



SOUTHEND UNITED SUPPORTERS CLUB TRUST LIAISON MEETING 21st March 2013

1. Present

Steve Kavanagh (SK), Paul Yeomanson (PY) and Paul FitzGerald (PF).

2. Matters Arising from the Meeting held on 13th December 2012.

All items were either completed or formed part of the agenda

3. Club Finances

No significant change. SK confirmed the club continues to lose money and like all League two clubs occasionally suffers with cashflow issues.

SK confirmed that the recent HMRC case had been dismissed as the debt had been paid.

4. New Stadium

The council meeting on April 10th is what should be the final decision point for councillors, although there is a three month statutory judicial review period.

SK re-iterated that once the green light has been given that a revised marketing approach will be forthcoming with the potential to improve the clubs finances.

5. Trust Representative on SUFC Board

PF had presented the Board note to SK and suggested that a revised version would be appropriate as the original was a little out of date. **PF/PY** to action with the Trust Committee.

6. Mac Donation

The current figure was discussed and it was agreed that the first draw would be held shortly – the winners would be invited to the training ground to meet the players. **PF** to progress

7. Jailbreak

PY summarised the Trust's intention to organise a local Jailbreak and asked that Neil Harris and Paul Sturrock be contacted for support. Specifically the Trust is to support the Everyman and Parkinsons Charities. **PY** to contact Helen Norbury to arrange.

8. SJS / Junior Blues

The relaunch of the Junior Supporters section was discussed. A small committee will progress this with the intention of engaging with all interested youngsters and ensuring the fans of the future are targeted and listened to.

SK mentioned the number of schools that had been contacted and together with other initiatives and the ball boys it was felt we had access to a large number of potential future supporters and their parents.

PF to arrange for the Trust representatives to meet with Tom Biggs and SK as soon as possible.

9. Shrimpers Bar

PY mentioned that the Shrimpers Bar is looking “tired” and that the Trust are offering to redecorate during the summer. **PY** to arrange via Dave Jobson and potentially find sponsors with SK offering to help with incentives – contra deals re-tweets from players etc.

10. JPT Final

The arrangements for Wembley were discussed. Particular focus was given to Coaches, Refreshments, Stewarding. **PY** to confirm with Dave Jobson whether the Lions will be able to get access to water to provide food and drink for those waiting to board coaches. SK Confirmed the Clubs Coach and parking requirements and mentioned the hospitality requirements.

The Trust had not used its Executive Box this year – a prize draw for its use will be made on the trip to Wembley. The box will be available subject to the normal SUFC restrictions.

11. AOB

Unusually there was no AOB.

12. Date of Next meeting - tba