



SOUTHEND UNITED SUPPORTERS CLUB TRUST LIAISON MEETING 20th June 2013

1. Present

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

2. Matters Arising from the Meeting held on 21st March 2013.

All items were either completed or formed part of the agenda

3. Club Finances

SK summarised the very “difficult spell” the club are going through, with regard to cash flow and expects the next six weeks to be equally challenging.

Close seasons are not exactly a surprise and PF expressed concern that this year appeared to be worse than previous especially considering the “Wembley” income.

SK explained the reasons behind the recent non-payment of wages and the current embargo.

A discussion followed about the situation generally and the impact on staff and players.

SK Mentioned that it was the intention this year to theme as many games as possible with a view to bringing in more fans.

The Blues lottery is being re-launched soon with the intention of growing this significantly. Money will be ring fenced for the lottery.

The recent refurbishment of the Training facilities was mentioned as a positive for the club especially as this had been carried out by a benefactor.

4. New Stadium

No firm news or dates were given but SK confirmed that a change in the law meant that a 6 week review period is now relevant but that had not started yet.

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.

SK would not be drawn on a start date but mentioned “Autumn” as the current target.

5. Trust Representative on SUFC Board

SK mentioned that he had talked to other clubs who are also considering this. SK himself is pro the idea provided that 2 key areas can be resolved – Fiduciary responsibility and Dissemination of information.

PF/PY agreed to speak to the Trust committee and Supporters Direct but felt that neither were insurmountable issues.

6. Youth Team

PY asked whether the club had found a sponsor as the Trust were happy to step aside if so. SK Confirmed they had not and also mentioned that a larger target had been given to Ricky.

PF agreed to ask the trust committee's opinion on continuing with their sponsorship.

SK Mentioned that the club had lost their first player to the EPPP rules and expressed his frustration at this. He also mentioned that the Youth Set up like all areas of the club is being closely looked at from a cost point of view.

7. SJS / Junior Blues

The re-launch of the Junior Supporters section was discussed. A small committee has been progressing this with the intention of engaging with all interested youngsters and ensuring the fans of the future are targeted and listened too. **KF Outlined the progress so far**

Launch Date – MTBD 14th July

Partners: Play football – potential to be full sponsors, but £2.50 “pay and play” plus money off birthday parties
Kursaal Bowl - £3.75 reduced to £2.50 for bowling and 10% off food and drink
Paintball - £25 reduced to £22.50 for half day including 400 paintballs
Marsh Farm/Laser Combat/Partyman World – reduction to be confirmed
Smyths – 10% discount
Papa Johns – 10% discount and food for the Christmas Party

Other local companies have been contacted and responses are still coming in.

PF/PY/KF commented on what a fine asset Tom Biggs is to the club.

8. MTBD

Date for this is now confirmed as 14th July. The trust will have their normal size pitch and SK confirmed that the players will sign autographs there as usual

KF requested that “facilities” be available from as early as possible unlike last year where they were not.

9. Quid a Goal & 100 Club

PY explained the Quid a goal and 100 club initiatives and the recipients of the money raised and asked that the Club Directors be contacted to get involved. Several already do participate. PY to email SK the relevant forms.

10. JPT DVD

The creation of a DVD appears to have stalled – SK to contact Tom to establish what the delay is in publishing this.

11. AOB

KF Stated that she was meeting Tom Biggs after to progress the Junior Blues re-launch.

The recent announcement of a new supporters group was discussed. A marginal concern was raised around a potential Junior section that might affect the rebirth of the Junior Blues. PF/PY to discuss with SUISA.

12. Date of Next meeting – tba

All agreed that meetings should be approximately 6 weeks apart. PY to contact Helen to get the next set in the diary