATING THE BDO

I believe that over the past few years the Counties and Countries working within the BDO system have become so disenfranchised that our brand has hit an all-time low with no real way forward, no plan and therefore no real opportunity to execute any kind of change. What is needed is something radical that will enhance our identity whilst not sacrificing our objectives and one that will bring us into line with every other successful business in the land.

The BDO needs liberating from the constraints that are holding us back

It is imperative the BDO work closely with all other organisations and Countries and not have this wall built up around a few directors that make decisions at the expense of our company, and I'd like to point out right now that if my proposal receives a favourable decision at the AGM, then I as the Chairman will actually have less power and decision making than what is current, but that is how it should be if our company is to have a chance at being successful.

There are so many areas within the BDO that need tackling and of course I cannot be 100% sure that we are going to be totally successful. However, as a good starting point the team that I have put together are quite simply some of the best at what they do and together we will endeavour to do our utmost to get the BDO back to where it needs to be to survive in a modern world.

It is of prime importance to the BDO that we have the strengths of England Darts, Scotland Darts Association and Wales Darts Organisation on board as their success is vital to the well-being of the BDO and I intend to seek full collaboration with each as a means of taking us all forward

The future for the BDO is in your hands, we are at a fork in the road and we need some strong decision making, we are either facing even darker times with no prospects of improvement or a surprisingly brighter future, give me and the team surrounding me a chance and the BDO stands a really good chance of coming out the other side, from where I'm standing the only person with his head on the block is me and as I really believe in the BDO I am more than willing to accept the challenges ahead

Thanks for taking the time to read this and I really hope for your support in August, your Company is counting on you making the right choices.

Yours most sincerely - Des Jacklin