



# SHRIMPERS TRUST



## NEWSLETTER – Volume 2 Issue 14

### THE INTRODUCTION – Editor Robert Craven

**JOE LEDLEY converts from close range and it's 3-0 to Cardiff City. Blues' 2006/7 debut in front of the SKY cameras hasn't gone too well...**

The noise coming from the visiting Welshmen is of euphoric joy. 'We Are Going Up!'; 'Top Of The League, We're Having a Laugh!'; 'That's Why We're Top Of The League!' all make appearances, as well as the regulars (Land Of My Fathers, 3-0 To The Sheep\*\*\*\*\*s).

Twelve months ago, that was us. Having gained promotion via the League Two Play-Off Final in May 2005, we were riding on the crest of a wave, smashing Bristol City 3-0 at Ashton Gate and then, in front of the television cameras, defeating fallen giants Nottingham Forest 1-0 to seal a club record eighth straight League victory.

Back then, it was easy to be a Shrimper. Those were our songs: I remember clearly that the first time we started singing 'We Are Going Up' was at Ashton Gate in late September. Well, that's when we sang it and believed it anyway.

There was a season of success on the back of a season of success. Forgotten were the days of losing 2-0 at home to Boston United, of thirteen straight defeats on our travels, of dreading going to places like Bootham (Kit Kat) Crescent or Feethams.

Crowds rocketed, first from 5,000 to 7,000 and then from 7,000 to 9,000. That increase is not just explained by more away supporters coming through the turnstiles – the whole town has been on a massive high.

Away gates went up as well. I've been on Trust coaches to Shrewsbury, Swansea and Carlisle where barely half of the seats were filled. Now we're up to three, four, even five or six on certain occasions.

That's good. It's healthy for the club, it's healthy for the town and it's healthy for Essex as a whole. The youth of the county have got some great role models, and they don't have to look to Upton Park or the Emirates Stadium to find them.

Thousands of people turned up on the seafront for successive promotion parties. All in the garden was rosy. Life was fabulous.

But while the overwhelming noise from the North Bank at Roots Hall last Sunday was joy, in the background, the sound of tip-up seats smashing onto plastic emanated from the home areas.

By the final blast of Keith Stroud's whistle, the ground must have been half-full. The going has got tough, and 3-0 down the League-leaders, with 25 minutes to go was the final straw.

And while supporters were in the stadium, there was widespread criticism, disappointment, frustration. For the first time since the Steve Wignall days, dissent can be heard over optimism.

While it is a measure of how far that we have come, to be disappointed with a goalless draw with Sheffield Wednesday or moaning about only beating Brighton & Hove Albion 3-2 in the Carling Cup, it is nonetheless a worry.

Southend United are nine games into a difficult campaign. There are 37 matches to go, from which Steve Tilson will probably be looking to glean a further 44 points as an initial target to survive.

And to do that, he needs the support of the stands. Whilst inside the ground, he requires us all to be behind the side, however difficult that could be.

Everyone is entitled to have an opinion on a player, and they can all frustrate us at certain times. I know that there is a long list of ex-Shrimpers that have infuriated me at times, but there is a time and a place for criticising players.

That time and place is in the pub after the game, debating in the Shrimpers, chatting about someone's pros and cons on the coach on the way back, with your work colleagues in the office. Shouting criticism at players during a game won't encourage them – it will have a detrimental effect.

There is not one single Southend United player who is not trying his heart out to get points on the board for the club. There may not be too many locals in the side, but those that are wearing the blue shirts want to further themselves at the club, either by earning



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promotion or getting a transfer to a Premiership club.

I find myself in a difficult position: I want Southend United to be successful and fill Roots Hall every week. It will allow us to attract better players, offer better wages and the support should drive us on as far up the League table as possible.

But I also want Shrimpers supporters to be passionate about their club when they attend at Roots Hall, and there just may not be that real drive in some of the 'floating' fans that bolster the attendances.

In many ways, I expect that I am preaching to the converted here. Shrimpers Trust members are the most resilient of Southend supporters, those that wish to pledge their allegiance to that club's supporters' association.

And I know that we can all get behind the club – I know that together we can drown out the negativity. The atmosphere created in the dying stages against Norwich City was exceptional, and it was sounding good in the clash against Cardiff City until the Bluebirds' opener.

The target must be to achieve similar results from the very start of each and every League fixture at the Hall this season, and to carry it through on our travels as well. I know that we can cheer this club on so that we stave off any relegation battle that could be looming.

I should add at this juncture that there have been a couple of minor problems with our away journeys this season. Some children were seen by other Southend United supporters making obscene gestures to home fans at The Hawthorns in mid-September.

Following those actions, chairman Trevor Bashford and travel supremo Chris Berry have decided to ban those nine supporters from travelling on Trust coaches until such time as this decision should be reviewed.

It is also worth remembering that it is Shrimpers Trust policy that all children under the age of 16 should travel with a responsible adult. If this is not the case, then those people risk not being able to travel on Trust coaches for the foreseeable future.

One of the main reasons for this newsletter following so quickly on the back of the previous one is so that we can get the required 21 days notice of the Trust's Annual General Meeting out.

Our AGM takes place on Thursday 19th October 2006, starting at 8:00 p.m. in the Shrimpers Bar underneath the East Stand at Roots Hall.

All Shrimpers Trust members are, of course, welcome, and we also wish to invite any of our members to step forwards to become a committee member.

We have recently welcomed Lee Bird, Bryan Woodford, Phil Alsford and Clare Brooks into our fold, but if anyone does feel that they can bring something to the Shrimpers Trust committee, then they will have the opportunity to stand for election at the AGM, where we are delighted that Ron Martin and Geoffrey King have accepted our invitations to be special guests.

On the subject of AGM's, it has not gone unnoticed that the club's own version is running late. The Trust are working tirelessly behind the scenes to ensure that shareholders, some of whom are Trust members, will have a chance to voice their concerns during this calendar year.

The next month is an important one for Southend United – although, of course, we say that every four weeks. After taking on Derby County at Pride Park, there is the chance of a rest during an international break.

When we come back, we entertain Coventry City in a return to Friday night football at Roots Hall, travel to Burnley for a long trip on a Tuesday evening, host Ipswich Town and then face Leeds United twice in a week in the third round of the Carling Cup and then again in League action.

As with every month, there are tough games there, but we have got to look to get as many points as we can. With our support, the squad can achieve that.

**Up The Shrimpers,**

**Rob**



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### **THE INTERVIEW – Southend United Community & Educational Trust**

**Date: Tuesday 5 September 2006**

**Venue: SUCET Offices, Roots Hall**

**Steve Goodsell left Essex County Football Association for a second time at the start of 2006. As many of you know, ECFA is where I currently work, and we were all very sad to see Steve leave. He had performed the County Development Manager's role exceptionally well. But to balance it up, he was going to work for Southend United's Community & Educational Trust, and for the Shrimpers-supporting point of view, it was an exciting move.**

**Fast-forward a few months, and I am waiting in reception at Roots Hall to meet up with Steve to have a chat about SUCET – what they do and what the Shrimpers Trust can do for them. It's something that we'd spoken about a few times since his arrival at Roots Hall, but this was the first real time that the opportunity had arisen.**

**Steve is not the first person from SUCET that I meet though. His partner in crime is one Frankie Banks, formerly the lone ranger as the face of the Football In The Community scheme at the club. Frankie is Southend United through-and-through – he's been working on the community side of things for as long as I've been supporting the club, and a period at Hull City was sandwiched by two playing spells by the seaside. He still keeps one of his old contract offers in his desk.**

**Frankie needs someone to share his workload, and Steve is that man. "Steve has enhanced schemes, he has brought new aspects to things that needed trying," Frankie explains. At the moment, Banks might need more help than usual, since his left foot is encapsulated in a Wayne Rooney-style boot and he is hobbling around on crutches.**

**"We only have a small band of people here (Banks and Goodsell are aided by two further members of the SUCET team, Leslie and Stuart) and we have to keep many things running. We've been going 16 years now, and nothing comes directly from Southend United Football Club. People may think that football is all about earning hundreds of pounds, but it isn't."**

**"You have to work hard; you have to work Saturdays and Sundays, unsociable hours and attend charity events that go unreported." But that's not to say that either dislike their job – just being around them in the office shows that the enthusiasm within the pair.**

**What does Steve think that he brings to the role? "I haven't brought in any new work really, I have been looking at what we already do. Frankie didn't have the time to launch new partnerships, but that is what I am attempting at the moment. He is still on the front line here, but I will look at schemes more objectively. I've been successful in working with the Thames Gateway project and Essex and Southend Sports Trust on a new life skills initiative."**

**"I will look at things and ask questions so that we can improve and enhance what is already in place. I'll try to bring in new processes, following Football Association regulations and the internal processes that are already in place. It has been hard work, I have been working with people that have been here a long time and want to know why I want them to change. But my role is to convince them to modernise."**

**A flick through any edition of 'The Blues' official matchday programme shows the amount of work that goes into SUCET; recently to the fore have been schemes involving the STAR Partnership, run in association with Rochford District Council, and Network Rail. This is in addition to the regular projects, getting into schools to offer coaching, breakfast clubs, half-term initiatives and the Senior Shrimpers, who will soon be travelling up to Bury St. Edmunds.**

**It is a common misconception that SUCET simply work with young children – I know I walked in with considerably less knowledge of the wide spectrum of activities than I had at the end of our hour-long discussion. SUCET is always looking for sponsorships of it's projects though. It is this funding that allows the department to function.**



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**“We have good partnerships in place with the Essex FA and the Football Association,” Steve reveals. “The 3 Lions scheme which recently took place down here in the Study Support Centre was excellent, with England Women’s captain Faye White and the FA’s Head of Football Development, Sir Trevor Brooking, both coming down during the week, as well as SKY TV and regional media outlets. Our Charter Standard Days are also highly successful.”**

**“We’re also working closely with Essex police in Shoebury on a graffiti project, where they are having a 30 day blitz,” Frankie interjects. “A lot of schemes employ Publicity Officers, but all we have is a website, which is under construction now,” Steve adds.**

**And what about the coming months – what are the projects that should be making the headlines in the remainder of 2006? “The Life Skills project is a big one in December. We will be working with 14-19-year-olds who have been referred for help with their education. We will be explaining about their choices, not just in football, but in health and further responsibility,” Steve says.**

**And in the coming week, Blues will find out if they are successful in winning an gong at the Mentor UK Alcohol-Misuse Awards for ‘Getting On With The Blues’. Goodsell and former Trust committee member Kevin Feasey have put together a DVD for the presentation involving ten-year-old children, and the ten-minute showcase is excellent. It has every chance of winning. “It would be massive for the club,” Steve declares. “We’d really like to adapt and expand the project to make it suitable for children of all ages right across our region.”**

**With that, I take my leave, safe in the knowledge that SUCET is adapting to internal changes with Steve Goodsell’s appointment and expanding to become truly worthy of the people that work so hard to maintain it.**

**To read the full interview with Steve and Frankie, please visit [www.shrimperstrust.co.uk](http://www.shrimperstrust.co.uk) during the next month. Our heartfelt thanks to all at SUCET for affording us their time.**

### THE SHRIMPERS TRUST KIDS

#### Blues’ Youths Results

Sat 09 Sept | Puma Youth Alliance Cup | Swindon Town (a) | L0-2

Sat 23 Sept | Puma Youth Alliance League | Brighton & Hove Albion (a) | D1-1 | Abeyinka

BLUES YOUTHS’ unbeaten record was broken at the fourteenth attempt when Swindon Town defeated the teenage Shrimpers lost 2-0 in Wiltshire, but they fought back from a goal down seven days later in League action thanks to 15-year-old Tashan Abeyinka.

Southend hit the post during the opening period of their match against the Robins, central defender David Obaze finding the woodwork in an otherwise lacklustre fixture. However, Swindon perked up after the break, and Sam Morris broke away from Jon Stewart’s clearance, setting up Mustapha Carayol. Jeff Cavey was fouled by Dan Harvey inside the penalty area, and Chris Allen converted the penalty to make it 2-0.

The match at Brighton did not start well when Sam Gargan gave the Seagulls the lead after just seven minutes. He burst down the left-hand side and was slid in by Rueben Hazell to finish low past Joe Welch. Abeyinka was United’s main goal threat, though, and he had already seen Chris Winterton made a full-length save from a header when he was put through by Franck Moussa, and he calmly finished for his first goal at Under-18 level.

Johnny Herd could twice have netted in the closing stages of the first half but lacked composure in unfamiliar surroundings, but it was Albion that played better in the second period, with Gargan denied by Welch and Jamie Forshaw, who nodded the ball off of the line. Moussa almost won it with a last-minute dipping effort that Winterton clawed away, but the second 45 minutes was overshadowed when Carl Patten was taken to hospital.



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Meanwhile, the first Shrimpers Trust Kid, Joel Ledgister, has joined Nationwide Conference South Lewes on loan for a month. He did not make his debut as the south coast side went down 2-0 to Sutton United at the weekend. Charles Ademenno made a positive impression as he joined Bishop's Stortford on loan, coming on midway through the second half before scoring the only goal at home to Havant & Waterlooville in the same League.

### THE TRUST – What We've Done

#### Committee Meeting Minutes (04/09/2006)

Our bid to hold Committee Meetings once a month has been slightly thwarted in that we have just a three-week period before the next Meeting in order to fall in line with the last Monday in each month. Resumes will be included in the Newsletter as ever.

The Trust are currently in the process of renewing our membership of the Football Supporters Federation, a nationwide body representing fans across the land. You can access their website by clicking the link on our own website, [www.shrimperstrust.co.uk](http://www.shrimperstrust.co.uk).

*\*\*Full Minutes of the Trust's Liaison Meetings with Southend United are available to download from the Shrimpers Trust website, [www.shrimperstrust.co.uk](http://www.shrimperstrust.co.uk). The archive goes right back to the very start, over five years ago, and includes those reviewed last month from July 2006\*\**

#### Quiz Night (9 September 2006)

Many thanks to all of the twelve tables who attended our most recent Quiz Night at the Shrimpers Bar after the 0-0 draw with Sheffield Wednesday. The Trust raised over £400 on the evening, which included the ever-popular fish-and-chip supper from the Fish House. Alan Perry was in the chair and his son Andrew marked the papers, and our thanks go out to them for hosting a wonderful event. Well done to Trust committee member Phil Alsford, who picked up a signed First Day Cover to raise a further £20 for the Trust.

#### The First 100 Years of Southend United (14 September 2006)

Disappointingly, only 24 people made it along to the lecture by Dave Goody and Peter Miles on the 100 Years of Southend United in the Shrimpers Bar. Those who were in attendance learnt many things about the club in the talk, which incorporated four areas: Formation, Grounds, Highlights & Hurrahs and Great Players.

The opening segment was discussed by Peter Miles, from the club's inception of 1906 to the double in the opening season of the Southern League Division Two and South Eastern League titles, through promotion and relegation issues and playing in what was largely a Welsh Division Two in the 1910s. It also included important figures, from Oliver Trigg, the landlord at the Blue Boar pub, to Harold Halse, the goalscorer who bagged 91 goals in 1906/7 before moving to Manchester United.

Peter also talked the attendees through the grounds that United have used over the past century, from the original Roots Hall in West Street, the Kursaal from 1919-1934, including the great greyhound racing fiasco, the Southend Stadium in Grainger Road from 1934-1955 and back to the Hall for the past fifty years, taking in the ground improvements implemented since the Taylor Report.

After a short interval, Dave took to the floor to expand on the Highlights and Hurrahs of Blues' history – a near-miss for promotion to Division Two in the mid-1930s, finally going up in 1972 under Arthur Rowley, the record-breaking season of 1980/1, great Cup battles with Liverpool and Tottenham Hotspur, the Webb years and Tilson era.

Dave's Great Players list was a personal odyssey, from those that everyone would name (Stanley Victor Collymore, Ronnie Pountney, Alan Moody) to the record-breakers (Billy Best, Roy Hollis) and





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then some of his own favourites (Jimmy McAlinden, Mike Marsh). A précis of the evening can be found on our website, [www.shrimperstrust.co.uk](http://www.shrimperstrust.co.uk).

### Shrimpers Trust Events List

#### **\*\*STAR EVENT\*\* Thursday 19 October: Shrimpers Trust Annual General Meeting**

**Venue: The Shrimpers Bar, Roots Hall | Time: 8:00 p.m. | For more information: email**

**[info@shrimperstrust.co.uk](mailto:info@shrimperstrust.co.uk) or visit [www.shrimperstrust.co.uk](http://www.shrimperstrust.co.uk)**

*We are pleased to announce that Southend United FC duo Ron Martin, club chairman, and chief executive Geoffrey King, will be in attendance after the formal business of our AGM to field a Question & Answer session. For your chance to quiz the pair on the club's current financial state, the plans for a new stadium and their hopes and aspirations for the club in the Championship as we embark on our second 100 years, make sure that you come along!*

#### **Saturday 21 October: Shrimpers Trust Race Night**

Venue: The Shrimpers Bar, Roots Hall | Time: 7:30 for an 8:00 p.m. start | Contact: Paul Yeomanson at [info@shrimperstrust.co.uk](mailto:info@shrimperstrust.co.uk) or at the Shrimpers Trust stand | Tickets: £3 (available at the Shrimpers Trust stand at any home match, and on [www.shrimperstrust.co.uk](http://www.shrimperstrust.co.uk) from this weekend)

#### **100 Club**

With the club celebrating 100 years in 2006/7, organiser Alan Perry would love our very own 100 Club to attract 100 members, so please get in contact with him on [alanperry4@hotmail.com](mailto:alanperry4@hotmail.com) to register your interest. Recent winners, all pocketing just over £40 have been Derek Clench, Mrs C A Harvey and Paul Manning.

#### **Quid-a-Goal**

The concept of Quid-a-Goal is simple – you pledge one pound for every goal that Southend United score this season! Others have selected more personal donations, including goals scored by Mitchell Cole (Alan will adjudicate whether his strike against Millwall whilst on loan at Northampton Town counts!). The money raised so far this term totals £646.10.

This season, Quid-a-Goal has again primarily been put towards John Stannard's physiotherapy needs, but with the club's physio himself having acknowledged that we have just about seen to his every need, from 2006/7 we will be pushing the scheme towards the club's youth department. Already we have put money towards Joel Ledgister's lodgings, and he has been rewarded with a professional contract for the club's Centenary campaign.

Reiss Noel is the second major recipient of our money from the current campaign as we helped to finance his rail fares from Stratford in East London. Reiss has accepted a second-year scholarship for the current campaign, and will hope to play a full part this term once he recovers from his current ankle injury.

#### **Life Membership (total: 113)**

There are no new Life Members this month. If you are interested in becoming a Life Member of the Shrimpers Trust, please contact Paul Yeomanson at [info@shrimperstrust.co.uk](mailto:info@shrimperstrust.co.uk) or by meeting him at the stand in the Shrimpers Bar on any home matchday.



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The Shrimpers Trust would like to welcome the following new members this month:

Daniel Armstrong, David Childs, Peter Childs, Debbie Ford, Ian Ford, Mick Godfrey, David Hall, Peter Hall, Peter Hannaway, Piers Hewitt, Steve Hope, Barry Houghton, Matthew Houghton, Christopher Jones, David Kelly, Scott Layzell, Graham Lunn, Glen Marriott, Steve Marriott, Derek Monk, Vincent Palmer, Denis Parr, Ireen Parr, Alan Ray, Lee Rothwell, Neil Sexton, Justin Slowley, James Stanford, Keith Vale, Michael Witham, Leo Wood and Darren Yearley.

### THE MATCHES – Blues in Review

#### **sat 9 sept: sheffield wednesday (h) d0-0 [championship]**

This goalless fixture was not exactly the most enthralling battle you will ever witness in the Coca-Cola Championship, but it was a point gained in the overall reckoning. The first half saw the Owls create much of the better chances, and Glenn Whelan will be extremely disappointed not to have recorded a goal having hit the crossbar twice. On the first attempt, Darryl Flahavan elected not to even try and claw it away, on the second, a free-kick, the shotstopper got his fingertip to the ball.

The second period was slightly better for the hosts, who introduced new signing Matt Harrold as well as Gary Hooper in the last ten minutes. It was the man that Harrold replaced, Freddy Eastwood, that went closest though, drilling across the face of goal after breaking clear from Paynter's pass.

#### **tues 12 sept: norwich city (h) d3-3 [championship]**

As if to make up for the lack of goalmouth action three days earlier, these two sides went at each other from start to finish to produce a six-goal thriller, complete with exceptional Shrimpers fightback. It was the hosts who took the lead in front of over 11,000 after just nine minutes when that man Eastwood hit home his fifth of the campaign with a rocket from just inside the penalty area.

The Canaries at this stage were restricted to long-range efforts, before two quickfire strikes from Welsh international Robert Earnshaw turned the fixture on its head. Earnshaw burst clear of Peter Clarke from Andy Hughes' punt forward, and stabbed past Flahavan at the second attempt, and it was a familiar story as a set-piece saw the ball headed down three minutes later for Earnshaw to fire in number two.

Just after the break, Dickson Etuhu added a third, Steven Hammell caught woefully out of position to allow Lee Croft to set up the front man. But if it had all become too easy for City, they were to be pegged back midway through the second half when Hammell made amends by curling home a free-kick from 20 yards. And with Blues piling on the pressure in the last twenty minutes, roared on by a vociferous home crowd, Paul Gallacher could only push Eastwood's low shot into the path of Mark Gower, who tapped in to seal a share of the spoils.

#### **sat 16 sept: west bromwich albion (a) d1-1 [championship]**

Matt Harrold will go down in history as the man that consigned Bryan Robson to the managerial wilderness after his 82nd-minute header forced a 1-1 draw at The Hawthorns, and left the former England captain resigned to his departure. It was no less than the Shrimpers deserved, given that they had battled hard to earn a point.

Still, the Baggies did test Darryl Flahavan more than Blues did Pascal Zuberbuhler, not surprising since United had yet to register even so much as a draw on their travels in their second jaunt into the second tier of English football. The Throstles had a 100% record at home, and Zoltan Gera forced Flahavan into a fine low save before Kevin Phillips saw Adam Barrett deflect his header wide.



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Flahavan had to save from a fierce Ellington strike, with Barrett nodding straight at Zuberbuhler at the other end. Flahavan then saved from Gera, Phillips and Ellington, although he could do nothing about the Duke's strike on 62 minutes, the former Bristol Rovers man hitting a sizzling shot into the right-hand side of the net. It could have been two when Phillips struck a post, but Harrold rose highest to plant Hammell's cross into the net, and Southend were off the mark.

### **tues 19 aug: brighton & hove albion (h) w3-2 [league cup]**

Remarkably, despite containing five goals, this match was an awful affair in which Albion could justifiably claimed to have been the better side. The first goal did not arrive for 71 minutes, and when it did, Dean Cox steered past Darryl Flahavan. United had looked cumbersome, and it was a total shock when they levelled.

Credit has to go to Steve Tilson for introducing Lewis Hunt and Gary Hooper as substitutes, as he had done a week earlier against Norwich. Mark Gower's corner sparked the comeback, Paynter and Hunt both involved as Michael Kuipers pushed the ball inside his own goal to level. Then came Hunt's own strike, an emphatic left-footed half-volley that arrowed into the corner.

Anything Hunt could do, Eastwood could try to do better, although the unique nature of United's second gives it added effect. Freddy cut inside from the left and drove past Kuipers at his near post. There was a moment of worry in stoppage time when Adam El-Abd pulled one back from a set-piece delivery, but Blues now face Leeds in late October.

### **sun 24 sept: cardiff city (h) 10-1 [championship]**

After all the positivity, the disappointment. United, in front of the SKY television cameras, slumped to a 3-0 defeat to the comprehensive Championship pacesetters. They did make the better start, and Billy Paynter nodded onto the crossbar inside the first ten minutes.

Paynter, under pressure due to the presence of Michael Ricketts on the bench and being credited with the goal against Brighton, was slightly more impressive, but overall the Shrimpers lacked a cutting edge, and were punished for some sloppy defending when they were not alert to a quick free-kick from Stephen McPhail, Darren Purse sliding in to convert.

Just as it appeared to be only 1-0 at the break, Ricardo Scimeca made it two, by tapping home inside the area after a comedy of errors, particularly by Peter Clarke who failed to smash his boot through the ball. Joe Ledley added a third on 65 minutes, again a whipped cross causing problems, and Blues suffered their first home defeat, falling to 21st in the table. There is work to do.

**Up the Shrimpers!**  
**Rob Craven (26 September 2006)**