



MINUTES OF THE SOUTHEND UNITED SUPPORTERS SOCIETY LIMITED LIAISON MEETING



Thursday, 20th November 2025
Roots Hall Stadium 16:30

1. Present and Apologies:

Attendees: Paul Yeomanson (PY), Phil Alsford (PA), Chris Hunt (CH) from the Shrimpers Trust and Tom Lawrence (TL), Rylee Doe (RD) from SUFC.

Apologies: Kay Fogg, James Schooley

2. Actions Carried Forward and Matters Arising from the Minutes of the Meeting held on 17th July 2025:

- Match Day Parking (RD)
 - RD has a follow up meeting with SHSB 2nd December with a view to updating supporters in the New Year. SUFC to charge and issue passes.

ACTION – RD to update when further news available
- Resolution regarding the £40k loan (TL)
 - Re JS email new proposal. TL felt that it generally looks ok.
 - £11k or £8k outstanding. PY suggested sponsoring a new community initiative previously proposed by the Commercial Department.

ACTION – To review
- Shrimpers Bar improvements/re-decoration
 - PY - Some decoration work undertaken. Looking good. Trust merchandise stand is currently being housed in the Community Foundation classroom, which has been proposed to house the new initiative mentioned above. PY asked if the Trust stand would be housed there permanently which TL suggested unlikely.

ACTION – PY to follow up with Josh

 - TL/RD - can't put Sammy's Spot in West. Not important
 - PY - How does Trust stand and Sammy's Spot work together?

ACTION - PY to follow up with Josh
- Baby changing (RD to talk to SUFC re possible grant)
 - RD - spoken to Dale. Grants available but more appropriate usage for grants. **Not viable - closed. Club to revisit when East Stand gets plans**
- East stand queuing issues previously raised (RD)
 - RD advised this had been looked at with Rhys Ellingham but there had been no further update as yet.

- **Changes to disabled season ticket entitlement (RD)**
 - Sarah (Ticket Office manager) reviewing for next season.
- Hardship tickets (Trust)
 - RD - Hardship tickets available. **Michele to be asked to email RD - max 4 per game.**
- Memorandum of Understanding (JS had requested this be re-visited, TL agreed to re-circulate previous version)
 - **TL - Golden share - will raise with Board and report back**

3. Roots Hall improvements/plans/problems – Facilities update:

- Toilet improvements, West Stand now frequently classed as unusable and clearly unacceptable by supporters.
 - TL said they have spent a lot of money undertaking works (c£35k). They have fixed flushing issue (not enough water coming in) and are considering what to do with West altogether out the back. Architects are working on options – considering a full demolition or partial hybrid. A Premier League Fund is available from May for the Club to apply for, totalling approximately £400k, with a necessary contribution from the club. TL advised that before any further cosmetic improvements are undertaken, a drainage survey needs to be completed first, at a cost of approx. £20k.
 - Shrimpers Bar toilets do not form part of current refurb, a quote recently obtained to bring the Shrimpers Bar up to the standard of D2 Lounge had come in at c£140k.
- Sale of floodlight casings has gone very well, consideration to be put to what other items can be sold to supporters
 - PY - £7200 revenue. Over subscribed
 - PY - asked for anything else we can sell, appreciated
 - RD - advised that the club will sell items when the East Stand is demolished (including seats, old turnstiles etc) but too early to discuss specifics at this stage.
- Issues surrounding the car park – request that it be marked as two lanes to exit the car park on to Victoria Avenue. Still plenty of people querying why our supporters can't be allowed out onto Fairfax Drive once the away supporters have left.
 - TL - Plans for more food and drink wagons so will be using that area

ACTION - RD to follow up with council about box junction outside main entrance

4. Junior Blues:

Report on October half term event:

PY advised on KF's behalf that it went well. One player short – grateful to John White for stepping in. RD advised that Kendall couldn't make it

Christmas event:

PY - Email goes out this Sunday and sales go live next Wednesday. Should be over subscribed. Cost is £5 per head. c2c will be sponsoring the event. RD asked what are funds going towards if C2C are covering and would discuss with KF direct for clarification. RD added that the request for players had gone in and he would email the list of players the next day. The management team would not be in attendance. PY added that it would start promptly at 5pm and that Hollywood Bowl would organise.

5. Meet the Blues Day:

Feedback from both perspectives:

RD felt that the event had gone well, 1500 were booked to attend, 50% of which were juniors. The players signed all autographs and took photos until the queue died down, which was approximately 2 hours

PY said it was a shame the Trust weren't able to be there as they usually raise circa £300 from the event for funds in merchandise and sign ups. CH asked if it would remain a fan focused event or would the Club look to try and monetise it more? RD responded that they would definitely want to keep it fan focused. There are some things that could be done to bring in a bit of money but this event wasn't focused on making money. PA added that Basildon Social Club can cover things such as marshalling, which would be a cost to be considered in any future events.

6. Any Other Business (Questions all arising from SZ):

1. Racism at the recent away game at Woking directed at the ref. Concern raised among supporters at the developing trend amongst certain young supporters who think this kind of behaviour is acceptable.

RD – this was also mentioned in the recent supporters group meeting and was reported to police. He also advised of an incident from the Wealdstone game which is currently being investigated by the Met Police.

2. Request to expand instalment plans to full-season tickets (e.g., 4–6 months via direct debit/other financing partners) for better affordability and higher sales.

TL – have looked at partnering with credit company or doing it themselves.

ACTION - TL, RD to take to FAB.

ACTION – CH to find company that Liam had circulated that did socially inclusive loans

3. Suggestion to introduce app-based fast-track lanes for match day entrance.

a. Not enough info to take forward

4. Explore options for fan-voted playlists via app/websites.

- a. RD - already happens. Goes out on X/Twitter. Junior Blues also asked via social media for their input.

5. Will there be any extra stock in the shop in the lead up to Christmas?

RD - Yes, big delivery due in today. Santa Sacks, Christmas Cards, Stockings, Jumpers, chocolate bars. Santa Hats arriving next week. Improved training wear stock had been delivered and replica shirts from the August pre-order are still on track to be delivered for 15th December, as well as a top-up order on top of preorders.

6. Any thought as to whether to allow South Lower to be sold generally now tickets are (and will be) harder to get?

RD advised that restrictions were removed last season following the introduction of Next Generation. They are on general sale.

7. Will the Shrimpers Bar be open on 13th December?

RD said they were planning to. P/L to be done. Whole stadium likely to be open.

8. RD provided an update on the commercial department's activities as follows:

The launch of Roots Comedy Club went well, with two sold out shows and are planning to announce the next couple of shows imminently. The recent training wear partnership draw went well also, with 95 entries and approximately 2/3 new companies signing up to the scheme. DSSL Group, who won the draw, further supported the club with sponsorship of Player of the Month, for which the Club were extremely grateful for. RD advised that the club were introducing a Black Friday sale for hospitality sales.

Meeting closed: 17:20

Next Meeting: KF to arrange