

Trust Statement – 29th March 2011

Season and Match Day Ticket Prices – 2011/12 Season

The Shrimpers Trust believe that a price increase, both for season tickets and in terms of matchday prices, at Southend United for the 2011/12 season was inevitable given the financial situation at the club stated by chief executive Tara Brady in his interview with BBC Essex earlier in the season.



The Trust were consulted by the Football Club, and we advised that we believed a matchday price of £20 would be acceptable given the necessity to recoup some of the losses sustained by the club on a monthly basis. It was also our opinion that season ticket prices, offering in essence around six free matches, should be built around this level.

The prices announced by the Club today are higher than expected. The Trust were not aware of the final proposals and any suggestion that we were consulted should be tempered with that knowledge. Had any later consultation occurred, we would have argued against the final figures. The Club have a difficult balancing act with regards to ticket pricing, and the amounts released today leave supporters with a difficult personal decision as to whether they renew their season ticket cards for next season.