

SHRIMPERS TRUST



SHRIMPERS TRUST MONTHLY MEMBERS SURVEY
January 2024

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INTRODUCTION

The Shrimpers Trust is pleased to release the results from the January edition of its new monthly survey for members on matters relating to Southend United FC and the Trust's operations.

The Trust believes engagement with supporters is crucial to being able to represent fans' views accurately, providing a mandate for the Board to make informed decisions, especially when liaising with other key stakeholders.

This is the third edition during the 2023/24 season after a break to allow supporters to complete a more wide-ranging consultation released by the Trust in the autumn, and then the club's own supporters' survey in December.

This edition includes questions about how fans feel concerning the future of the football club, members' interactions with Shrimpers Trust events and support for Southend United Ladies FC.

All adult members were contacted by email on Tuesday 16th January 2024 with the five multiple choice questions for the survey, and were provided with seven days to respond with their answers. A follow-up email was sent to those members that had not provided answers by Saturday 20th January 2024.

Thank-you to everyone that participated in this consultation. We are committed to publishing the results each month, and look forward to hearing what our members think.

Q1 WHAT IS YOUR CURRENT FEELING ABOUT THE FUTURE OF SOUTHEND UNITED FC?

Background

On Saturday 23rd December 2023, it was announced that contracts had been exchanged between Ron Martin and a consortium led by Justin Rees for the sale of Southend United, conditional upon certain property transactions concerned with the club remaining at Roots Hall.

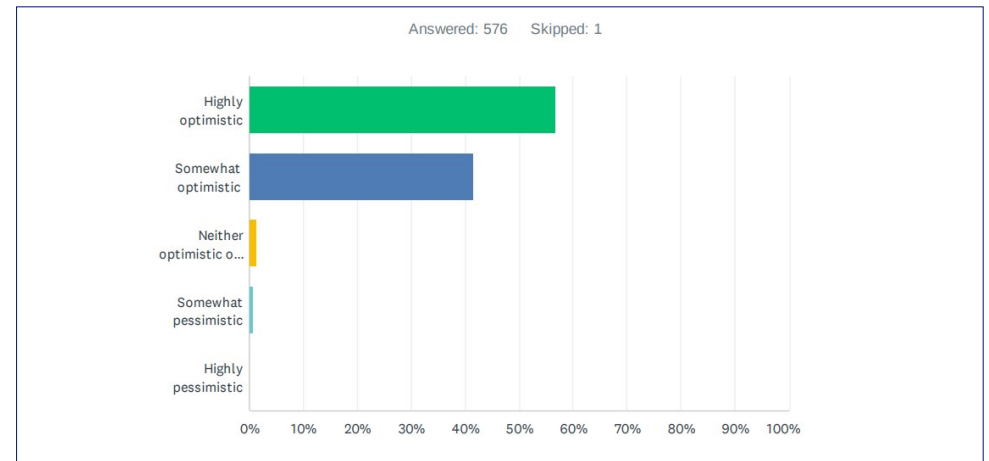
In the weeks that followed, the registration embargo was lifted by the National League after the relevant conditions were met, the coaching team were rewarded with new contracts and new signings

arrived, along with deals for a number of loyal servants.

This question sought to establish how Shrimpers Trust members feel about the future of the club at a specific point in time, prior to the conditions around the sale of the club being met.

The generic nature of the question allows for it to be revisited on regular occasions through the sale process and beyond.

Results



Total Respondents **576**
Highly optimistic **327 (56.77%)**
Somewhat optimistic **239 (41.49%)**
Neither optimistic nor pessimistic **7 (1.22%)**
Somewhat pessimistic **4 (0.69%)**
Highly pessimistic **0 (0.00%)**

Q2 WHICH OF THE FOLLOWING SHRIMPERS TRUST EVENTS HAVE YOU ATTENDED IN THE PAST 5 YEARS?

Background

Shrimpers Trust events play a crucial role for the organisation, whether that be in the form of fundraising or by helping engagement with supporters.

The Trust organises a number of events each season, ranging from annual gathering such as the End of Season Review Night or the Annual General Meeting, to more regular occurrences such as Quiz Nights and Race Nights. There are also regular SUEPA events.

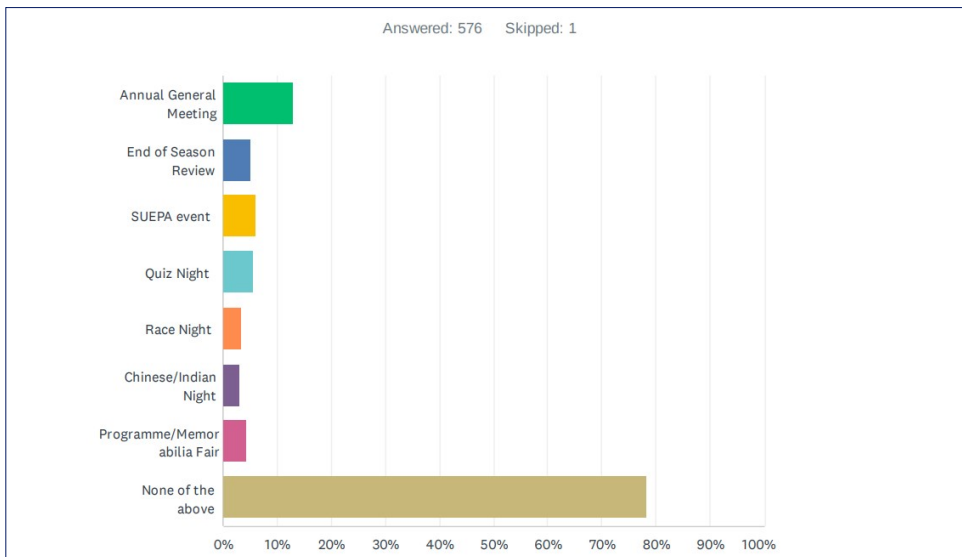
This question sought to provide an

indication of the attendance of such events by Shrimpers Trust members. A variety of events were included, and members were able to select all that applied.

Although the five-year aspect included the period when social gatherings were not permitted due to the Covid-19 pandemic, this element enabled us to consider those events that members had attended recently to ascertain popularity at the current time.

Members could also state if they had not attended any Trust events.

Results



Total Respondents **576**

Annual General Meeting **75** (13.02%)

End of Season Review **30** (5.21%)

SUEPA event **34** (5.90%)

Quiz Night **32** (5.56%)

Race Night **20** (3.47%)

Chinese/Indian Night **17** (2.95%)

Programme Memorabilia Fair **24** (4.17%)

None of the above **451** (78.30%)

Q3 WHAT FACTOR HAS THE GREATEST INFLUENCE ON WHETHER YOU ATTEND A SHRIMPERS TRUST EVENT?

Background

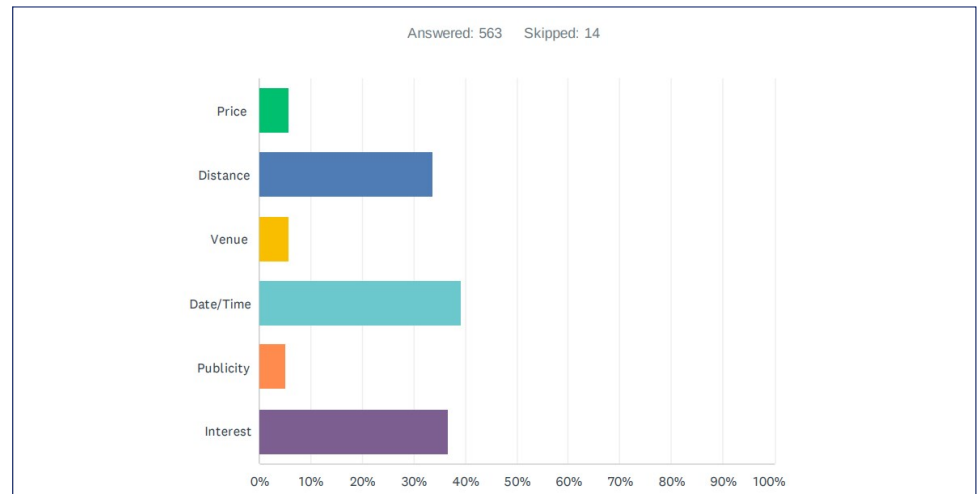
Following on from the previous question, the purpose of asking this was to attempt to work out if there was a single factor that influenced attendance at a Shrimpers Trust events, or if there were multiple reasons.

Trust members were given the following options to choose from: Price, Distance, Venue, Date/Time, Publicity and Interest. They were asked to select the factor that had the greatest influence, rather than all factors that had an influence, as this would

be more likely to provide key themes for consideration.

The results from this question will help the Shrimpers Trust Board to determine what events to run, when to run them and at which venues, as well as what might be needed to be done to increase attendance.

Results



Total Respondents **563**

Price **32** (5.68%)

Distance **190** (33.75%)

Venue **33** (5.86%)

Date/Time **221** (39.25%)

Publicity **29** (5.15%)

Interest **207** (36.77%)

Q4 HOW REGULARLY DO YOU WATCH SOUTHEND UNITED LADIES?

Background

Southend United Ladies compete in the sixth tier of women's football in England, the Eastern Region Women's Football League Division One South, having won promotion from the Essex County Women's League last season.

The Ladies team also claimed silverware last term when they defeated Toby, 3-1, in the Essex Women's Trophy final at Burroughs Park, the home of Great Wakering Rovers FC.

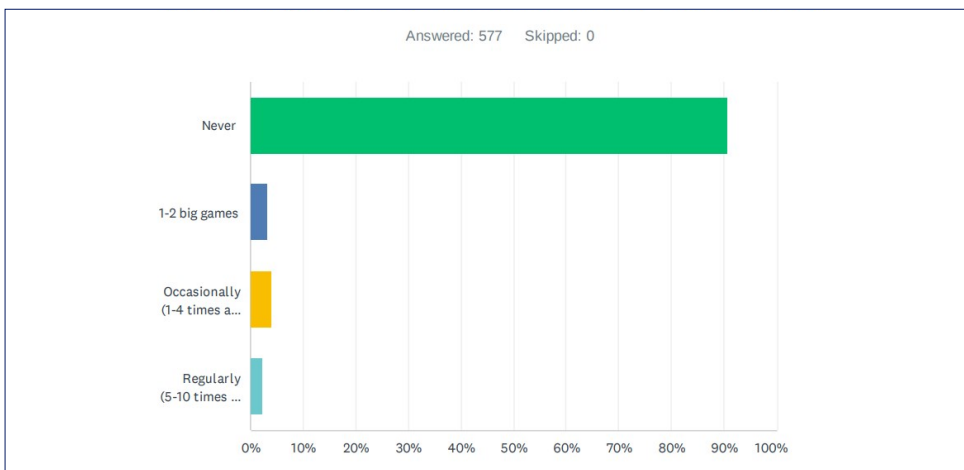
The Shrimpers Trust has helped to support the Ladies team by sponsoring the

purchase of training kit in 2022/23 and winter bench coats in 2023/24, and by involving the squad at the End of Season Review Night.

Women's football is growing rapidly across the country following success for the England team at the European Championships in 2022 and by finishing runners-up to Spain in last year's World Cup.

This question sought to gain an understanding of the current level of support for Southend United Ladies amongst Shrimpers Trust members.

Results



Total Respondents **577**

Never **523** (90.64%)

1-2 big games **19** (3.29%)

Occasionally (1-4 times per season) **23** (3.99%)

Regularly (5-10 times per season) **13** (2.25%)

Q5 HOW LIKELY WOULD YOU DESCRIBE YOURSELF TO WATCH A SOUTHEND UNITED LADIES MATCH IF ONE WAS ARRANGED TO TAKE PLACE AT ROOTS HALL?

Background

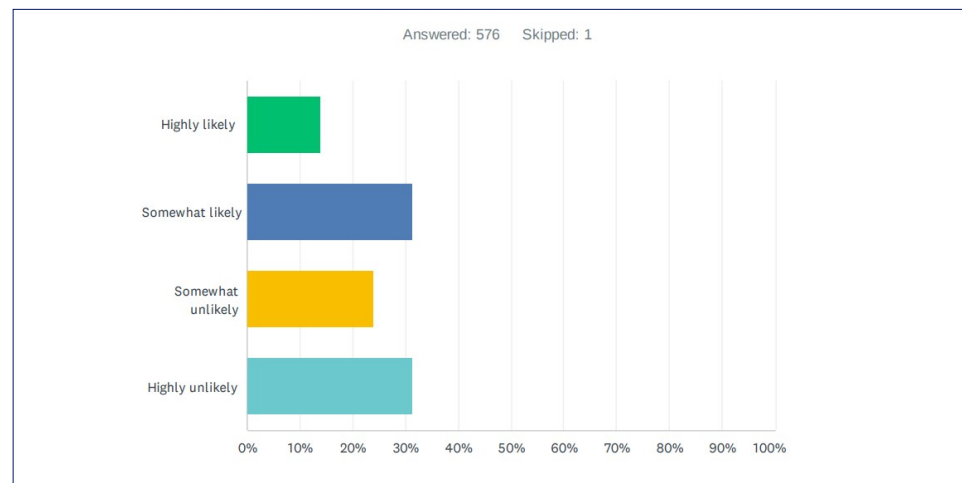
One idea to improve the links between the main club and the ladies set-up would be to hold some fixtures at Roots Hall.

Home matches are currently played at Garon Park using the 3G pitch facility, which has a hard standing area but no

stands as well as a clubhouse and a kitchen.

This question intended to provide an indication of the comparative level of support if a one-off fixture was arranged to take place at Roots Hall during the season, should conditions allow.

Results



Total Respondents **576**

Highly likely **80** (13.89%)

Somewhat likely **181** (31.42%)

Somewhat unlikely **138** (23.96%)

Highly unlikely **181** (31.42%)



CONCLUSIONS

With a **record 577 respondents** to the survey, from **1469 invitations**, we have again been able to gain a good understanding of the feeling of Trust members about the questions posed in this survey.

The percentage representation of adult Trust members responding to the survey remained at around 40%. For January, **the percentage of adult members providing answers to our questions was 39.28%**, compared to 40.61% in September.

There was a **clear indication that the majority of Shrimpers Trust members (over 98% of respondents) were optimistic about the future of the football club**. Only 4 of the 576 respondents to this question were pessimistic in their outlook.

In relation to Shrimpers Trust events, there was a **clear indication that there is work to do for the Trust Board to engage with what members would like in this regard, with 78.30% of respondents not having attended** any of the current offerings in

the past five years.

Other than the Annual General Meeting, **none of the events listed had attracted more than 35** of the respondents to the survey to attend during this period.

There were **three key themes** in terms of the key factor influencing the attendance of survey respondents at Shrimpers Trust events. These were **Distance (33.75%), Date/Time (39.25%) and Interest (36.77%)**.

Over 90% of respondents (523) had never attended a Southend United Ladies match, with only 13 (2.25%) describing themselves as regular spectators.

However, there was a **clear indication that a one-off fixture at Roots Hall would be better-supported**, with 261 respondents (over 45%) stating they would be likely to attend such a match.

