



SHRIMPERS TRUST

NEWSLETTER – Volume 2 Issue 21



THE INTRODUCTION – Editor Robert Craven

I'm writing these notes after Southend United's 'Centenary Match' against West Ham United, so please forgive me if I seem a little agitated.

Not one to normally miss even so much as a pre-season friendly, I was certainly on the cusp of sitting this particular clash out.

I had no stomach for turning up to a fixture that would cost £20 to attend, and being belittled by some Hammers fans throughout the entire match, many of whom would be sitting around me in the home areas of Roots Hall.

There is no real problem with away fans settling down amongst home fans at a pre-season friendly – I'm sure there were plenty in 'home' areas at Dagenham & Redbridge five days earlier, and it has been a regular occurrence for Shrimpers to 'take over' non-League venues around the county during pre-season. It will not be a problem if any Dutchman sit down in the South Stand against Vitesse Arnhem on Wednesday.

However, given the animosity between West Ham and Southend supporters, a result of the relocation of many East Londoners into Essex over the past century, it was naïve of Southend United F.C. to believe that the day would pass without any kind of trouble.

From my vantage point in the West Stand, the stewards acted very well to diffuse a couple of potentially violent situations, but they should never have been put in that position.

Southend United's Centenary Match should have been a celebration of the Shrimpers over 100 years of history (we'll conveniently forget that the Centenary match took place 101 years after the club's formation). Instead, it was nothing more than a money-making exercise, and one that has left many fans angered.

When the Shrimpers Trust first took a place on the Centenary Committee with the club, we were at pains to point out that this should not be an opportunity for the club to make a quick pound out of loyal supporters. This was more about honouring those who have dedicated their lives to the club that we all love.

Remember, without supporters, there would be no Southend United Football Club. The club

would not have been formed, Roots Hall certainly would not have been built and all of those great games over the last 101 years would not have been staged. Those in high-powered positions at Southend United would not be in a job, with this club at least. Perhaps, in some cases, their lack of allegiance means that they don't have these feelings.

If anything – and I accept that this ridiculously naïve – Southend supporters should have been allowed into their 'Centenary Match' for nothing.

But of course, Southend United would not have made any money from that, just as they would not have made any money from their Centenary Ball had they lowered their prices so that more ordinary fans could have sat down with their legends.

West Ham United should not have been invited to be the opposition. This was something that the Trust pointed out at numerous Centenary meetings. We were, I am sad to say, ignored.

Blues' first opposition, in a Southern League fixture, was Swindon Town Reserves. If the club had any inkling of the club's history – and their insistence that we have always play in dark blue appears to preclude this – then Swindon would have been invited to send a side.

This would not have been financially wonderful, but I am sure that many more season card holders would have attended, given that many stayed away such was their worry over what would happen at the West Ham match.

And the actually Centenary Match-day experience seemed to be half-hearted at best, perhaps an admission that there was something not quite right. There was no souvenir programme, there was second-rate entertainment, and the SUFC Legends were introduced at a time when many were queuing up for a half-time cuppa.

Southend United have shown that they have come a long way in the past couple of years. There has been a much more professional outlook in recent times, and the club have made great strides. Saturday July 28th did much to undermine that excellent work. All eyes are on the rest of the season now.



SHRIMPERS TRUST

NEWSLETTER – Volume 2 Issue 21



One of the men tasked with this job is new Marketing Manager Garry Adamson. A summer signing from Wycombe Wanderers. The Trust had the pleasure of welcoming him to a recent committee meeting, and you can see the initial impressions that we got in this Newsletter.

We hope to interview Garry soon for this very publication. One of his major jobs this summer has been to whip up support for the Blues Lottery, and you can find out more about this later.

On a positive note, this has been a busy summer for the Shrimpers Trust in liaising with Ricky Duncan and the Youth Department at Boots & Laces.

We met Ricky in the early part of June and conducted an interview over two hours, during which time we were treated to excellent hospitality in one of the boxes at Roots Hall.

Ricky is enthusiastic, and that zest is contagious. With the backing of the Trust committee, we have donated £10,000 to the youth set-up at Southend United over the next two years by way of sponsorship of the Centre of Excellence's European Tour schedule.

There will also be a Shrimpers Trust Youth Team Player Of The Year award at this year's End of Season Review evening, where members of the youth team will be present.

Further announcements regarding this are expected shortly, so please keep your eyes peeled on the Youth Department section of the new-look Shrimpers Trust website, www.shrimperstrust.co.uk.

It will, though, offer supporters an opportunity to get closer to the Shrimpers' stars of the future. Every month from September to April we will be naming a Player of the Month, and Blues' fans views are welcomed. If you can get down to Boots & Laces, why not watch the Under-18s and then email your choice of Man of the Match to us at info@shrimperstrust.co.uk?

Results have been extremely positive for the Under-18s during pre-season, with two wins and a draw away to three Academy set-ups, including Ipswich Town, who won the FA Youth Cup just two years ago. You can read more later in this newsletter, and visit the Trust website for full reports on the Under-18s matches this season.

As ever, you can also read my synopsis on the first-team's matches at the end of this Newsletter, and pre-season so far has been a mixed bag.

It is difficult to establish exactly where Blues are, but the 3-1 defeat to West Ham probably offered the best chance of hazarding a guess. The defence has been ropey – no clean sheets in six fixtures lay testament to this – and goals may be difficult to come by.

Judging results against non-League opposition is tricky. Great Wakering Rovers fought hard and were unlucky to be beaten 3-2, but they are a vastly different side to the one that was thrashed before 2006/7, having reached the Essex Senior Cup final last year.

Maldon Town have had a good clutch of results during pre-season, and deserved to lead 3-1 with a little over ten minutes remaining. It took the resilience of Tommy Black and the bravado of Richie Foran to overturn that deficit.

Other teams will be simply overwhelmed, and that was the case with Witham Town and Canvey Island, both of whom were marking their first run-outs against Blues.

The final three pre-season clashes, at home to Vitesse Arnhem and away at Crawley Town and Chelmsford City, will offer further clues as to United's prospects in 2007/8, but most importantly, we have to hope that the squad, still smaller than many in League One, will not suffer any further injuries.

And as the 2007/8 campaign ghosts up on us, there are a couple of important changes to Trust personnel. Chris Berry is still a valued committee member of the Trust, but he has handed down his roles as Southend Junior Shrimpers Officer and Travel Guru.

Lee Bird steps into the SJS void, and has already produced his first newsletter for the youngsters. Clare Brooks will now be organising Away Travel. There are a number of changes to the Travel situation, so please read on to find out about this exciting new era.

From now on, the Shrimpers Trust Newsletter will revert to a monthly edition for the new season – speak to you all again in four weeks!

Up The Shrimpers,

Rob



SHRIMPERS TRUST

NEWSLETTER – Volume 2 Issue 21



SHRIMPERS TRUST INTERVIEW – Ricky Duncan

Shrimpers Trust duo Paul Yeomanson and Robert Craven caught up with Southend United's Head of Youth Development during June to discuss the 2006/7 season and look forward to 2007/8.

Ricky Duncan is buzzing, and it's not just because he is showing us around the plush surroundings of the Youth Department's executive box overlooking the pitch at Roots Hall. It's not even because the Trust are about to commit £5000 to the Youth Department at Southend United for each of the next two seasons.

No, it is because Ricky is convinced that he may just have unearthed another gem from amongst the ranks of the youth team squad over at Boots & Laces. Peggy Lokando is the Democratic Republic of Congo-born individual in question, and Duncan is meeting the former Arsenal talent in Redbridge at two o'clock. Here are the highlights of our interview with the Shrimpers' Head of Youth:

Shrimpers Trust: How will the Shrimpers Trust's donation aid the Youth Department?

Ricky Duncan: £1500 will go towards taking the older age group on a pre-season tour of Denmark. Some of those lads haven't been on a tour as yet, so they haven't benefited from that experience. They now have a chance to play in Europe – a chance that the younger ages groups are also getting on a more regular basis.

ST: What specific things will they learn?

RD: It is a different style of football. There is a different amount of possession. In the League, we mostly play at a high tempo, but here we will teach the squad about tactical play, which will hopefully develop them into first team players.

ST: What about the other age groups in the Centre of Excellence?

RD: We have just been to Holland and Luke will be taking a team to Spain shortly. They will mostly be Under-10s and Under-11s, and they will get a taste of the Mediterranean style – it will be hot. Later in year, we will be participating in an indoor tournament in Dortmund, Germany, and we hope to revisit these countries again next season.

ST: What was your assessment of the 2006/7 season?

RD: My assessment of last season is that it was very good. The first year was all about putting a structure in place to give us a good solid base. The players now have been here for two years, and the trialists that are coming in are of a very good calibre. What we have achieved now is the first block. The next step is to become an Academy outfit.

ST: How realistic is that aim?

RD: I think it's realistic. I have met with Ron Martin and Steve Tilson and stated that my aim is for Southend United to have one. First we must have the training pitches and indoor hall in place, then we can apply. If it is successful, then we will bring in more staff and we can play the likes of Chelsea, Arsenal and Tottenham Hotspur week-in, week-out.

ST: Does the Government's Public Enquiry in September impact upon that target?

RD: I would think that Academy status is dependent on that Government decision. It makes the Enquiry very important, not just front our point of view, but for the whole club. With a new, clean stadium, we can look at how other clubs have built up. We can have a clear picture for the future. New training pitches are fundamental – football has to be about learning, but also having fun.

ST: Was it disappointing to miss out on the Youth Alliance League South East Conference title on the last day of the season?

RD: I was disappointed more for the players. All of them wanted to win the competition; they worked hard and took on board a lot of information. We dropped points at the start that cost us the League. But to be up there in the last week, still in with a chance shows that we are competing. That hasn't happened before.



SHRIMPERS TRUST

NEWSLETTER – Volume 2 Issue 21



ST: What does it mean to the Youth Department to see Franck Moussa and Charles Ademeno handed professional contracts at Southend United?

RD: I am very pleased for them. It means a lot, not just to me, but to the full-time staff – Luke Hobbs, Mark Bonner and Ben Clarkson – all of our part-time staff and everybody in the Youth Department to see those young players sent out to the first team. Franck is already very good but Charles probably needs to develop a bit more. Franck is a very good footballer, and he has to understand that he can go on to make many appearances for this club. The quality is there, and it is a tremendous achievement for everyone.

ST: Do Moussa and Ademeno have the potential to succeed where former youth-teamers Michael Kightly and James Lawson have failed (in Kightly's case, initially)?

RD: I am proud to see them get a chance, as there has been a stigma in the past that they don't come through. We want to be known for bringing our youth-team players through the system, and there is a better set-up for them now that there was for the likes of Kightly and Lawson. With the old three-year scholarship system, clubs could abuse that Under-19s year – players did not have a real chance to get a professional deal and you would question why they were in the youth side. It was no good to be an Under-19 player, there was not a real chance of progressing.

ST: What has changed since those days (a two-year scholarship scheme was introduced just before Duncan returned to Boots & Laces)?

RD: Charles deserves a two-year professional contract to learn about the game. Players like Charles use their physique in youth games, so he had to go out to improve his knowledge. He had to use his head instead of his strength.

ST: Does that mean that Ademeno, and some of this year's second-years, will go out on loan?

RD: If they are getting too strong for the youth team, they will go out on loan. While I'm here, young players will always go out on loan to learn and to help them get a winning mentality, where points mean something. Last year we managed to do well, largely without Franck or Charles.

ST: With Moussa and Ademeno breaking through, does that take the pressure off this season?

RD: I put a lot of pressure on myself. I have a lot of responsibility to Southend United to bring players through. You can't take your foot off the pedal; you are never too old to learn. I would like to see the whole bench and those on the pitch filled with home-grown players. And even though I have brought two players through, if anything the pressure is higher – if you have a young side it is harder to get new young players in!

ST: Who are the players most likely to emulate that duo?

RD: Johnny Herd was ever-consistent, he got into the Reserves and did well. He is an honest, hard-working player. He and Dan Harvey both played three games in five days at the end of the season, and it was right for them. It just went to prove how good a job the staff here do. For me, Peggy Lokando is probably the most likely to push on. It is going to be exciting training and working with him next year. We have a good relationship with Arsenal, and he played good football there.

ST: What was the highlight of 2006/7?

RD: Coventry City in the FA Youth Cup. It gave us belief. We had to build that into the team, and we had had a lot of injuries where players could not even train. Everyone was focussed. Coventry have been going ten years as an Academy and we competed against them. It showed how far we had come in under 18 months.

ST: Finally, how can we attract more supporters to Boots & Laces for Under-18s matches?

RD: I know that Boots & Laces is awkward to get to for an eleven o'clock kick-off, but when the fans were there for those last two matches, the players noticed. It is another learning curve. I would say for fans it is good to come and watch the future of the club – the more that are there, the bigger the affinity becomes. I know supporters want to watch the first team and have other rituals, but it is great to spot the kids and have an opinion on them for yourself.

You can read the full interview, in two parts, on www.shrimperstrust.co.uk



SHRIMPERS TRUST

NEWSLETTER – Volume 2 Issue 21



THE SHRIMPERS TRUST KIDS

Blues' Youths Results

Sat 7 July | Pre-Season Friendly | Charlton Athletic (a) | D1-1 | Henry

Match Report: http://www.shrimperstrust.co.uk/default.asp?page_id=326

Sat 14 July | Pre-Season Friendly | Millwall (a) | W3-1 | Henry 2, O'Keefe

Match Report: http://www.shrimperstrust.co.uk/default.asp?page_id=330

Tues 17 July | Pre-Season Friendly | Aalborg (a) | L1-2 | Henry

Fri 20 July | Pre-Season Friendly | Randers (a) | L0-1

Thurs 26 July | Pre-Season Friendly | Ipswich Town (a) | W4-2 | Lindie, Forshaw, Abeyinka, Hopkins

Match Report: http://www.shrimperstrust.co.uk/default.asp?page_id=334

Sat 28 July | Pre-Season Friendly | Blackstones (h) | W11-1 | O'Keefe, Hopkins, Lindie 3, Morris, Henry 3, Priest, Thurlbourne

Match Report: http://www.shrimperstrust.co.uk/default.asp?page_id=335

Blues' Youth have hit the ground running in their pre-season campaign, recording two wins and a draw in three away fixtures against Academy sides, whilst earning praise for their attitude during two narrow defeats on their tour to Denmark.

The 2007/8 season started early for the youngsters as they faced Charlton Athletic on 7th July. In the first of three 30 minute periods, Tom Hopkins unfortunately put the ball past Nathan McDonald as he attempted to clear the ball to give Charlton the lead, but for the next hour, the young Shrimpers set about restoring parity. Stuart O'Keefe was desperately unfortunate to see his shot touched onto the outside of a post, and finally United's pressure told two minutes from the end as Peggy Lokando's weak shot was seized upon by Rhys Henry, who turned the ball in.

Millwall presented further Academy opposition seven days later, and if anything, the teenage Shrimpers were even more composed in running out 3-1 winners. It took just ten minutes for Southend to take the lead and Henry curled home from 20 yards. The Lions levelled with a fierce shot arrowing in off of the inside of the right-hand post when a midfielder was afforded too much space in the penalty area, but in the second half, better was follow.

Jamie Forshaw struck a post with a good shot, but it was front men Henry and James Lindie who combined to set up O'Keefe to restore Blues' lead, the midfielder chipping the goalkeeper who fumbled the ball into the net. Less than two minutes later, and with still half-an-hour on the clock, Henry collected the ball in the inside-left channel and saw his shot deflected past the goalkeeper.

Unfortunately, Southend's European tour to Denmark ended in two narrow defeats. Rhys Henry gave Blues' Youths the lead from the penalty spot against their counterparts from Aalborg in the first fixture, but the Danish team netted twice in the second half and soaked up heavy pressure to inflict a first defeat on the club in pre-season. The Shrimpers then faced Randers F.C.'s first team, managed by Colin Todd, who won thanks to a winner in the very last minute.

A return to English shores witnessed a revisiting of United's scintillating form, this time beating Ipswich Town's Academy outfit, at full-strength, 4-2. The 2005 FA Youth Cup winners were stunned as Blues adapted better to the windy conditions and took the lead through Lindie's header from a Luke Thurlbourne free-kick. Lindie could twice have added to his tally but saw the wind carry his lobs away from goal, though Forshaw did net when he drove a low shot past Andrew Plummer in the Tractor Boys' goal.

The second half saw Town pull one goal back thanks to a searing strike from Jordan Rhodes, but within five minutes Tashan Abeyinka had levelled matters with a free-kick from 25 yards that crept into the bottom right-hand corner. Ipswich tried to haul themselves back into the game, and Rhodes did net a contentious penalty, but that was soon cancelled out by Hopkins' bundled finish from a Dan Harvey free-kick, and any threat of a fightback was comfortably snuffed out.



SHRIMPERS TRUST

NEWSLETTER – Volume 2 Issue 21



SHRIMPERS TRUST TRAVEL 2007/8

All travellers from last season will, by now, be aware that, after eight seasons, Chris Berry has stepped down as the Shrimpers Trust Travel Co-Ordinator.

We are, of course, extremely grateful for all of Chris and his family's help during that period. Our new Travel Guru is Clare Brooks, who has been a regular on the Trust coaches over the past few seasons, and joined the Trust Committee over a year ago.

The change gave the Trust Committee the opportunity to implement some changes to travel arrangements for the 2007/8 season. One of the major differences from 2006/7 is that bookings can now be made online on the Shrimpers Trust website, www.shrimperstrust.co.uk. Money will still be taken in the usual way, on the coaches on the day of the fixture, whilst bookings made online must be completed before 10 p.m. on the Wednesday preceding the fixture.

As well as bookings being made at the Shrimpers Trust Stand in the Shrimpers Bar on all home matchdays, there is also a designated Travel Phone-Line. You can now make bookings simply by calling 07892 905 338. As ever, text messages will not be accepted as confirmation of booking.

There has been a reduction in the amount of pick-ups for 2007/8. We are pleased to announce that there will now be a stop at Roots Hall, and Southend United F.C. have permitted the Trust use of the car park for supporters using this stop. The other three stops are Leigh Elms, Tarpots and The Watermill.

Prices will remain the same for corresponding trips, or corresponding length trips, in 2006/7, and there are, as ever, special concessionary rates for Trust members and Southend Junior Shrimpers. We look forward to seeing you on the coaches this season! If you have any feedback, please direct it to travel@shrimperstrust.co.uk.

BLUES LOTTERY

The Shrimpers Trust are pleased to support Southend United F.C.'s Blues Lottery, which the club have initiated to raise money for the Centre of Excellence.

Launched at the end of the 2006/7 season, the first draw in the Blues Lottery is expected to take place in the early weeks of the 2007/8 campaign and, depending on the level of support that it draws, may see prizes of £1000 handed out.

A sample of the prizes available, with enough support, is as follows:

- *Cash prizes of up to £1000
- *Mascot Packages worth up to £200
- *Signed Memorabilia and the chance to meet the player of your choice
- *Match Tickets for upcoming Southend United fixtures
- *Short Breaks away for two
- *Electronic prizes, gig tickets and much, much more

The Blues Lottery costs just £2 per week to enter, and all of the proceeds go to the Centre of Excellence at Boots & Laces, where Ricky Duncan, Luke Hobbs and their team aim to help children from the age of 7 to 16 to carve a career in professional football.

Your money will go towards supporting Southend United's thriving European Tour Programme, providing kit and equipment for the youngsters and ensuring that the Centre can participate in important development matches against youngsters from Academy clubs such as Arsenal and Manchester United.

The more people that are involved in the scheme, the bigger the prizes, so please head to the club's official website, www.southendunited.co.uk, to download an Application Form or see the promotional leaflet distributed with this Newsletter for more information.



SHRIMPERS TRUST

NEWSLETTER – Volume 2 Issue 21



THE TRUST – What We've Done

Committee Meeting Minutes (July 2007)

The Shrimpers Trust had the pleasure of welcoming Garry Adamson, Southend United's new Director of Commercial Services, to our most recent Committee Meeting. Garry was very forthcoming and made a good impression on all of the Committee members present. He expressed his wish to work with supporters' groups at Southend United and to improve relations between fans and the club. He added that he believed strongly in supporter consultation. Garry was very approachable, and the Trust hope to conduct an interview with him soon in order to gain an insight into his role at SUFC.

Full Minutes of the Trust's Liaison Meetings with Southend United are available to download from the Shrimpers Trust website, www.shrimperstrust.co.uk. The archive goes right back to the very start, over five years ago, and includes meetings up to May 2007

Meet The Blues Day (22 July 2007)

The Shrimpers Trust had a presence once again at Meet The Blues Day before the start of the 2007/8 campaign. We would like to thank everyone who introduced themselves and bought merchandise, which raised over £350 this year. Those who were not present will not be aware that there is a new Shrimpers Trust enamel pin badge available, priced £2.50, which can be purchased at the Shrimpers Trust Stand in the Shrimpers Bar on any home matchday, or via our website, www.shrimperstrust.co.uk.

**COMING SOON: Shrimpers Trust Events List 2007/8

As ever, the Shrimpers Trust will be hosting a number of events during the 2007/8 for our members, culminating in the End of Season Review evening, which will provide supporters the opportunity to meet the stars and see who they have voted Player of the Year, Youth Team Player of the Year and Goal of the Season.

In between now and then, the usual array of Quiz Nights, with quizmasters Guy and Nigel Rickard, and Race Nights will be hosted, as well as the odd Curry Night. We are always on the look out for new ideas, and our Fundraising Officer Alan Perry would be delighted to hear from you. You can contact him on 01702 476 458 or by emailing alanperry4@hotmail.com, and check www.shrimperstrust.co.uk and this very Newsletter as soon as dates are arranged.

AVAILABLE NOW: The Team We Call United DVD

The Shrimpers Trust made 'The Team We Call United' DVD available from Thursday 14 December, and over a hundred copies had been sold by Christmas. If you would like a copy of the recording, which was made by the Bushell brothers in the late 1960s, please visit our website, www.shrimperstrust.co.uk or come to the Shrimpers Trust Stand in the Shrimpers Bar on a matchday. Keep checking the website for more information on this and other merchandise.

100 Club

The 100 Club is still running for the 2007/8 season, although it can always do with more support – remember, the more people that sign up, then the bigger the weekly prizes. 100 members would mean a weekly prize of £50 and a Christmas bumper sum of £500 up for grabs. There is still time to contact Alan Perry on alanperry4@hotmail.com or by calling 01702 476 458 to register your interest and join a list of winners such as June and July receiptants: Paul FitzGerald, Roy Rice, Trevor Reynolds, Mike Roles, Phillip Endell, Teresa Perry, Neil Whithead, Clare Brooks and Gary Crowe.

Quid-a-Goal

Please get in touch with Alan Perry via the usual methods (01702 476 458 or alanperry4@hotmail.com) or download a form from our website, www.shrimperstrust.co.uk if you wish to make a pledge for the upcoming 2007/8 season.

In 2006/7, despite Southend United not reaching the goalscoring and successful heights of the previous two campaigns, the Trust, through the support of its members, were still able to raise £3266.30 to commit to the club's Youth Department. We will once again be directing the funds raised this season to the



SHRIMPERS TRUST

NEWSLETTER – Volume 2 Issue 21



Centre of Excellence, so if you want to help produce the next Franck Moussa or Charles Ademeno, please get in touch with Alan as quickly as possible to make pledge.

Life Membership (total: 134)

There are a massive four new Life Members – welcome to **Kevin Brice, David Clark, Darren Irwin and Jennifer Sherstone**. If you are interested in becoming a Life Member, please contact Paul Yeomanson at info@shrimperstrust.co.uk or by meeting him at the stand in the Shrimpers Bar on any home matchday during next season.

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

Garry Adamson, Rachel Anderson, Andrew Bailey, Scott Barber, Dean Bell, Richard Chamberlain, Liam Chapman, Scott Clough, Luke Corrie, James Goldring, Harriet Hodis, Carl Houghton, Shaun Hurst, Ian Jones, Kieron Kelly, Lee Leverett, David Lillywhite, Sara Marriner, Tom Pacey, Mr L.G. Rodwell, Chris Stoneham, Paula Taylor, Angus Tookey, Charlie Watson.

THE MATCHES – Blues In Review

sat 14 july: witham town (a) w8-1 (pre-season friendly)

Pre-season started where it all began for Blues boss Steve Tilson, at Spa Road, home of Witham Town of the Ryman League Division One North. I was late for the kick-off of this clash, a product of a tragic accident on the M25 as Paul Yeomanson gave me a lift from the Under-18s friendly at Millwall. By the time I had arrived, I had missed Peter Clarke give the hosts the lead and Matt Harrold net two to quickly cancel out the deficit and hand United the advantage.

Tall centre-back Zoltan Liptak was making his first appearance for the club, the Hungarian Under-21 international's surname not even known by Tilly at the time, let alone the rest of the squad. Maybe communication with Clarke and second-half substitute Adam Barrett would have been more difficult had the Eastern European actually had anything to do.

Blues strolled away from Witham after taking the lead, with Harrold completing a hat-trick inside 15 minutes, Jamal Campbell-Ryce and Mark Gower having already extended the advantage. Although it was 5-1 at the break, it could easily have been seven with Campbell-Ryce and Kevin Maher hitting the crossbar. Nicky Bailey was one of ten changes at the break, and like Charlie MacDonald, with a penalty, marked his first appearance with a goal. Lee Bradbury added another spot-kick in between.

tues 17 july: great wakering rovers (a) w3-2 (pre-season friendly)

The Shrimpers were in very real danger of losing this friendly, trailing as they did 2-1 at half-time to the Essex Senior Cup finalists, also plying their trade next season in Division One North of the Ryman League.

Wakering took the lead on 19 minutes when Sam Clarke, a former youth team player at Southend, found himself in acres of space and took his time to rifle a shot past Darryl Flahavan. United seemed intent on attempting to walk the ball into the net, and so it came as no surprise when the equaliser arrived via the inadvertent boot of Elliott Gresham, deflecting Richie Foran's cross past his own goalkeeper. Lee Bradbury laughably attempted to claim the goal as his own.

There was much less joviality just minutes later when the prolific non-League marksman Neil Richmond easily rounded Flahavan and tapped the ball into an unguarded net. A measure of Rovers' superiority was that Jamal Campbell-Ryce was riled enough to instigate a fracas on the stroke of half-time, but after the break Blues regained their composure, Billy Paynter firing in a spectacular half-volley to equalise before Matt Harrold's low finish gave Southend the spoils.

fri 20 july: canvey island (a) w6-1 (pre-season friendly)

Further Ryman Division One North opposition in Canvey Island provided little threat after half-time as Southend strolled to a 6-1 success. Although the Gulls were a threat coming forward, Jamal Campbell-Ryce and Mark Gower always looked likely to provide an early goal for United, and in the end it was Gower's free-kick, parried out to Gary Hooper, that sparked the opener. Matt Harrold's remarkable



SHRIMPERS TRUST

NEWSLETTER – Volume 2 Issue 21



scoring run continued as he converted a penalty awarded after a clumsy foul on the tall front man, and 2-0 was comfortable cushion at the break.

Billy Paynter should have netted from close range shortly after the interval, but instead it was Belgian Under-18 international Franck Moussa who provided the third goal, smashing in low from 20 yards. Lee Bradbury added a fourth from Alan McCormack's free-kick, though Ian Luck, another striker well known to non-League fans, reduced the arrears. Paynter's instinctive right leg touched a Bradbury effort into the corner of the goal with 17 minutes remaining, and three minutes later, Bradbury converted from a Paynter pass to complete a round half-dozen.

mon 23 july: dagenham & redbridge (a) d2-2 (pre-season friendly)

Like Waking six days before it, this was a more worrying performance. United trailed 2-1 at half-time, and it is no exaggeration to say that the scoreline could have read 6 or 7-1 had the Daggers had more luck.

Only three minutes had passed when Jon Nurse diverted Sam Sloma's cross past Darryl Flahavan, although Blues' response was quick, Matt Harrold heading in from close range. Sloma gave Dagenham the lead again, and within seconds Tim Cole, for whom this match was a testimonial after 340 games for the Victoria Road outfit, had seen his header hit the crossbar.

Jamal Campbell-Ryce and Sam Oji, a trialist much less impressive than he had been at centre-half at Canvey, then both effected saves with their hands that referee Jarnail Singh failed to spot. The Shrimpers standing huddled in the precipitation on the away terrace were subjected to watching shots rain in on Flahavan's goal, the custodian saving brilliantly from Nurse, Glen Southam and Jon Boardman before Sam Saunders rattled the Shrimpers' woodwork once again.

The second half saw the introduction of Alan McCormack for the injured Campbell-Ryce, and the Irishman gave the side added impetus. Franck Moussa, in the centre, was again impressive against the newly-promoted League Two outfit, but it was McCormack that was felled to allow Harrold to strike home his seventh goal of pre-season from the penalty spot. A more confident Southend could even have stolen a win as Gary Hooper headed over from close range.

wed 25 july: maldon town (a) w4-3 (pre-season friendly)

Only the pluck of Richie Foran gave the Shrimpers the spoils in another concerning defensive display. Alan McCormack was the only survivor from Monday night's draw at Dagenham, and Under-18s full-back Dan Harvey made his first first-team start at right-back. He was replaced by Ricky Byrne, an Ireland Under-16 international, during the second period as there was yet more evidence of United's burgeoning youth set-up bearing fruit.

Harvey was involved in the game's opening goal, just 13 seconds in, as he set up Charlie MacDonald, who crossed for McCormack to touch in from close range. Steve Collis conceded his first goal of pre-season a quarter-of-an-hour in when Lewis Hunt left his exposed to Wayne Purser's cool finish. What was most worrying was that Blues then showed no inclination to break down a solid Maldon defence.

There was a distinct lack of chances created, although MacDonald did head Charles Ademenio's cross onto the post before first Ollie Berquez drifted inside to lash past Collis and then Mark King smashed a remarkable effort over the former Yeovil shotstopper from 30 yards. On the verge of embarrassment, Blues did launch a fine fightback, as first Tommy Black, with a chipped finish and then low effort in the space of five minutes, made it 3-3, and then Richie Foran, with a spectacular lob from 40 yards over Maldon's substitute 'keeper, handed Blues the win.

sat 28 july: west ham united (h) 11-3 (pre-season friendly)

Southend went down to their first defeat of pre-season against West Ham United in the club's so-called 'Centenary Match'. Kevin Maher at least ensured that there was a modicum of achievement on the afternoon with a dipping shot from 20 yards that got a slight deflection from Peter Clarke on the way



SHRIMPERS TRUST

NEWSLETTER – Volume 2 Issue 21



past Rob Green to net a consolation. The only other bright spot was the first appearance of Peggy Lokando at Roots Hall, the former Arsenal youngster coming off of the bench in the dying seconds.

The match was dead shortly after half-time, when Freddie Ljungberg tapped in after Flahavan could only force Bobby Zamora wide enough of goal not to get a shot away. The first half had, at times, seemed like a procession in a half-paced clash, with only Steven Hammell's blocked effort and a searing Maher drive past the post threatening Green's goal.

Zamora did open the scoring when Flahavan was left exposed by the former Brighton & Hove Albion forward's well-timed run and Ljungberg's pinpoint cross, the striker heading over the Blues' custodian. Ten minutes later, Matthew Etherington delivered a left-wing cross that Lee Bowyer directed onto the crossbar, and Craig Bellamy nodded the rebound into an unguarded net.

Up the Shrimpers!

Rob Craven (29 July 2007)