



# SOUTHEND UNITED SUPPORTERS SOCIETY LIMITED LIAISON MEETING



Thursday, 26<sup>th</sup> November 2015

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## 1. Present and Apologies

Steve Kavanagh (SK); Danny Macklin (DM); Paul FitzGerald (PF); Shane Chapman (SC) and Kay Fogg (KF) all in attendance.

## 2. Matters Arising from the Minutes of the Meeting held on 12<sup>th</sup> October

Follow up on actions:

- Pie and Pint Night – ongoing, with PY  
**ACTION – PY update, when possible**
- Family Excellence Survey – ongoing, with PY  
**ACTION – PY update, when possible**
- Supporters Group Meeting – DM had attended this alone, due to SK having to attend to an urgent family matter. He reported that it had been attended by 16 or so supporters representative of the majority of supporter factions. It was felt that a number of the items on the “shopping list” were matters which had previously been raised or dealt with via liaison meetings and that some of these type should be filtered out going forward. He felt it had been a good opportunity for those attending to meet him and for him to set his stall out for the future.
- Friends of the Academy – PF has now taken this on himself and is working on contacting ex- players.  
**ACTION – PF to continue to progress**
- Ladies toilets in the West – KF reported that dispensers had appeared but they appear to be filled with soap rather than sanitiser! SK to raise with stadium manager as these had been signed off as being sanitisers. SK advised that they believe they have now discovered the source of the many leaks in the roof above the toilets and it is hoped that they should now be safer to use.  
**ACTION – SK to raise with DJ**
- Fairfax Drive exit for Blackpool game had been noted as locked and bolted, but reported as being due to the current situation with their support and behaviour.
- Shrimpers Bar lighting – to be reviewed at Trust AGM on Monday 30<sup>th</sup> November  
**ACTION – Trust representatives to report back to SK**
- Charges for parking – it was reported that Oldham had charged at the recent game. The list of clubs charging is still to be submitted.  
**ACTION – PY to collate**

## 3. Club Finances

As at 22<sup>nd</sup> November, SK advised that all HMRC monies and wages were up to date. DM advised that there will be a new member of staff commencing work to deal with raising revenue through marketing.

## 4. New Stadium

It was felt that the recent exhibition had been both well supported and well received, with in the region of 1,000 attendees over the two days. The professionals are working through feedback before providing a report back.

SK advised that Councillor Ron Woodley is penning an article in the local publication “The Oracle” concerning the stadium and the impact on the town and the High street in particular, seeking support. The club will be seeking support from amongst the supporters in response.

## 5. Youth Team “Donation”

This has now been finalised and paid.

## 6. Junior Blues

KF advised of the recent troubles in securing a date for the Christmas Party and agreed with DM to try and set dates earlier in the season for Junior Blues events. The party itself is selling well.

It was agreed that the Chesterfield home match on 5<sup>th</sup> March 2016, would become a designated “Junior Blues” match, with promotions, offers and attractions aimed at both existing and attracting new members.

**ACTION – DM, KF, PY to meet in January to put plans in place for this**

**ACTION – DM to check to see if a school has already been identified for Guard of Honour**

#### **7. Ticket Office**

SC reported issues with buying tickets in groups, specifically for a group of friends, where each of the 16 tickets had to be transacted separately.

**DM and SK noted this is most likely to be due to the Friends and Family set up requirement. Where a sale is linked to a season card holder, e.g. a Millwall cup game or Colchester away where there are restrictions, then to allow them to buy for friends they must set up the Friends and family requirements. There is a FAQ document but Danny is to review and revisit promotion of this.**

DM reported that we have had a few minor teething issues with the new online ticketing, which were to be expected. It is hoped that once people have got to grips with it, it will make ticket buying much easier. A “print at home” facility will be introduced in 2016, once it has been trialed. SK requested that anyone with problems email DM at [danny.macklin@southend-united.co.uk](mailto:danny.macklin@southend-united.co.uk) so we can answer the issue or ensure it is addressed. An updated FAQ guide will be introduced to help users. PF asked if the hyperlink for South Upper might be slightly “off”. DM said he’d look into it.

**ACTION – DM to review FAQ guide and to investigate hyperlink**

#### **8. Seat numbering, specifically in East Greens**

This matter had been raised with the Trust. It seems that the seats in the East Greens were re-numbered and re-painted a few years back, however, these numbers are now disappearing and leaving the old, original numbers visible, which are obviously different. It is causing problems.

**ACTION – SK to investigate with DJ**

#### **9. Any Other Business:**

- **Oldham (A)** – the whole debacle of the cost of advance tickets was discussed at length. SK explained the process of his enquiry with the Chairman of Football League into the legitimacy of the pricing and that he would continue fighting for a refund for our 100 or so supporters, who were, essentially, charged too much in his view and in breach of the rules. Local promotions are supposed to be registered and this wasn’t in accordance with the FL’s governance documents. Whilst Oldham were allowed to register it retrospectively, this wasn’t in SK’s view, in accordance with the rules. SK’s lobbying has brought the subject of “local promotions” forward to be discussed by all clubs in the New Year as SK is requesting the loop hole that makes such charging possible is removed.

PF asked if there was anything the Trust could do, maybe lobbying Oldham Supporters Trust? After some discussion, it was agreed that the Trust would actually seek to lobby all Supporters Trusts on the subject, and raise awareness that it would be being raised for discussion by Clubs at their February 2016 meeting.

**ACTION – PF to attend to**

- **Colchester (A)** – SK advised that he is in discussions with Colchester and at present there are no more tickets but they are reviewing it and there may be a few hundred more tickets available nearer the time but there is no guarantee. This depends on Colchester’s own sales.
- **Live games** – PF raised the subject of watching live games. SK advised that there is a law to prohibit live screening of Saturday afternoon matches. The streams that people sometimes find are aimed at overseas viewers. “Beam backs” can occur at other times – as we have done in the past for a Colchester away game – providing both clubs are in agreement.
- **Data cleanse** – DM advised that a massive cleanse of all the supporter data is being undertaken with a view to making communications more relevant.
- **Trust Christmas Quiz** – KF asked if this could be circulated around the staff, SK and DM agreed.

**ACTION – KF to organise for some to be provided**

#### **10. Date of next meeting – January 2016, date tbc**