

NEWSLETTER – Vol. 8 Iss. 02. – December 2012

THE INTRODUCTION – Paul FitzGerald

Times they are a changing

So....a 3rd Chief Executive in a year and a very warm, belated, welcome to Steve Kavanagh (ex Charlton). It's been a little while since a "football" man has occupied the seat that several others have found a little too hot, for one reason and another.

Steve arrives with a good pedigree and no apparent baggage – he seems well respected by Charlton contacts and has made a very good start with the fans.

Fairly soon after joining us Steve and our unusually quiet Chairman, Ron Martin – in case you've forgotten, agreed to a meeting specifically to address the lack of communication regarding finances and the new stadium.

A key item discussed was lack of communication generally and Steve K made his thoughts clear. He wants to engage with representatives of all fans' groups and plans to hold a regular Fans Forum. To explore further that concept, he invited a representative of Shrimpers Trust and Shrimperzone (Ken Jarvis) to meet with him to help flesh out his thoughts/plans and separately met with a representative of the Blue Voice (Scott Peters).

This has now taken on more shape and he has now announced his plans formally. I will do my utmost to represent the views of all Trust members but if at any time you think I am not or you would like something specific raised then there is an extra avenue to do so as Fans Forum meetings will not be replacing the regular Trust Liaison meetings.

Steve brings with him, his Charlton experiences and a level of enthusiasm for fans' engagement above what we have been used to. Consequently we asked him to attend the Trust's recent committee meeting (5/11) and showed him a brief presentation of why the Trust exists, what it does and what it hopes to achieve - the previous incumbent had some trouble understanding what the Trust does.

Like all previous Chief Executives this resulted in a begging bowl! However, I think you'll agree, when you read below, that this is much needed. The Trust has decided to help by agreeing to pre-fund and to mount a campaign to raise the funds.

The following notes are written by Steve Kavanagh

"As part of my review of the business I have met with a wide variety of staff and management and a number of areas need focus and direction. A number of these could benefit from substantial investment, which in the current climate is difficult, but there are lots of things I have identified which with a small change can improve our performance on and off the field.

Match Analysis is a vital part of modern football. Most clubs in the country use video analysis for a variety of reasons and it is no longer about gaining an advantage but being seriously disadvantaged to not be fully utilising the tools that exist.



NEWSLETTER – Vol. 8 Iss. 02. – December 2012

Match analysis ranges from simple videos of the game to full blown Pro Zone with recruiter, anyone who has seen Money ball will understand that recruiter now exists to give a complete statistical analysis of every professional player in the world if you wanted it (and can afford it!). Pro Zone 3 provides detailed analysis of individual player runs and movement during a match.

As much as I would like to have Pro Zone 3, let alone basic Pro Zone there are lots we can do in this area without such a substantial cost and investment. We have got match analysis software and use this to scout up and coming matches and to provide post match review and individual analysis. On detailed investigation, due to broken equipment we stopped filming our own wide angle on matches, I have now corrected this and this now takes place. But the computer for analysis is also broken and as a result match analysis takes a significant period of time so if we play Saturday the team only get feedback the following Friday, not much use as it has long gone and a week's training to correct issues has passed. Never mind if we play on the Tuesday! Added to this, as a result of the same issue individual analysis for players is not being provided. This should be a key coaching tool in developing players and enhancing both positives and dealing with negatives in play the Monday after a match."



The equipment required costs £1000 and what we'd like is to find a number of people prepared to donate £10 to this cause. For each £10 raised, that person (or family) will have their name displayed in the program; will have a chance to visit the training ground to see the training and be shown the type of analysis performed; have the opportunity to travel with the team to an away game + have the opportunity to sit in the directors box for a home game. The First team are to play their part and are all looking at donating items that we can auction. Steve himself is to speak to several contacts with a similar idea in mind.

The Trust committee were unanimous in agreeing that the cause is about as worthwhile as it gets and we hope that you, our members, will agree also and give generously!

A long awaited Club AGM was held recently and most shareholders I think were expecting some sort of announcement. Sadly this was not the case and it was business as usual with the exception that a key diary date was added – council meeting 20th December – Ron mentioned how important this was several times which suggests it probably is!!

He also mentioned that despite agreeing in writing that the Trust be offered a seat on the Board – that he'd changed his mind and felt that the existing directors were perfectly capable of representing the Fans views. Needless to say this is a problem for the Trust in two ways. Firstly it's a stated objective and was re-confirmed unanimously at our last AGM – we will ask the question again this year (Feb – see calling notice). Secondly, I couldn't possible comment of course but some people might think that you can therefore not Trust anything Ron says....

As we approach the end of the calendar year I'd like to wish you all a very Merry Christmas and a happy and healthy New Year with a very good reason to party around May/June.

And finally...once more I'd like to congratulate Matthew Pointer, the youngster who has been running 5K every month (for 12) raising money for St Lukes Hospital. He has now finished this and will appear at Roots Hall to hand over what he has raised so far. I hope you'll give him a great cheer.

If you have any questions or comments on this or any other Trust matteras ever you can contact me on pfitz666@aol.com

NEWSLETTER – Vol. 8 Iss. 02. – December 2012



“I Helped my team get promoted in 2013”

To donate towards the cost please complete the form below and post back to us with a cheque for £10.00 payable to the Shrimpers Trust to:

**Mac Appeal
The Shrimpers Trust
PO Box 5830
Southend on Sea
Essex
SS1 9FD**

For each £10 raised, that person (or family) will have their name displayed in the SUFC Matchday program; will have a chance to visit the training ground to see the training and be shown the type of analysis performed; have the opportunity to travel with the team to an away game + have the opportunity to sit in the directors box for a home game.

✂ -----

I wish to donate £10.00 (or multiples of) towards the cost of the Match Analysis Equipment.

First Name: Surname:

Address:

Town:

Post Code: Tel. Number:

Email Address:

Amount Donated: £

Signature:

Date:

✂ -----

MERRY CHRISTMAS AND A HAPPY NEW YEAR



With the festive season approaching we at the Shrimpers Trust would like to wish all our members, Southend United supporters worldwide, players, staff and everyone connected with Southend United Football Club a very Merry Christmas.

As for the New Year - I think pretty much we all want the same thing....a nice shiny new stadium, a trip to Wembley and enough points to guarantee promotion. It seems a lot to ask when you write it down, but who knows what we can achieve with a little bit of luck, a reasonable application of skill and a helpful supermarket.

And so Dear Santa the Shrimpers Trust Xmas List is:

- 1) Promotion to League 1
- 2) Digging at Fossetts Farm
- 3) A seat on the Southend United board
- 4) Tamika Mkandawire to sign up until the end of the season
- 5) Britt Assombalonga to stay until the end of the year
- 6) A trip to Wembley in the JPT
- 7) A big FA cup tie in the 4th round and a giant killing to follow this.

XMAS DRAW

By now you should have received your 2012 Xmas Draw Tickets.

The Trust Xmas Draw is one of our biggest fundraisers, which also offers our biggest prizes of any of our fundraisers.

So if you want to be in with a chance of winning the 1st prize of £500 please return your completed ticket stubs and payment to:

Xmas Draw
The Shrimpers Trust
PO Box 5830
Southend on Sea
Essex
SS1 9FD



Alternatively you can hand your tickets in at the Shrimpers Trust Info Stand in the Shrimpers Bar prior to the home game on Friday 21st vs Chesterfield or the home game vs Gillingham on 1st January 2013.

The draw will take place at half time on 1st January.

If you did not receive your tickets and would like us to send some out to you please contact Alan Perry on 01702 476458, or by email alanperry4@hotmail.com

SHRIMPERS TRUST BEANIE

New in for Xmas....

Getting cold watching the Blues? Why not purchase the brand new Shrimpers Trust Beanie.

Knitted from 100% soft acrylic and embroidered with the Trust Logo this is a sure way of keeping warm during the winter matches.

Priced at just £10.00 they would also make the ideal Christmas Present for any Blues fan.

The Beanies will be on sale from the Trust Info Stand in the Shrimpers Bar before any match with stock arriving in time for the game vs Chesterfield on Friday 21st December.

They can also be purchased using Credit/Debit cards from the Trust's online shop at www.shrimperstrust.co.uk however we will not be able to post them out before Xmas.



FORTHCOMING FUNDRAISERS

CHINESE NIGHT

Monday 14th January 2013
East, 33 Alexandra Street, Southend on Sea.

The evening begins at 7.30pm 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)



QUIZ NIGHT

Saturday 19th January 2013
The Shrimpers Bar, Roots Hall

The Shrimpers Trust will be holding a Quiz Night in the Shrimpers Bar, Roots Hall on Saturday 19th January 2013.

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)



NEWSLETTER – Vol. 8 Iss. 02. – December 2012

TRUST AGM and STEVE KAVANAGH Q&A

Monday 4th February 2013
The Shrimpers Bar, Roots Hall

The Shrimpers Trust AGM will be held on Monday 4th February 2013 in the Shrimpers Bar, Roots Hall starting at 8.00pm.



This will be followed by a Q&A Session with new SUFC CEO Steve Kavanagh.

The Agenda for the AGM has been included with this newsletter and the Directors Report and Financial Statements for the Year Ending 30th June 2012 can be downloaded from the Members Area of the Trust Website www.shrimperstrust.co.uk

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

FUNDRAISING

100 Club

The latest winners in the scheme, pulled out of the hat during weekly draws since the last newsletter were Paul Manning, Steve Stone, Teresa Perry, Paul FitzGerald, Phil Cox, Danny Collins Roy Rice (twice), Peter Brock, Tim Wilson and John Clench each winning around £28.00.

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 2012/13 Season.

The total raised so far after 29 Games is £735.50

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 be donated to the Southend United Centre of Excellence, in particular to the Under 18's as part of our on-going support for SUFC's Youth Team.



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.

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? The 08/09

NEWSLETTER – Vol. 8 Iss. 02. – December 2012

season would have cost you £3.00. If you chose to do £0.50 per point and we finished up with 80 points. 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 of £40.00.

Last year this scheme raised more than £2,000 from the 60+ 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 can be found on the Trust Info Stand in the Shrimpers Bar. Entry forms are also available from the Trust Website www.shrimperstrust.co.uk

MEMBERSHIP

Life Members



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

Callum Bell, Daniel Clarke, Neill Collins, James Cunningham, Andrew Eva, Vanessa Healy, William Mailes, Jamie McGrath, Peter Mortimer, Colin Patch, Lee Sharratt, Jamie Stewart, Nick Vinson and Gary Williams.

****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 ****

RIP MITCHELL COLE

The former Southend man, who played for Football League clubs Southend, Stevenage and Oxford has sadly passed away.



The Shrimpers Trust would like to take this time to pass on our deepest condolences to his family and would also like to thank Mitchell for his services to Southend United.

After watching Fabrice Muamba suffer a cardiac arrest whilst playing for Bolton against Tottenham in March, he opted to give up altogether.

Mitchell Cole- the brother-in-law of former England star Joe Cole - initially retired after he broke down in training suffering shortness of breath, only for a defect to be found in his heart after a series of tests.

The Professional Footballers' Association then helped Cole

NEWSLETTER – Vol. 8 Iss. 02. – December 2012

mutually end his contract with Oxford.

Cole's last club Arlesey, who he stopped playing for earlier this year, used social media site Twitter to relay the news, tweeting: 'Have just been informed of the sad news that Mitchell Cole passed away last night.'

'Thoughts of everyone at Arlesey are with his family.'

West Ham also sent their condolences via Twitter, adding: 'Everyone at West Ham United has been saddened to learn of the death of former Hammers Academy player Mitchell Cole at the age of 27. RIP.'

BARBER'S BLURB – TERRACE TALK MONTHLY ROUND-UP

Hello and welcome to my second blog of the season. September proved to be a month of some positive performances and only one defeat for The Mighty Blues as the season starts to take shape.



The first game of the month saw us host Wycombe Wanderers and it ended in three points for The Shrimpers. The impressive Britt Assombalonga netted a goal in the seventh minute to give Paul Sturrock's side the victory at Roots Hall.



Home form is vital if you are going to gain promotion from this division and in the last few seasons the form at Roots Hall hasn't been up to the standard that is required to get to League One. The win over Wycombe was followed by another victory in the JPT at home to AFC Wimbledon.

The JPT is the most realistic chance of silverware so victories in this competition are vitally important to carry on getting wins and also it helps the confidence at team spirit if games are being won. Gaving Tomlin scored from the spot and Cresswell scored a last gasp winner to put us into the hat for the second round, where we will face Dagenham at home.



The wins kept on coming as we followed up the previous victories with a 3-1 win over Dagenham at Roots Hall. Britt Assombalonga netted twice and he was joined on the scoresheet again by centre-back Ryan Cresswell as Sturrock's men seemed to have turned indifferent start into decent performances and results.



It was another victory in the following match as Blues won 3-1 away at Cheltenham Town. Despite us being dominated in the opening half hour or so, Clohessy drilled us level on the stroke of half-time before Britt and Mark Phillips scored the goals ten minutes after the re-start to put the game beyond doubt.



This was a really impressive win for Southend and the form was looking good before an awful refereeing display away at Gillingham brought a defeat for Southend. Goalkeeper Smith was knocked out before several penalty shouts for Blues were turned down before a spot-kick was given to the hosts and it was duly dispatched past substitute Bentley to give Gills the win.



The next game saw us bounce back to gain three points at home vs Exeter City, and it was the tale of two strikers desperate to prove their worth in the game. Barry Corr returned after 17 months out injured to power home the equaliser before legendary striker Freddy Eastwood, collected all three points when he played a key role in the build up before nodding home at the far post in the dying minutes to put Blues in front.



The last game of the month was the long ride down to Plymouth, and after being dominated possession wise collecting a point from the game it may seem like a decent result. MacDonald put the hosts in front with a snatch-shot that flew past Bentley but the

NEWSLETTER – Vol. 8 Iss. 02. – December 2012

equaliser from Southend was stunning. A great turn and amazing finish from Assombalunga in front of the visiting supporters was a highlight of the game. Barry Corr was inches away from connecting with a Britt cross before the striker was shown a straight red for a clash with Darren Purse, ending the month with a draw, when perhaps we could have won the game seemed disappointing but on the whole, the month seemed very positive as we look to make moves towards the top of the table.

Hello all you Shrimpers and welcome to my review of the month October and Blues ended the month in the middle of the table after a fairly mixed month of results and performances.



The opening game of the month saw us fall at home to Burton Albion. The game wasn't the best of spectacles but up until the final ten minutes we were the better side, but failure to create any chances, ultimately cost us yet again as the visitors left The Hall with all three points. The home faithful were not happy at all and they vented their anger at the final whistle.



There was an opportunity to put it right against Barnet but it was another below par performance as the side previously without a win left with a share of the spoils. The visitors raced into a two goal lead before Freddy Eastwood smashed home a penalty before helping set up Kevan Hurst to rifle home a late late equaliser to save Blues' blushes.



A comfortable 2-0 home win over Dagenham and Redbridge in the JPT soon followed before a convincing 3-0 away win at the home of Rotherham United followed. Despite most supporters arriving just before halftime Southend saved the performance for the second half. Britt netted two class goals before Martin nodded in a third to seal a convincing away victory.



Next up was a trip to our bogey side Morecambe. For the first half hour we knocked the ball around nicely and it was quite an entertaining game of football before the injury to Michael Timlin changed the shape of the game. The Shrimps battered us in the second half and even though we withheld lots of pressure and missed a glorious chance, the hosts grabbed the late winner with minutes to go, to sum up Southend as the unpredictable team of the division.



We then welcomed Aldershot to Roots Hall and it proved to be another disappointing night for the Southend faithful. The Shots without a win in 7 matches, all defeats, raced into a two nil lead and most supporters couldn't believe their eyes. Mark Phillips nodded Blues back in the game and then they were awarded a penalty moments later. Up stepped Eastwood but unlike the Barnet game he opted for placement and the goalkeeper tipped it around the post.



The month ended with a dire 0-0 home draw with York as we look to build momentum in the Xmas months to try and climb the league table.

Hello everybody and welcome to the November review. This month proved to be a hide success for Southend as they went through the whole month unbeaten, with impressive football and results on show.



The first game of the month saw a potential banana skin at home to non-league Stockport County. To be honest with you, we did struggle to get our game going against them, but we were definitely the better side throughout. Barry Corr glanced home the first goal before Laird put the game beyond doubt when he placed home a Timlin cross. Substitute

NEWSLETTER – Vol. 8 Iss. 02. – December 2012

Freddy Eastwood put the gloss on the score line when he turned and rifled home into the roof of the net.



Next up was a midweek trip to Bristol Rovers. The side are currently struggling at the wrong end of the table, however, Rovers can always be a threat. The Blues fell one behind in the tenth minute before Gavin Tomlin equalised, Kevan Hurst then smashed home a left footed drive to put us in the lead which is what we deserved. Fifteen minutes into the second half Cresswell powered home a header and even though Bristol netted an 85th minute penalty Southend hung on to a deserved victory.



League Two high flyers Port Vale came to Roots Hall looking to continue their impressive form and with Tom Pope up front they had every chance of doing so. But Southend are hitting form themselves and throughout this game were the better side. This was probably one of the most enjoyable games I have ever seen and the Vale keepers kept them in the side along with the unfortunate luck for Tomlin, who hit the woodwork twice, during the first half. Paul Smith made a stunning late save to earn both sides a point.



If we thought that was the end to the impressive form, we were wrong. A long trip to Torquay followed as did another incredible footballing display. Southend thumped The Gulls 4-1 on their own patch and the striking duo of Tomlin and Assombalonga proved unplayable again as both netted braces. Britt saw a header ruled out for offside when replays showed he was onside, and even though the hosts got a goal back, the end result was never in doubt.



Another away day followed and this one was a midweek trip to AFC Wimbledon. After netting four goals at the weekend all we could have hoped for was another decent display and a victory, however, after the opening exchanges when we couldn't get going, I couldn't see past gaining a point. But just before halftime Tomlin smashed home a stinging drive and moments after the restart Cresswell headed home the second goal. Winger Hurst was again on form as another set piece was put away by Tomlin before Irish substitute Barry Corr turned and smashed home the fourth. Comprehensive win!



The supposedly 'tough' month ended with another decent win, this time over play-off contenders, Rochdale. The victors did go in front after slopping defending lead to the striker heading home from close range. The lead did only last seven minutes though before Assombalonga ran down the wing before cutting in and firing a low drive past the keeper. Tomlin tapped home after his original effort was saved and Laird chipped home after being played through, to seal the win.

I'd like to end this blog by wishing all Trust members and Southend supporters a very merry Christmas and a happy and healthy new year.

Scott.

17th December 2012