



THE INTRODUCTION – Paul FitzGerald

A new CEO for the new season?

Indeed there will be- but it is, of course, for Sainsbury's. ...Justin King (drinking pal of our chairman's) has bowed out after 10 years. Mr King joined the business when it was in disarray in 2004, but has turned around its fortunes to notch up nine successive years of rising profits...I had to look "Profit" up in the dictionary to check it's meaning – apparently it doesn't apply to football clubs.



You have to wonder whether the introduction of the new man at the helm will make a significant difference to our lives, whether that be from more fish or less football. I've worried for a long time, that as time drifts on, that some accountant will finally realise the right hand row in his spreadsheet has turned completely red.

I reported last time that a meeting was planned with Ron, to discuss the lack of any news on the Stadium Development (despite a very bullish head above parapet moment in the Echo, a few months back, with the normal inaccurate timing estimates). Sadly, that didn't happen and despite promises, no update has been provided. I struggle with this attitude, particularly as the Trust has been debating the annual request to renew its sponsorship of the youth.



I have to think something will happen very soon and just hope that by the time this newsletter is received and read, that "something" is positive, not negative.

One very positive piece of news is the Club's announcement that the Youth Academy has been granted category 3 status in the recent EPPP audit.

Ricky Duncan said "I'm extremely proud of everyone, and I'm pleased to have been part of this. We've all worked extremely hard and to receive the feedback we did, it was superb for everyone who has been involved." – All of us at the Shrimpers Trust would like to say we are all delighted and Ricky should rightly be proud of his own achievements.

If you'd like to play a part in this via the Club, then I'm sure they would welcome your involvement via the Blues Lottery or alternatively, why not invest via the Trust in this season's Quid a Goal? Details on both these schemes can be found later in this newsletter.

It was good to hear that the Ipswich friendly has been designated the "good bye to Freddy" day – I hope as many of you as possible, get to see his final appearance at the Hall.

It appears from the Club website that the trip to Spain went well and here's hoping for a strong start to the season and a memorable campaign. Pre-season is upon us already and we have "Meet the Blues" day coming up soon, where I hope you will visit our stand for the usual and not so usual fare! See below for further details.

NEWSLETTER – Vol. 10 Iss. 01. – July 2014

Some of our long standing members will know that the Shrimpers Trust (formal name Southend United Supporters Club Trust) was one of the first Trusts to be formed when the movement started 15 years ago. Since that time, the proposed rules, principles and indeed, company status have altered several times. Today the Shrimpers Trust is the last remaining company limited by guarantee. Other Trusts have gone through some quite expensive changes to align themselves with the current (at the time) movement principles. We have never felt that the cost justified the change. However, as the costs for us now to align ourselves, are pretty much nil, we are taking this opportunity to propose to our members at our next AGM that we do this (more in the coming months.) Alongside this, we have decided to modernise our logo and this will be first seen in public at MTBD on some of our new merchandise.



The Trust committee is always looking for new blood – so, if you would like to get involved in any of our activities at any level, please don't hesitate to contact us.

Thank you all for your continued support.

As ever, you can contact me at pfitz666@aol.com if you'd like to comment on anything the Trust does or does not do.

MEET THE BLUES DAY – SUNDAY 27th JULY

The Shrimpers Trust will once again be attending SUFC's annual Meet the Blues Day on Sunday 27th July.

As well as being able to join the Trust or renew your Membership we will have our full range of Merchandise available to purchase along with our usual supply of old programmes.

You will be able to view and bid on the Luke Prosser framed Boots & Headband in our Reverse Auction and there will also be details of all our other Fundraising Activities.

Under 16's will be able to join the Junior Blue's where one lucky Member who joins on the day will win a Mascot Package at a Southend United Home Game.



Details of our Away Travel arrangements for the first two away games vs Accrington & Carlisle will also be available and bookings can be made on the day.

Again as in previous year the Player's and Management will be signing autographs in our Marquee during the afternoon.

And finally we are pleased to announce that as well as the usual cash and cheque payments we can now accept Credit/Debit Cards for all purchases including Merchandise & Memberships.



Further details regarding Meet the Blues Day can be found on the SUFC Website.

REVERSE AUCTION



The Shrimpers Trust have commissioned a unique piece of SUFC Memorabilia which one lucky supporter can win by predicting the Lowest Unique Bid in our reverse auction, and it can be yours for just £1.00 per bid.

A pair of Luke Prosser's boots from the 2013/14 Season and his Headband have been framed behind a protective Perspex 'bubble' along with a picture of Luke wearing the items. The reverse of the frame has also been signed and authenticated by Luke.

And bidding for this unique item couldn't be easier, all you need to do is complete the enclosed form stating your predicted Lowest Bid, and then send the completed form, along with your payment by Saturday 16th August 2014.

Bids can also be placed at the Trust Marquee at this year's Meet the Blues Day or at the Trust Information Stand in the Shrimpers Bar prior to the friendlies vs Ipswich and QPR on the 29th & 30th July or the games vs Walsall on Tuesday 12th August or Stevenage on Saturday 16th August.

For further details please see enclosed form.

FUNDRAISING

100 Club

The latest winners in the scheme, pulled out of the hat during weekly draws since the last newsletter were **Gordon Harvey, Gary Crowe, Charles Ball, Matt Eva, John Walton, Wally Despy and Graham Hart.**

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 476458 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 around £28.00 per week at the present time.

Quid-a-Goal

Our Quid a Goal scheme is now up and running for the 2014/15 Season.



Last season the total raised was £1,872.00, which was considerably up on the 2012/13 season's total of £1290.00.

The aim of the scheme - like most of the Shrimpers Trust's activities is to raise money for Southend United Football Club and make sure that there is a club for us to be supporting in the foreseeable future.

In particular, some of the money raised from this Seasons "Quid a Goal" scheme will again be donated to the Southend United Physio Ben Clarkson and his Department to help purchase much needed equipment.

This is how it works:

Those who support the scheme with a pledge have their name and details of their pledge displayed in the United match program each week and are detailed on this web site.

NEWSLETTER – Vol. 10 Iss. 01. – July 2014

We ask you to pledge £0.25, £0.50, £1.00 or more under various headings such as clean sheets, various players scoring goals, or team goals. This does not have to cost you a fortune as you can easily judge in advance how much your pledge will cost you come the end of the season.

For example, the Blues rarely manage more than 80 goals in a season from 1st team matches. A £0.25 per goal pledge would therefore most likely not cost you more than £20.00 come the end of the season. If funds are tight how about £1 for every goal scored by our full backs? If you chose to do £0.50 per point and we finished up with 72 points as we did last season this would cost you £36.00.

At the end of the season we will write to you thanking you for your support of this initiative and asking you to send us a cheque for the amount owed.

Last year this scheme raised around £1,850 from the 68 people that helped us. This includes support by some of the Southend United's directors.

If you would like to help raise funds for this worthy cause you can do so by completing the QAG Entry Form which has been included with this newsletter and return to us either by post to the address shown on the form or by handing in at the Trust Info Stand in the Shrimpers Bar prior to any home game.

Entry forms are also available from the Trust Website www.shrimperstrust.co.uk

MEMBERSHIP

Life Membership



Life Membership of the Trust currently costs £100.00 if you have an email account or £125.00 if you prefer to receive Trust Mailings by post.

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 at **Shrimpers Trust, PO Box 5830, Southend-on-Sea, SS1 9FD**.

Welcome to New Members since the last Newsletter

Indiana Gardner, Alex Larn, Russell McWilliams, Paul Nobbs, Robert and Rebecca Wiseman.

****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 5830, Southend on Sea, SS1 9FD**, by email to membership@shrimperstrust.co.uk 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 ****

FORTHCOMING FUNDRAISERS

CHINESE NIGHT

Thursday 28th August 2014

East, 33 Alexandra Street, Southend on Sea

The evening begins at 7.30pm with the meal from 8.00pm and the cost will be £15.00 per person for an 'all you can eat' buffet.



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

For further details contact Alan Perry: (01702 476458 or alanperry4@hotmail.com)

NEWSLETTER – Vol. 10 Iss. 01. – July 2014

QUIZ NIGHT

Saturday 13th September 2014
The Shrimpers Bar, Roots Hall



The Shrimpers Trust will be holding their first Quiz Night of the 2014/15 Season in the Shrimpers Bar, Roots Hall on Saturday 13th September 2014.

The doors open at 7.00pm with commencement of the quiz at **7.30pm sharp**.
The cost will be £10.00 for adults and £6.00 for under 16's.

Included in the price will be a choice from 5 meals (*Chicken & Chips, Chicken Nuggets & Chips, Sausage & Chips, Fish & Chips or Vegetarian Spring Roll & Chips*). The meals are provided by the Fish House and will be served at around 8.45pm.

Ideally we need tables of 8, but if you would be happy to join others who will come in parties of less than 8 please let us know.

For further details or to book a table contact Alan Perry (01702 476458 or alanperry4@hotmail.com)

SUPPORTERS FORUM and PHIL BROWN Q&A

Monday 22nd September 2014
The Blues Lounge, Roots Hall



The Shrimpers Trust will be hosting a Supporters Forum on Monday 22nd September 2014 when you will get a chance to ask questions of Phil Brown as he embarks on his second full season as SUFC Manager.

Trust Chairman Paul FitzGerald and United's CEO Steve Kavanagh will also be on hand to answer any questions you may have about the Trust and Southend United.

The Forum will be held in the Blues Lounge, Roots Hall on Monday 8th September 2014. Doors open at 7.00pm with the event starting at 7.30pm prompt.

Admission is free of charge, and is open to Members and Non-members of the Trust.

For further details contact Paul Yeomanson: (01702 302373 or info@shrimperstrust.co.uk)

GOING TO THE DOGS

Saturday 4th October 2014
Romford Greyhound Stadium

The Shrimpers Trust are organising a trip to Romford Greyhound Stadium on Saturday 4th October 2014.

At a cost of just £20.00 not only will you get admission to see an evening of Greyhound Racing but you will also get a Fish & Chip Supper with a Dessert, a Free Drink (house wine, house beer or a soft drink) and your Race Card.



The price includes return Coach Travel from Roots Hall leaving at **17.30pm**.

To book your place you can book online by Credit/Debit Card in the Events Section of the Trust Shop at www.shrimperstrust.co.uk

For further details please contact Clare Brooks (07980 363092 or travel@shrimperstrust.co.uk)

NEWSLETTER – Vol. 10 Iss. 01. – July 2014

NEW MERCHANDISE

Along with the new Trust Polo Shirts and Coffee Mugs launched last month there will be more new additions to our range of Merchandise.

The new items include a set of four Brite-Mat low profile, non-slip base drinks Coasters featuring four iconic SUFC programme covers – The first ever SUFC programme vs Millwall, the SUFC vs Norwich programme for the first match at the current Roots Hall, the SUFC vs Liverpool programme from 1979 and the one from the Carling Cup Match vs Manchester United in 2006.



The set of four Coasters will cost **£7** and will be available at Meet the Blues Day and online from the Trust Shop at www.shrimperstrust.co.uk, and thereafter from the Trust Information Stand in the Shrimpers Bar.

To purchase these and other items in our new range please visit us in our Marquee at this season's Meet the Blues Day on Sunday July 27th, alternatively you can purchase any of our Merchandise online in the Trust Shop at www.shrimperstrust.co.uk



There will also be some fantastic reductions on some of our current range of Merchandise including shirts, badges and other souvenirs - so get in quick.

Please note that that as well as the usual cash and cheque payments we can now accept Credit/Debit Cards for all purchases including Merchandise & Memberships.



BLUES LOTTERY

The newly restructured Blues Lottery is now into its second season and after the Club's Academy was granted Category 3 status in the recent EPPP audit it is even more important to support the Youth Development of Southend United for the 2014/15 season onwards.



The scheme has existed and been supported by a number loyal supporters for a number of years but its existence has suffered from a lack of vitality and vision.

Numbers have dwindled and the restructuring is intended to address concerns of fans and to help drive the investment in the Academy and help produce more future stars, similar to Dan Bentley, Jack Payne and Ted Smith.

By investing in the lottery the aim is you can win a cash prize and at the same time have ownership of the youth as they develop and feel in some way you have assisted in their development.

The Shrimpers Trust already supports the Youth Team in various ways and would ask you to consider joining the Blues Lottery to help develop the SUFC stars of the future.

A Blues Lottery application form has been enclosed with this Newsletter and further details can also be found on the Club Website here <http://www.southendunited.co.uk/fans/blues-lottery>

JUNIOR BLUES



The new Junior Blues is being run by the Club in association with The Shrimpers Trust to provide the best possible junior membership scheme for all SUFC fans aged 16 or under.

For just £10 (a one off payment until 16 years of age) members will receive a range of discounts, offers and exclusive events.

Our two clubs with the Junior Blues are Little Shrimpers, for fans aged 11 and under, and Club Blue for those aged 12-16.

Benefits for all members include:

- ✓ **10% discount on Community Soccer Schools**
- ✓ **£2 discount for Cup matches at Roots Hall**
- ✓ **Membership Card**
- ✓ **Membership Pack**
- ✓ **Exclusive Christmas Party**
- ✓ **Birthday and Christmas cards**
- ✓ **Exclusive Meet the Players Day**
- ✓ **Discount at the following: Adventure Island, Kursaal Bowl, Skirmish Paintball, Marsh Farm, Partyman World, Smyths Toy Shop, Laser Combat, Papa John's and Playfootball.net**
- ✓ **Photo of your favourite player**
- ✓ **Chance to be a mascot at a first-team game at Roots Hall**
- ✓ **Reduced travel prices to away games on Shrimpers Trust Coaches**



+ More discounts and offers being added all the time

If you would like to sign up any family member or friends aged under 16's a membership form has been enclosed with this newsletter (we will accept photocopies if for more than one application). Please complete and return to Junior Blues, The Shrimpers Trust, PO Box 5830, Southend-on-Sea, Essex, SS9 1FD.

Alternatively you can visit the new Junior Blues website <http://juniors.shrimperstrust.co.uk> where membership forms can be downloaded and printed off.

Also on the website you will find all the details of our partners including discounts offered.

If you have any enquiries please email Kay Fogg at juniors@shrimperstrust.co.uk

14th July 2014