



SOUTHEND UNITED SUPPORTERS SOCIETY LIMITED LIAISON MEETING



Thursday, 25th June 2015

1. Present and Apologies:

Steve Kavanagh (SK), Paul FitzGerald (PF) and Kay Fogg (KF) were in attendance. Apologies received from Paul Yeomanson (PF).

2. Matters Arising from the Minutes of the Meeting held on 30th April 2015:

- Pie and Pint night arrangements – still ongoing (with PY)
- Family Excellence survey still to be re-visited (with PY)
- Signage for disabled access to the Shrimpers Bar
ACTION – SK to progress with DJ
- Supporters' Group "shopping list" being held on to for start of new season. Tom Brooks has this in hand.
- Ladies' toilets/tap issues in West Stand – SC has spoken with the Stadium Manager. Lack of water pressure seems to be the main issue
ACTION – SC to investigate further including site visit
- Ladies' fit kit – this should be in hand with the shop
- Fairfax Drive Exit – KF reported she and PY had a discussion with DJ when selling Play Off Final tickets and that DJ had advised that this is not a designated exit point. There may still be some discussion to be had here.
ACTION – KF to monitor during season
- End of Season Awards – difficulties prior to the night and Phil Brown's non-attendance were noted
- Sue Page has volunteered to become more actively involved with negotiations regarding local businesses and the Junior Blues. She will research the original companies involved and confirm their current involvement, after which KF will follow up in writing.
ACTION – KF to liaise with Sue
- Signed ball, as agreed to be paid for at Awards Night, is in hand and will be presented at Meet the Blues Day
ACTION – SK to progress
- #askRon – PF has suggested this to RM
ACTION – PF to monitor
- Friends of the Academy – PF reported that he has produced a document in draft, based on the Ipswich model. The idea is for this to be self-sustaining.
ACTION – Trust (PF/RC) to continue with plans for this
- Supporters Liaison Officer currently is Levi-Marie Crombie

3. Club Finances

SK reported that, unsurprisingly, promotion has generated a greater central income, however, despite that, it has also been necessary to increase Season Cards and matchday tickets. As previously outlined, our ticket prices mean that we compare unfavourably against clubs who can offer a variety of ticket prices for different areas. We offer one price across the whole ground, meaning we compare well against the top prices of other clubs, but worse for the cheaper tickets available at other clubs. As this was in L2, so it is also in L1. Our Season Card prices also compare quite favourably against other clubs, notably Colchester.

4. New Stadium

As mentioned many times previously, the club is restricted and limited in what they can do in the current ground. The date mentioned at the recent AGM for an announcement may still come to

fruition. It was noted that Rob Tinlin, CEO at Southend Borough Council had made a comment at a recent business breakfast that: "The stadium is as near as it's ever been."

5. Junior Blues

KF enlarged on discussion with Sue Page at their recent meeting. Sue will ensure that more coverage is given to the JB's on social media. SK explained issues surrounding the new kit and how the planned "kit launch" may not now be happening at Meet the Blues Day. KF said she was keen to give the members a competition during the summer which would also be attractive to non-members.

ACTION – KF to progress

6. Youth Team Contract

PF reported that there had been some discussion amongst members about "value" in relation to our sponsorship of the Youth Team. SK asked how important the sponsorship is to the Trust, Ricky Duncan is still trying to attract outside sponsorship and SK is keen that, should this happen, the Trust is still given equal presence even though an outside sponsor is inevitably going to request the shirt carry their logo. The significance of the Trust sponsorship is highly valued by the club and SK wants that good relationship to continue. PF added that there were certain things in the existing contract which the Trust may have been remiss in following up on, but that the club needs to follow through on promised memorabilia. It was agreed that the Trust would have the use of a corporate box for a low level match, which may be used for charity.

ACTIONS:

SK – to follow up the promised Dan Bentley gloves

PF – to diarise to push for items in tandem with regular committee meetings

PY – to follow up other memorabilia with Liz, and to copy SK in

7. Meet the Blues Day

99% certain that this will be taking place on Sunday 19th July. As already mentioned, it is not yet clear if kit launch will coincide with MTBD this year. The day will follow the regular format and there will be another ex-pros match possibly against staff, though it was noted Tom Biggs would be missed! There will be a better range of inflatables for children, the side of the pitch nearest to Jones Memorial Ground will not be available because of storage of the dome structure.

ACTION – KF to liaise with Marsh Farm about their possible participation in MTBD and provide contact details for our possible participation in their Kids Fest on 9th August

8. Kits

This had been largely covered in earlier discussions. SK advised that part of the delay involved the lettering of the logo on the new colourway. Kits will again be supplied by Nike, with the away kit in yellow again.

9. Away Season Ticket

SC led a discussion on ticketing for those regular away supporters who do not necessarily fall into any of the priority categories for games such as the Play Off semi-finals against Stevenage, and to whether a system could be implemented which might involve a type of debenture to secure priority ticketing. SK accepted the point being made but explained that those who invest in the club must remain the top priority for matches like these, hence the priority groups will remain the priority groups. He also requested the Trust run research into how the club should manage their priority groups.

ACTION – PF/SC to feed to Fans Forum for input

10. Any Other Business:

- **Departures** – SK advised that both Helen Norbury and Geoff King would be leaving the club in the near future. It was noted that the Trust were particularly sad to see Helen go with PF wishing to express his personal gratitude to her. Geoff would become a non-executive Director.
- **New ticketing system** – SK reported that the old system would be switched off on 30th June with the new one effective from 1st July. All old data has been cleansed to eradicate duplicate details, every ticket holder is being checked, every seat checked and the seating plan updated. Users will be able to print tickets at home although this is being released in a "controlled" way.

SK advised that Season Card seats are not being held back for the West Ham game, however, users will be able to book cup games online. The system will retain users' "favourite" seats and will enhance the website's appearance.

- **Away ticketing sales** – SC, using Stevenage as an example, asked if seats could be sold in reverse, so that the regulars who generally buy earlier could be nearer the back which is the preferred area. SK responded that limitations are generally set by the host club and that this is not always practical.
- **Tour of Malta book** – PF produced the final and produced copy of his book. Profits will go to the Youth team and SK agreed the club would help promote the book.
- **Wembley Travel** – one individual had caused trouble on the coaches on the way home, this person has been identified although SK advised that, according to date, he is not a regular at away games. His attendance via any future Trust travel will be subject to scrutiny.
- **Jackie Smith's seat** – KF reported the seat had been replaced, but the replacement seems to be covered in black residue.
ACTION – KF to liaise with DJ
- **Waxing Challenge** – this is still ongoing, it is intended to get this arranged before MTBD
ACTION – KF to liaise with SK and Suze Newton

11. Date of next meeting –

ACTION – SC to liaise with Steve re date for next meeting