



SHRIMPERS TRUST

NEWSLETTER – Volume 3 Issue 4



THE INTRODUCTION – Paul FitzGerald

And we're off ... and a fine start indeed, with three points in the bag from the first game, followed by grasping a draw from the very jaws of victory away at Millwall....and then Brighton.... I do wonder why we bother naming 5 substitutes - what is the point if we don't use them...or perhaps we were happy settling for a small loss?

I hope some of you made it to the "Meet the Blues day" – an event that appears to have lost its way a little which is a shame when you see the numbers of fans that turn out. I wonder what will happen to it over the next few years especially with development work on the horizon.

On a more positive note, the Youth Development Association held its first meeting in July. This group (made up of SUFC senior staff and Shrimpers Trust committee members in roughly equal numbers) is tasked with controlling and advising on how the lottery money is spent on youth and only youth equipment/services.

During the next period, we have a meeting with Ron Martin to discuss the "innovative" funding of the new stadium. The cynics amongst us (that includes me!) is thinking "innovative" may be another name for "tapping up the fans". The sad thing for Ron and indeed the Club is that the timing of the development could not be worse with the current economic climate.

However, the Trust will be eager as ever to do whatever it can to help Southend United achieve the best possible slice of the SEL Development Pie.

In the events calendar - approaching rapidly - we have a Poker Tournament (Southend United Players and Staff are expected to feature). This is a new idea from our youngest Committee member and we hope it will attract members (and their friends) some who may not have attended a Trust event before. Card games, of course, have a long tradition for fund raising and the older members will I'm sure remember the Whist Drives that were common place many years ago. Texas Holdem and Poker generally could become the modern equivalent, so, for anyone who fancies the bragging rights of winning this tournament at the Rendezvous Casino, please read the full details below or visit our website.

All the events we run are intended to entertain AND to raise funds for the club and when you think what we have been able to achieve over the last few years you will see how keen we are to continue our funding levels. On that point, we are always interested in running new events and would be happy to consider any ideas to improve the diversity going forward....so, as ever, if you have any comments - positive or negative - on what we do, we'd be happy to hear from you.



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BBC ESSEX – Out of Tune with the Fans !!!! – by Paul Napper

BBC Essex recently made an editorial judgement to forego their usual full live coverage of away games for both Southend United and Colchester United. Naturally, this has led to a lot of supporters feeling rightly aggrieved. BBC Essex has in the past consistently delivered quality full live coverage of whatever Essex league team was playing away that Saturday. This was beneficial for a number of reasons - but mainly it allowed fans who for some reason weren't able to go to the match to follow the fortunes of their team.



In their wisdom, BBC Essex has decided to change a winning formula. The decision was made at the very top - by the editor of BBC Essex, and his reasoning was nothing more than to broaden the coverage, so they don't miss anything else happening in Essex sport. This in my opinion, and in many other peoples' opinions, is wrong on two counts. Firstly, if people wanted a magazine-type show they can watch Sky Sports News. Secondly, as the majority of the people listening in on a Saturday afternoon will be fans of either Southend or Colchester, they won't be interested in how Canvey are doing, certainly not to the extent of live coverage.

We are told that this isn't due to cost (although some sources say otherwise), and indeed BBC Essex still send reporters to every game anyway, to report for Blues World. We are told that they are still providing commentary, but not as they used to. There is still a board at Roots Hall promoting their coverage of the Shrimpers - is this false advertising?

In any case, we the fans believe this is wrong - why change a winning formula and why deprive hundreds of fans of listening to full live coverage for an editorial decision based on nothing but gut-feeling? Many other BBC stations provide full live commentary and have no problems - why should we be different?

So, what can we do? Well, there is an online petition which can be found here - <http://www.petitiononline.com/bbcessex/petition.html>. The petition now has over 800 signatures - please sign your name. We have also handed out a paper petition at Roots Hall, where over 400 people signed to show their feelings. I have emailed the BBC Trust responsible for complaints and they have logged the complaint. I have also enlisted the support of James Duddridge MP, who is doing his bit - can you contact your MP for support?

Many fans have emailed the editor of BBC Essex, and a representative of the Trust will be meeting him - he wants us to give him a few weeks to see what we think of the new show. Well, we have, and it's insufficient. We want the old show back, and we want it back now.

THE TRUST – What We've Done

Committee Meetings

We have now settled in very well at our new 'home' the Harry Public House, Leigh-on-Sea. Thanks to the management and staff for making us welcome.



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August

Meeting on 4th August 2008 with the following subjects covered:

- Thanks to Adam Barrett for presenting awards to season 2007 / 2008 Top Travellers on 14th July at the Harry
- Arrangements for away travel season 2008 / 2009
- Liaison meeting with Southend United on 23rd July 2008:
 - Youth Team Lottery Board has held inaugural meeting
 - Building work at Roots Hall to be kept to a minimum pending move to Fossetts Farm
 - Funding discussions for Fossetts Farm being progressed
 - Disappointment with quality of opposition for pre season friendlies
 - Support for Torchlight Procession on 23rd August
- Review of Merchandising with to view to expand
- Lack of BBC Radio Essex coverage of away fixtures for season 2008 / 2009
- Possibilities of producing a SUSCT calendar under investigation
- “Pitch” for the switching on of the Rayleigh Lights on 27th November confirmed
- £4,052.60 raised to date from pledges for 2007 / 2008 Quid a Goal.
- Dates being confirmed for season 2008 / 2009 fund raising events (see elsewhere in this newsletter)
- Detailed interrogation of accounts for the twelve months to 30th June 2008 (initial draft).
- Membership (1,291 Full Members; 71 SJS and 151 Life Members)
- Links to CD Javea
- Support for disabled members

Liason Meetings

As most members are aware, the Trust Committee members participate in monthly meetings, in which various supporter concerns and matters are discussed, with club management, including the Deputy Chairman, other Directors and Head of Commercial. The Trust enjoys a healthy working relationship with the club and all supporter comments are taken on board by club officials.

The minutes of the meetings are published on the Trust website but points which may be of interest are repeated below.

July

An update was given on the progress of the new Stadium Development at Fossetts Farm including funding which is now being discussed with various parties, with further news expected in around 3 months.

It was also confirmed that the deal with Sainsbury's meant the club were obliged to leave Roots Hall in 2010.

The clubs current financial position was outlined confirming that the summer was a difficult time normally and specifically that the expected “war chest” for new players would not be forthcoming until funding was in place for the Fossetts Farm development.

The Trust's Donation to the Youth Team for the 2008/09 Season was discussed and it was confirmed that Ricky Duncan would like some Trust Committee Members at the planned team photo shoot on August 5th.

It was also agreed that the Trust's Junior Members Training Day should be run in the October Half term and that a date should be agreed with Ricky Duncan.

The cessation of full away commentary by BBC Essex was discussed and it was confirmed that Southend United had not tried to increase the cost for this season. It was stated that the BBC were alluding to the fact that they were, and that the Trust are still trying to contact the individual responsible.

All present expressed their disappointment with BBC Essex's actions.



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Arrangements for the Shrimpers Trust/SUFC participation in the Southend Carnival Torchlight Parade on Saturday 23rd August were discussed and agreed.

Southend Carnival Torchlight Procession – Saturday 23rd August 2008

For the third time in four Years the Shrimpers Trust once again entered the Southend Carnival Torchlight Procession which was held on Saturday 23rd August 2008.

We would like to thank the following people for volunteering to help collect money for the Carnival Association's nominated Charities and for promoting the Shrimpers Trust and Southend United Football Club.

Connor Barton, Lee Bird, Andrew Bloxham, Richard Brown, Marie-Louise Haverty, Darren Posnack, Trevor Stanbridge, James & Liam Sullivan, Alec Trott, Pauline & Simon Webber and Bryan Woodford.

Thanks must also go to **Southend United** for their support and to the **Bluebelles, Sammy the Shrimp** and **Elvis J. Eel** for helping on the night.

We would also like to express our gratitude to **Ian Bridge** and **SBC Leisure** for providing the Trust Liveried Coach for the event.

One final thank you must go to **Trevor Stanbridge** for the use of his photos from the evening, more of which can be seen on the **The Shrimpers-Online** Website www.theshrimpers-online.co.uk



FUNDRAISING

100 Club

The latest winners in the scheme, pulled out of the hat during weekly draws since the last newsletter were: **Matthew Walker, Trevor Reynolds, Alan Perry, Charles Ball, Ron Alexander and Ken Jarvis**, each collecting **£33**.

The nature of the 100 Club means the more people that sign up, then the bigger the weekly prize. To register your interest, you can still contact Alan Perry at alanperry4@hotmail.com or by calling 01702 476 458 and put yourself in with a chance of winning the weekly prize. Remember, the more people that sign up to the scheme, then the higher that prize will be. By setting up a standing order for just £5 a month (or just £60 a year), you put yourself in with a chance of winning over £30 per week at the present time.

Quid-a-Goal

This Season's Quid A Goal scheme is now up and running and with numerous pledges made so far the current running total after 4 matches is £70.20

For this season part of the funds raised from the QAG scheme will be given to the Southend United Community & Educational Trust (SUCET) to help fund their Bodycare Programme. This programme is delivered young children of both Infant and Junior school age to help them get a healthy start in



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life with the benefits of physical activity and healthy eating being covered as well as mental and social health.

If you would like to help raise funds for this worthy cause you can do so by visiting the Trust Info Stand in the Shrimpers Bar prior to any Home Game or by completing the form printed in this season's SUFC Matchday Programmes.

Application forms are also available for download from the Trust Website www.shrimperstrust.co.uk

MTBD / Reverse Auction

The heat was on, and that wasn't just the bidding for the Shrimpers Trust Reverse Auction. It was a scorcher as thousands of Southend United fans flocked to Boots & Laces for the annual MTBD, and the Trust Pavilion was busy all day.

Once again our Trust Merchandise sold very well, with supporters snapping up loads of great bargains including the Team We Call United DVD, which we were selling at a special MTBD price of just £5.00, and the new Trust Pen at only £1.00. But don't worry if you missed out because these items and load more Trust Goodies are available from our online shop on the Trust Website www.shrimperstrust.co.uk or from the Trust Info Stand in the Shrimpers Bar.



As in previous seasons the Players signing session was very popular with supporters, and because of 100's of supporters in the queue to get their favourite players autographs it meant that they were with us for nearly two hours.

However, the highlight of the day for one lucky supporter was the Trust's Reverse Auction for the never to be repeated piece of SUFC Memrobilia. The signed 2007/08 Season Away Shirt had been framed along with a head and shoulders picture of every player who made the 1st Team Squad last season, along with pictures of the Management Team, and the original pre season Team Photo, and had also been signed and dated on the back by Club Captain Adam Barrett.

There were 145 bids placed for the Shirt, and it was a bid of just 3p, placed by Steven Davis which won, and when informed he said that he could not believe that his was the lowest unique bid, and that the shirt would take pride of place in his office at home.

We would like to congratulate Steven on winning the auction, and would like to thank all those supporters who took part to help raise funds for the Trust.

This article first appeared on the Shrimpers Trust website, www.shrimperstrust.co.uk, where you can find out all the latest news from the Trust

MEMBERSHIP

Life Membership (total: 153)

This newsletter we would like to welcome four new Life Members, **Alex Chidgey, Stephen Fox, Susannah Harding and Frank van Wezel.**

If you are interested in joining this group please contact our Membership Secretary, Paul Yeomanson via email at membership@shrimperstrust.co.uk. You can also join up as a Life Member in the Membership Section of the Trust Website www.shrimperstrust.co.uk, and postal applications will also be accepted via **Shrimpers Trust, PO Box 5830, Southend-on-Sea, SS1 9FD.**



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The Shrimpers Trust would like to welcome the following New Members:
Stephen Brown, Paul Clark, Ian Elsdon, Chris Harrington, Brian Illsley, John Illsley, Jason King, Kevin King, Helen Lowing, Warren Northcott, Patricia Poulton, Andy Rogers, Tom Searle, William Theobald, Brian Topley and Paul Wilding.

***Please note that the Shrimpers Trust would like to know if any of its members' addresses change, or if they have a new email address so that newsletters and other correspondence can be sent to the correct address. Please send any change of address details to **The Shrimpers Trust, PO Box 5380, Southend-on-Sea, SS1 9FD**, or alternatively fill in our on-line contact details form which can be found in the Membership Section of the Trust Website, www.shrimperstrust.co.uk ***

AWAY TRAVEL – 2008/09 SEASON

We are now taking bookings for the following Away Games:

CARLISLE UNITED – Saturday 6th September 2008

Adult Members **£25.00** - Non Members **£30.00**

Junior Shrimpers, Concession and Student Members **£20.00** - Non Members **£25.00**

ROOTS HALL	06.30
The ELMS	06.45
RAYLEIGH WEIR	06.55
TARPOTS CORNER	07.05
The WATERMILL	07.15

CREWE ALEXANDER – Saturday 20th September 2008

Adult Members **£23.00** - Non Members **£30.00**

Junior Shrimpers, Concession and Student Members **£20.00** - Non Members **£25.00**

ROOTS HALL	09.00
The ELMS	09.20
RAYLEIGH WEIR	09.20
TARPOTS CORNER	09.30
The WATERMILL	09.30

Bookings can be made by in person at the Trust Info Stand in the Shrimpers Bar prior to any Home Game, by phoning Clare Brooks on **07892 905338** or online in the Away Travel Section of the Trust Website www.shrimperstrust.co.uk



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2008/09 SEASON TRUST EVENTS

Curry Night – Tuesday 9th September 2008

***** Please note date change *****

The first Shrimpers Trust Curry Night for the 2008/09 Season will be held on Tuesday 9th September 2008 at the Maharajah, 358 London Road, Benfleet.

The evening begins at 7.30 pm and the cost will be **£12.00** per person.

We welcome Members and Non Members alike so why not come along for some good food and chat.

As a fundraising event for the Trust we will also be holding a Raffle.

For further details or to book a place contact Alan Perry by email alanperry4@hotmail.com or by Phone on 01702 476458.

Poker Championship – Saturday 13th September 2008

The date for the unofficial Shrimpers Trust leg of the WSOP (*world series of poker*) has finally been released, 13th September 2008.

The tournament will follow Southend's game with Hereford at the Rendezvous Casino which is located behind the Kursaal, Southchurch Avenue, Southend.

This tournament will hopefully signify the first of many depending on the take up and promises to be a great evening with a chance of winning a healthy amount of money come the end of the night.



Ideally we would love to see a variety of our members and non members (other than the juniors!!!!) take part in the tournament and as a consequence we have laid on some training for the first hour which will commence at 7.00pm which will be followed by our new event at 8.00pm. so that your night does not have to end only after taking a bad beat we have organised that each person knocked out will have the opportunity to buy back in (once) for a further £10.

The initial Buy In will be £20.00 which includes a Hot and Cold Buffet that will be served during the evening in a different room. Each poker player will be provided with a vegas style VIP pass, which will show that they are competing in the Shrimpers trust tournament as well as entry to collect your grub. The

Poker Championship will be overseen by Casino Staff and the final table will be Dealt by a qualified dealer which will stop the cards getting so sweaty when the nerves settle in!!!

Due to the relaxing of certain regulations you no longer need to be a Member to enter the Casino, however it is something I will be sure to do as it gives you **10%** off on the Bar Prices during the evening, a must in the current economic state!

And if Poker is not your thing come along for the buffet only for only £10 and try your luck at the casino tables and slot machines or have a look at the tournament and show your support to a friend or family member.

Places in the Shrimpers Trust Poker Championship are limited to 90 and a further 40 non playing guests will be allowed so book now to ensure your place and tell your friends to book up quick to avoid disappointment.



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Bookings can be made by completing the enclosed entry form, at the Trust Information Stand in the Shrimpers Bar prior to any Home Game or On Line using the Trust's PayPal Facility at www.shrimperstrust.co.uk

Please note that we are unable to accept bookings on the night, and all Players must be confirmed by Saturday 6th September.

For further details please contact Jon-Paul FitzGerald on 07824 398236 or email him at jpfitz@aol.com.

We look forward to seeing you there and good luck in your pursuit of the top prize.

Forthcoming Events for 2008

The following is a list of further events confirmed for 2008. Full details will be published in future Newsletters and on the Trust Website.

Saturday 11th October 2008

QUIZ NIGHT

The Shrimpers Bar, Roots Hall – 7.30pm for an 8.00pm prompt start

For further details contact Alan Perry

(Tel: 01702 476458, email: alanperry4@hotmail.com)



Tuesday 14th October 2008

AGM + Q&A Session with guest(s) from SUFC

The Shrimpers Bar, Roots Hall – 7.30pm for an 8.00pm prompt start

Saturday 22nd November 2008

RACE NIGHT

The Shrimpers Bar, Roots Hall – 7.00pm for a 7.30pm prompt start

For further details contact Paul Yeomanson

(Tel: 01702 302373, email: info@shrimperstrust.co.uk)



Thursday 27th November 2008

RAYLEIGH LIGHTS

Rayleigh High Street – 4.15pm to 6.30pm

MATCH REPORTS

Saturday 9th August 2008 - Peterborough (Home) – Result 1-0

A new season starts, with a new squad but the confusion continues. Will Nicky Bailey start? Is Nicky Bailey suspended by the club? Will he refuse to play so as not to get injured in case of a move to Charlton or is it Crystal Palace? Do Southend United need to borrow £80m or is £45m or is a different figure – the quality of reporting in the Evening Echo hits its usual highs? Where do they get their information?

Day 1 of season 2008 / 2009 was a drab, wet and cold day and the football was not a lot better. I always thought that the first few games of the season are played in a heat wave; players need to take on lots of water and the East Bank struggle to see the game due to the bright sun. Saturday was definitely an exception to the rule!!!!!! Still only 22 home games and 23 away Coca Cola league games to go and we have three points in the bag. Perhaps 16-1 is not a bad bet after all.



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As this was a new squad who would the fans pick on (i.e. no Mark Gower) but the pre match antics of “Player of the Year” Nicky Bailey saved the day. Good starts by all the new boys Mildenhall in goal, Harding at left back and Paul Furlong up front. Betsy also looked lively when on as substitute for Scannell, who himself looked the most likely to score.

The only goal and perhaps on shot on target from either side (i.e. I cannot remember Mildenhall or Lewis in the Peterborough saving a shoot in anger, albeit both dealt well with long range shots and crosses. In the 76th minute Peter Clarke won the day for Southend with a close range shot from a corner. Three Peterborough players yellow carded but little else to write home about. Still I have always said happy to win 1-0 in a scrappy game than lose playing “beautiful football”. Three substitutes introduced in last 15 minutes.

Crowd: 8,665. League position: 10th.

Team: Mildenhall, Francis, Barrett, Clarke, Harding, Scannell (Betsy), Moussa, Bailey, Walker (Grant), Furlong (Revell) and Barnard. Substitutes Not Used: Joyce & Sankofa.

Saturday 16th August 2008 - Millwall (Away) – Result 1-1

Two games into the season (i.e. one Carling Cup game and one Coca Cola league game and Nicky Bailey has left for Charlton Athletic – another player of the year departing hastily after receiving their award. Why is there no loyalty in football today – this could be an article in its own right. Supporters remain loyal and stick with their club through thick and thin but players !!!!!!!!!!!!!!!!!!!!!!!

What a fantastic weekend for sport with Essex winning the Friends Provident Trophy at Lords; New Zealand beat South Africa in the tri nations rugby; and Great Britain win 17 medals, including 8 gold medals in 48 hours but our beloved Southend United lose 2 points deep into “time added on” after a dogged battling performance with a much change side and bid emphasis on youth. Pretty the game might not have been but a battling performance against a poor Millwall side it definitely was. I can understand why Steve Tilson and his players were gutted because the equaliser was totally undeserved and for Millwall an “unexpected get out of jail card”.

A much changed Southend team with no Bailey (run away to earn more money and a longer contract at Charlton). Scannell and Walker (added to the injury list) and Furlong (rested on substitute’s bench) battled well and took the lead after six minutes when the Millwall goalkeeper David Forde (convinced he is a relative of the Ford family who travel on the Shrimpers Trust coaches to all away games albeit a different spelling) dropped the ball on the edge of his six yard area and Revell was on hand to gratefully accept the goal scoring opportunity – let us hope he can do the same against his former club on Friday. A dire refereeing performance from Keith Stroud who booked eight players (four per side), let a number of incidents go but ensured there was no flow to the game with petty free kicks and continually measuring out ten yards. I think the five minutes added time was about right but not good in respect of the result. Late into added time a shots hits the bar, is saved by Mildenhall and out of nowhere Ahmet Brkovic equalises. Underserved yes but we would all have accepted 4 points from the first two fixtures when the fixture list was issued.

Crowd: 8,114. League position: 7th.

Team: Mildenhall, Francis, Barrett, Clarke, Harding, Betsy, Moussa, Grant, Ademeno (Sankofa), Revell (Furlong) and Barnard. Substitutes Not Used: Joyce, Herd and O’Keefe



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Friday 22nd August 2008 – Brighton & Hove Albion (Home) – Result 0-2

Friday night returned to Roots Hall but the crowd of 7,976 was disappointing for a local derby between two sides undefeated in the league. Appreciate a Bank Holiday weekend and the economy entering a recession but I would have expected a bigger crowd. Still those who attended saw a vastly improved Southend United performance and playing their best football of the season to date only to be robbed by another poor refereeing performance which had a major impact on the result.

The only change to the starting eleven from the Millwall fixture was the return, on loan of Hal Robson-Kanu. He played on the left hand side of midfield and had an influential game, albeit could not inspire a goal. Charles Ademeno returned to the bench where we also saw the introduction of another loan signing, Lee Sawyer from Chelsea

A bright start from Southend with Alex Revell hitting the post and several good crosses from both wings. We then saw the first of many bad decisions from our referee Jamail Singh. Revell clattered Michel Kuipers in the Brighton goal. Punches were thrown and Kuipers went on to be “man of the match” making many fine saves. Two yellow cards were issued when red more appropriate. Mr Singh went on to issue a total of six yellow cards, including Peter Clarke for winning the ball, and one red. For the remainder of the first half both sides played good football but the half time was 0-0.

In the 63rd minute of the game, which had seen a bright start to the second half with both sides going close, Franck Moussa and Alex Virgo, two committed mid field payers, contested the ball and Franck won. To the amazement of both sets of fans and both benches Mr Singh blew for a free kick to Brighton and brandished a red card to young Mr Moussa. To quote Mickey Adams, the Brighton manager “I can understand Tilly’s disappointment because it looked like a genuine case of both lads going fairly for the ball”.

This was the turning point of the game. Sawyer replaced Revell in the 70th minute and his first involvement was to tackle the experienced Nicky Forster who went down as if pole-axed albeit no contact made. Sawyer was cautioned and from Livermore’s free-kick Murray lashed the ball home to make it 1-0 Brighton. For the rest of the game there was much barracking of Mr Forster by the West Bank who allegedly retaliated by gesticulating at the home fans. Even if caught on camera assume no action will be taken because he was provoked!!!!!! Still an excuse for the orange coats to push and shove the home fans. Southend continued to press, a Barnard shot was cleared off the line and Kuipers performed heroics in the Brighton goal. In the dying seconds Forster tapped in the far post to make the final score Brighton 2 – Southend nil.

How is the respect campaign to work when you have referees like Messrs Attwell and Singh brandishing red and yellow cards like confetti? When will match officials go back to using common sense and forget about the assessor in the stand? At this rate we will have no players due to injuries and suspensions!!!!!!

Crowd: 7,976. League position: 7th.

Team: Mildenhall, Francis, Barrett, Clarke, Harding, Betsy, Moussa, Grant, Robson-Kanu, Revell (Sawyer) and Barnard. Substitutes Not Used: Joyce, Sankofa, Ademeno and Furlong

29th August 2008