

THE BLUES

SOUTHEND UNITED F.C.



CLUB PARTNERS

INSURE AND GO

haart

SIMPSON
WEBB
BUILDING FUTURES

SAFE & SECURE



MATCH SPONSOR

www.visitsouthend.co.uk

MATCHBALL SPONSOR

GARY LOCKETT

PROGRAMME SPONSOR

SBS
SPECIALIST BUILDING SERVICES
DEVELOPERS OF FINE HOMES



v LUTON TOWN

Saturday 8th March 2008. Kick-Off 3.00pm

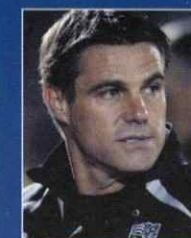
Coca-Cola League One

Price: £3.00



07
08

contents...



4. TILLY TALK
Manager looks ahead to this afternoon's match



9. YOUNG ONES
Ricky Duncan on the latest youth developments



14. HATTERS EXAMINED
All you need to know about today's visitors

29. TREATMENT ROOM
John Stannard's programme notes

31. LEAGUE ONE REVIEW
The latest round-up of results

32. BLUES IDOL
Preview of today's Roots Hall performer

41. BATTLE OF THE BRAINS
Collis vs Hunt

42. CENTREFOLD
James Walker is today's poster



16. PREDICTED XI
A who's who of Luton's players



24. SAFE HANDS
An in-depth interview with Darryl Flahavan



73. ROBINS ACTION REPLAY
Reports, views and photos



54. COMMERCIAL BREAK
It's more than just football...

64. COMMUNITY CORNER
Find out what's going on in the local area

77. TICKET NEWS
Details on all our up and coming games

80. STATS AND FACTS
All you need to know about the season so far

82. NEXT UP
We preview next week's League One fixtures

southend united football club

Roots Hall Stadium, Victoria Avenue
Southend-on-sea, Essex SS2 6NQ

Telephone: 01702 304050
Textphone: 01702 304117
Fax: 01702 304124
Website: www.southendunited.co.uk
E-mail: info@southend-united.co.uk
Box Office: 08444 77 00 77
Club Shop: 01702 351117
Commercial: 01702 304149
Text-an-Office: 07920 107694

who's who:

Chairman: Ron Martin
Chief Executive: Geoffrey King
Directors: Michael Markscheffel, Raymond Osborne, Paul Robinson, Frank Van Wezel, Derek Wilshire
Manager: Steve Tilson
Assistant Manager: Paul Brush
Reserve Manager: Dean Austin
Goalkeeping Coach: Lee Turner
Kit Manager: Steve Parmenter
Physiotherapist: John Stannard
Assistant Physiotherapist: Ben Clarkson
Head of Youth: Ricky Duncan
Centre of Excellence Manager: Luke Hobbs
Development Coach: Mark Bonner
Club and Company Secretary: Helen Norbury
Financial Controller: Patrick van der Waag
Director of Commercial Services: Garry Adamson
Sales Manager: Brian Wheeler
Commercial Administrator: Marisa Freeman
Ticket Office Manager: Matthew Fletcher
Bars and Catering Manager: Brian Dear
Safety Officer: David Jobson
Head Groundsman: Ken Hare
Media Manager: David Scriven
Media Assistant: Dean Simmons
Marketing Executive: Anthony Pearce
Marketing Executive: Nina Drew
Study Support Centre Manager: Simon Bell
Community Funding Officer: Steve Goodsell
Club Doctor: Dr A. K. Sinha
Club Doctor: Dr V. Crowhurst

honours:

Third Division Runners-up: 1990/91
Fourth Division Champions: 1980/81
Fourth Division Runners-up: 1971/72, 1977/78
Football League Trophy Runners-up: 2003/04, 2004/05
League Two Play-Off winners: 2004/05
League One Champions: 2005/06
Southern League Div. Two Champions: 1906/07, 1907-08
Elected to Football League: 1920-21
Division Four Promoted: 1986-87 & 1989-90

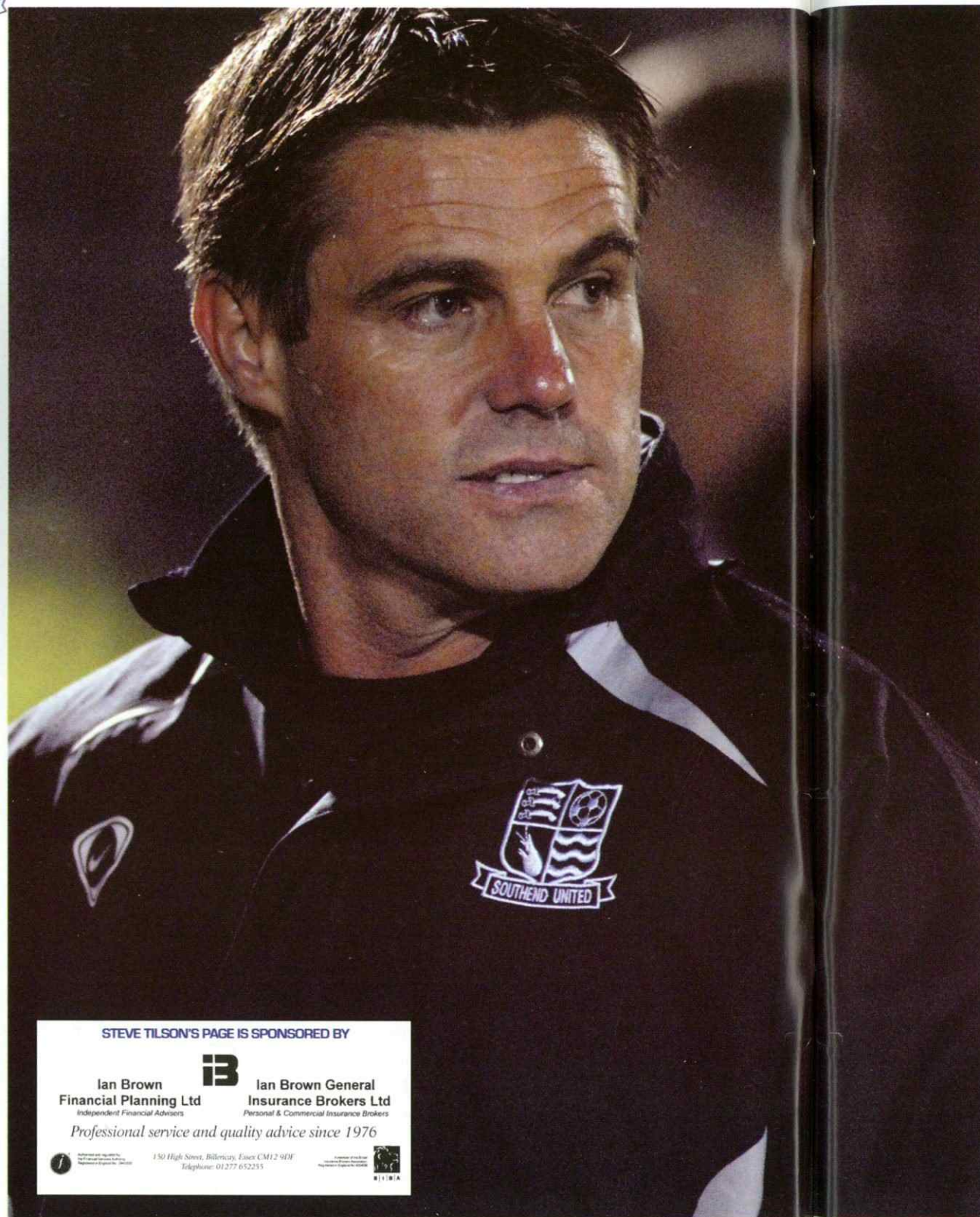
programme:

Editor: Dean Simmons
Photos: Galvineyes and David Scriven
Design: Square One 01462 672633
Print: Queensway 020 8807 7669

legal bit:

The opinions expressed in this magazine are not necessarily those of Southend United Football Club. All rights reserved. No part of this magazine may be reproduced, stored in a retrieval system, or transmitted in any form by any means electronic, mechanical, photocopying, recording or otherwise, without the prior permission in writing of Southend United Football Club Limited.

72 Clubs. The 'Coca-Cola' Football League.



STEVE TILSON

Everyone knows that if you can go on a run of form you'll keep climbing the table and there's enough determination here to believe we can finish in the top six.

It was our target before the start of the season and that certainly isn't going to change.

This team is starting to express its true potential and we need that to continue in the weeks to come.

Games come thick and fast and we need to keep putting into practice what we have been working on.

We were organised at Yeovil and set our stall out because we knew it wasn't going to be an easy game away from home.

It's pleasing to look at the current table, but it's a case of taking it one game at a time and making sure that come the end of the season, we finish in the top six.

Positive

There is a long way still to go, but there's plenty to be positive about at the moment and we need to maintain our form for the run-in.

We played a real open game of football at Yeovil and always looked a constant threat; we were good value for the win and three points.

We scored three well-worked goals and could have added to that because we continued to push forward and create chances.

It was an important win and keeps us battling at the top end of the table and that's all we can keep doing now.

If our quality can keep shining through, then we are certainly going to win more matches than we could lose and there's lots of confidence that we can continue to get points on board.

Winning two successive games is a boost to everyone and I think the signs have been apparent that we are improving all the time.

Unfortunately, we couldn't make it three wins in a row in our last match at

Cheltenham, but we did well to come from a goal behind to draw 1-1.

We struggled during the first half and didn't get a grip on the game, but we improved after the second half and were battling until the final whistle to try and get the three points.

It was important that we found that consistency because although we didn't win, we have now gone three games unbeaten and have the right mentality in the side to build on that.

You only have to look back to when we struggled to get results over Christmas, but no one panicked and thankfully, we have turned that around in our favour.

Today we host Luton Town, who are at the bottom end of the table and have obviously been hit hard by having 10 points deducted, but they will undoubtedly come here intent on winning.

Performance

It's not going to be easy because they are fighting for their lives, but we have to be focused on our own job and make sure our performance level is ready from kick-off.

We believe that we can beat anyone in this division, but it's all about proving it on the day and our concentration will need to be spot-on from kick-off.

Hopefully, we will have had some positive news regarding our plans for a new stadium in midweek.

It is so important that planning permission gets approved in terms of taking Southend as far as we can up the football ladder.

The future of the football club hinges on it and it would be a fantastic boost to the whole town if we get the go-ahead.

I look forward to hearing your backing, so make sure you get right behind the team.

Enjoy the game.



STEVE TILSON'S PAGE IS SPONSORED BY

IB
Ian Brown
Financial Planning Ltd
Independent Financial Advisers
Professional service and quality advice since 1976

IB
Ian Brown General
Insurance Brokers Ltd
Personal & Commercial Insurance Brokers

150 High Street, Billericay, Essex CM12 9DF
Telephone: 01277 652255



THUMBS UP!

Southend United Football Club are delighted to announce that the outcome from the Public Inquiry into our new 22,000 all-seater stadium received the positive news everyone has been hoping for.

It has been a long wait, but details of the Inspector's decision were confirmed in writing to the club on Thursday to build a new football stadium at Fossetts Farm.

Southend received planning permission for the new stadium, which includes hotel and conferencing facilities, back in January 2007.

However, shortly after Southend and Rochford Councils approved the application it was called in by the Secretary of State for a Public Inquiry.

Go-ahead

But the application has now finally been given the go-ahead for the development, which comprises of a 22,000 seater stadium with hotel and conference facilities, restaurants and enabling retail development. Additionally, there will also be an exclusive residential element.

Southend Chairman Ron Martin admitted his delight: "It is with enormous pleasure that I am able to confirm that the decision issued by the Secretary of State approved the Club's new stadium plans.

"This is without doubt a pivotal moment in Southend United Football Club's history. I wish to thank all the Club's supporters for their contribution and once the final points of the decision notice have been considered, we will waste no



time in commencing construction.

"I plan to make a full statement as soon as the complex details of the decision notice have been digested, but for the moment everyone associated with the Club should celebrate."

MAKE SURE YOU BUY THE NOTTINGHAM FOREST MATCHDAY MAGAZINE ON TUESDAY NIGHT TO GET ALL THE LATEST REACTION ON THE NEW STADIUM!

It's fantastic news that we have been given the go-ahead for the new stadium and will be a real boost to everyone at the club and the whole town of Southend.

I signed a new contract with Southend because I want to help take this club forward and now we have been given planning permission for the new stadium, that's exactly what we can do.

We can't afford to rest on our laurels if we want to finish in the top six come May though, so the competitive edge we have been continually displaying cannot stop now.

We are in a very tough league and there is still a quarter of the season to go and plenty of games still to play.

I think we know roughly what is needed from our remaining games, but we can't afford to look too far ahead and all thoughts this week have been solely focused on today's opponents Luton Town.

We still have to play a lot of the teams amongst us at the top. The challenge is going to be there for us to make sure we pick up as many points as we can from now until the end of the season.

Everyone has been working hard both in training and in the matches themselves and we need that to continue.

The quality within the squad has been showing in our results and everyone is delighted with the progress that is currently being made.

We have been playing catch-up on the teams at the top for a while now, so it's great to have really caught up some vital ground on the rest and got right in amongst the chasing pack.

Confident

You can't afford to get ahead of yourself, but there is no reason why we shouldn't be confident of achieving something this season.

We stuck to our game plan recently against Yeovil and secured an excellent result away from home.

It's fair to say that Yeovil made the better start, but once we scored the opening goal, we took a solid grip on proceedings and comfortably won the match.

As ever, it was another big three points for us and allowed us to win back-to-back games for the first time in quite a while.

We couldn't follow it up with the win at Cheltenham, but we still managed to come from a goal behind to claim a point on the road.

Cheltenham are fighting for their lives and because we didn't play to our best, sometimes you have to be grateful to simply get a result on board.

We need to carry that forward and today at Roots Hall is another chance for us to do just that against Luton.

They are at the bottom end of the table and desperate for points to keep their League One status, so we have to be mentally ready from the first whistle.

Your support throughout the season has been fantastic and we need that atmosphere to continue at Roots Hall today and throughout the rest of the season.

Up the Blues.



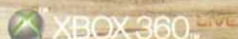
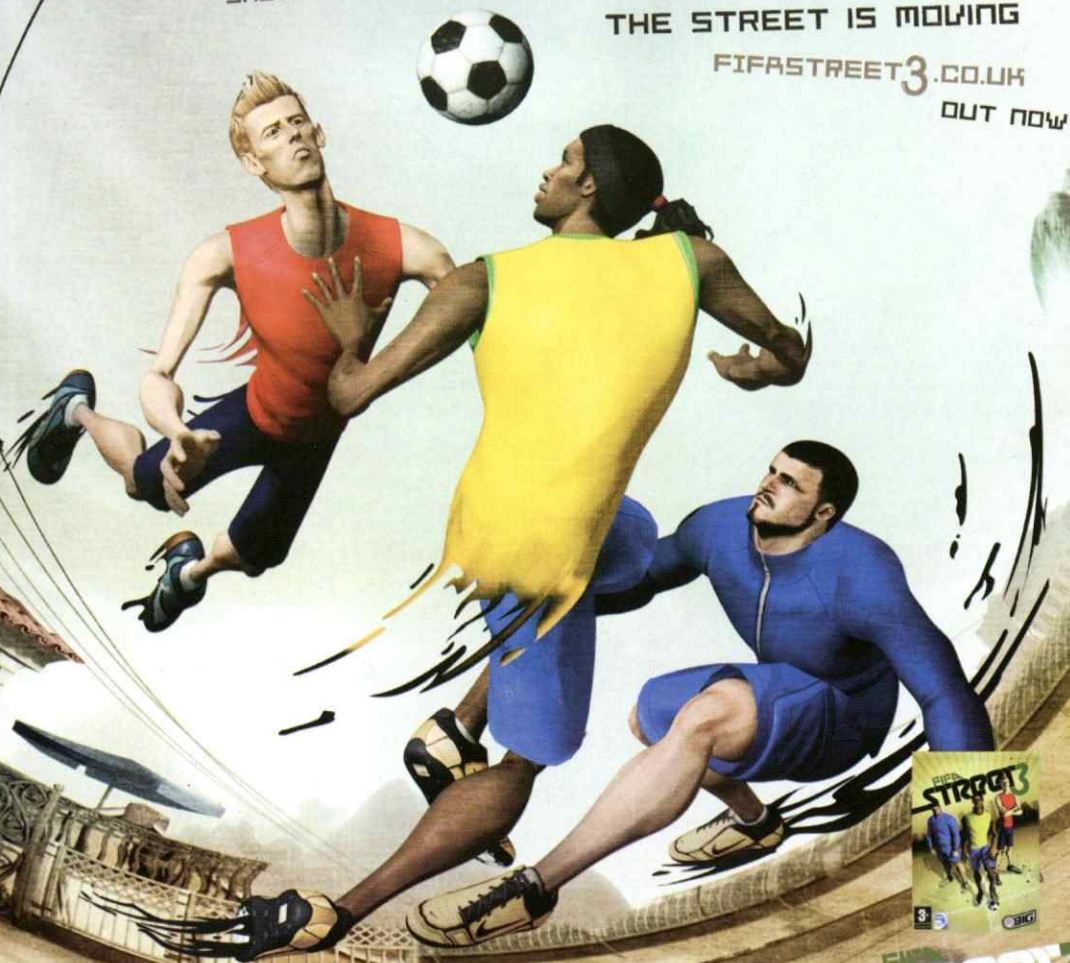
Adam

ADAM BARRETT

THIS AIN'T THE
STREET YOU
GREW UP ON

IT'S PART FOOTBALL, PART PARKOUR, PART INDESCRIBABLE,
AND FULLY UNSTOPPABLE. SO PULL OUT A NEW BAG OF DRIBBLES,
SHOTS, FLICKS AND TRICKS, OR GET UP ON THE PAVEMENT.

THE STREET IS MOVING
FIFASTREET3.CO.UK
OUT NOW



PLAYSTATION 3

STREET3

NINTENDO DS

© 2008 Electronic Arts Inc. EA, EA SPORTS, EA SPORTS BIG and the EA SPORTS logo are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. All Rights Reserved. Official FIFA licensed product. © The FIFA Brand OLP Logo is a copyright and trademark of FIFA. All rights reserved. Manufactured under license by Electronic Arts Inc. Microsoft, Xbox, Xbox 360, Xbox LIVE, and the Xbox logos are trademarks of the Microsoft group of companies. Nintendo DS is a trademark of Nintendo. All other trademarks are the property of their respective owners.



young ones

with ricky duncan

My aim is to push players on throughout the rest of the season now.

Johnny Herd is playing regular reserve team football and people sometimes forget about Peggy Lokando. He is only a second year scholar, but he is pushing on in his development at the club.

The players are benefiting from going out on loan. I have sent them to some clubs that are struggling because sometimes you can learn just as much playing for a struggling club, as you would playing for one at the top.

I'm now learning a lot about the characters of the under-16s in the squad. They will be involved now in our games, travel with the team and get a feel of what it is like to be with the under-18s.

We will be making scholarship decisions and we have taken on eight players at the moment, who are really exciting prospects.

I'm looking forward to working with them next year, but they currently have the opportunity to get some games under their belts this season.

We get a weekly report on how the second year scholars are doing out on loan on each of the players.

They come back with areas they think they need to improve in and that information gets passed on to the players.



They are all enjoying the experience and I know that some of them have just said that being around the teams trying to get three points on a Saturday, is helping them to learn lots.

I think it has been a good exercise and we will continue to do that until we make decisions on who will be getting professional contracts at Southend.

Some of the players will be coming back and going out to other clubs

because I want them to experience different circumstances in football.

I put some players at clubs where they are struggling for relegation, where they will get a month playing every week and fighting in every game.

We will then bring them back and send them out to clubs either in a midtable position, or the top half of their division, so they can get the experience of what it is like pushing for something.

It is all about educating the players, so when they go across to Steve Tilson they can cope when we are having a bad run, as well as when we are having a good run.

They will know what to do and will know what is expected of them in both situations, because I want them to learn that before they go over to the first team. I don't want people to think that the players have a two-year scholarship and then we judge it down to a one-month loan.

I pretty much know in my head who is pushing on in their development towards getting a professional contract, but we still want to give them that learning curve just in case one of them does step up.

Good luck to the first team today.

TRUST IN YOUTH

The Shrimpers Trust have shown their support towards Southend United's youth team, after supplying a donation to become their primary sponsors for the next 18 months.

The Supporters Club have been long-term supporters of the Blues Centre of Excellence set-up, but their latest funding is their most important to date in helping to produce players for the future.

"We are big believers in the future of Southend United coming from within," said Trust spokesperson Robert Craven.

"We were only too happy to continue to back Ricky Duncan's youth team.

"You only have to look at this season's FA Youth Cup run to know there are exciting times ahead.



"If we can play our part in helping nurture that talent, then ultimately that is going to play a positive role on the first team."

Ricky Duncan

talking to...

jack morris

Looking to the future, Jack Morris is hoping that his recent stint in the reserves is a sign of things to come.

The 17-year-old left winger knows that there is no better time to impress the masses at Southend, as he comes towards the end of the first of a two-year scholarship at Roots Hall.

Headlines have certainly been grabbed by the under-18s this season, as Morris was part of the squad that reached the fifth round of the FA Youth Cup – a new club record.

Right now, it's a case of opportunity knocks and Morris will be looking at his inclusion with the second string, as a further chance to make his mark.

Playing for the reserves has also offered Morris a route towards more cup progression, as he has been a member of the squad which reached the final of the Essex Senior Cup.

It means Morris can potentially look ahead to featuring against Chelmsford City for some silverware in April and continue to learn the ropes by testing himself that extra level against men.

Thoughtful

Morris has a lot of thoughtful insight into the game despite his tender years, admitting: "I enjoyed playing against Ipswich for the reserves recently.

"They are a good side and that was their 12th win out of 12 games at this level, so it was a good test for me personally.

"It was my first reserve game back from injury after a month and I thought I slotted back into the swing of things quite comfortably.

"I was happy with my performance and the feedback I have got from Ricky Duncan has been really positive.

"At the start of the year, I played a few reserve games and with the size difference and the tactical awareness that other players have, I did struggle a bit.

"I had tendonitis in my left knee, which is my kicking foot. It is an injury



that has occurred over a period of months.

"With my injury, I was out for a month and I had to work hard in the gym to come back bigger and stronger, which has really helped my game.

"I didn't get muscled off the ball against Ipswich and in a way, although it was a month without football, I think being injured has helped my overall game.

"There is nothing you want more than to be a professional at a football club, but your first year as a pro is just the beginning of things, as there is no way that as soon as you get offered it, you can take your foot off the gas.

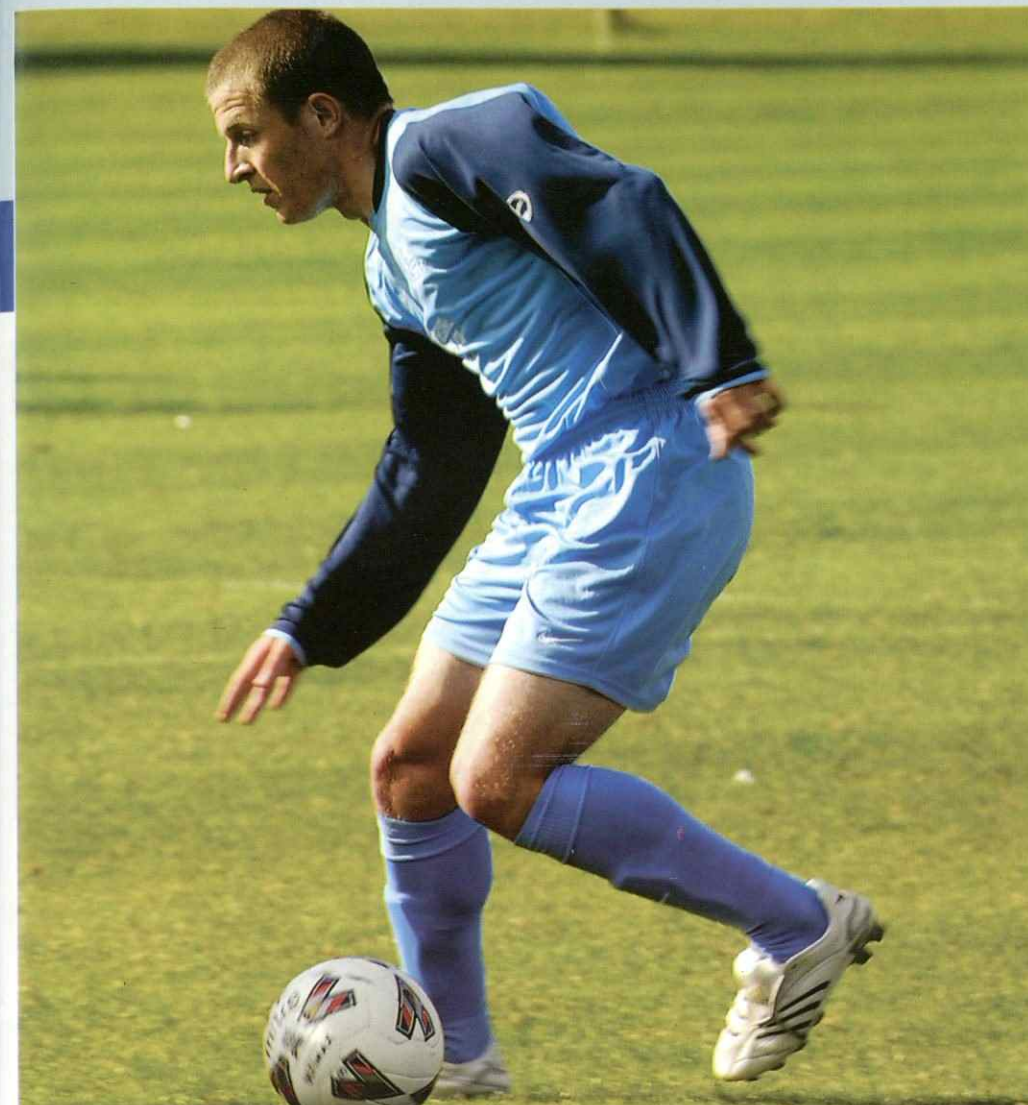
"You have to keep going and obviously I'd love to get a professional

contract at Southend; it's what I'm here for and it's what I've always wanted to do.

"I play wide left, I'm left-footed and have pace as well. I'm also happy that we have reached the final of the Essex Senior Cup.

"I missed out on playing in the semi-finals against Heybridge, as I was injured, but hopefully, I will be selected in the final, as that would be another great opportunity to show what I have got."

Morris has enjoyed the near two years he has been at Southend since leaving Arsenal and praises Head of Youth Ricky Duncan and coach Bill Garner, as playing a big part in helping to improve his game.



Developments in youth football are always key and Morris believes everyone benefits from the Blues' philosophy on football, with a clear inclination to keep the ball on the floor.

Results in the Youth Alliance may not have been as successful as was hoped on the back of finishing runners-up last season.

However, Morris knows first-hand the finer points that all the players have still been able to improve on their own game.

He admitted: "Since arriving at Southend, my awareness has come on and whereas before I used to just get the ball and run, I now realise that if I have two or three players on me, I can't take them on.

"The higher level you get, the more you have to pass and then find the space to move somewhere else.

Improved

"My overall game has improved since being at Southend and that is through the training of Ricky Duncan and Bill Garner, who have both helped me a lot.

"One of the main things for me to work on is my crossing and they are always helping me to try and improve on that.

"They have brought in a psychologist called Dale Brooks to try and help me recover from making a mistake, because everyone makes them.

"Since I have come back from injury,

I have played three games and they have all been good games for me personally.

"We play better against teams who try to play football. We are not a team who just want to lump the ball, we like to keep it on the ground and pass it around.

"I think that is why we have struggled in the league this season, because a lot of the teams we face like to keep hitting the ball long, as soon as they get it.

"We haven't performed as well as we would have liked in the league, but we had a fantastic run in the FA Youth Cup, because we faced a lot of teams who suited our own style of play."

youth action

Blues suffer at the seaside

BRIGHTON & HOVE ALBION U18's 4 SOUTHEND UNITED U18's 1

Report by Rob Craven

Southend United's under-18 side continued their winless run with a 4-1 defeat at fellow strugglers Brighton & Hove Albion.

For fully 40 minutes of this encounter on the south coast, the Blues dominated both possession and chances, but having failed to create any clear-cut openings of their own, two sloppy goals conceded on the verge of half-time saw the side walk off at the break with their heads bowed. A further brace of strikes in the opening minutes of the second period left them searching for a consolation.

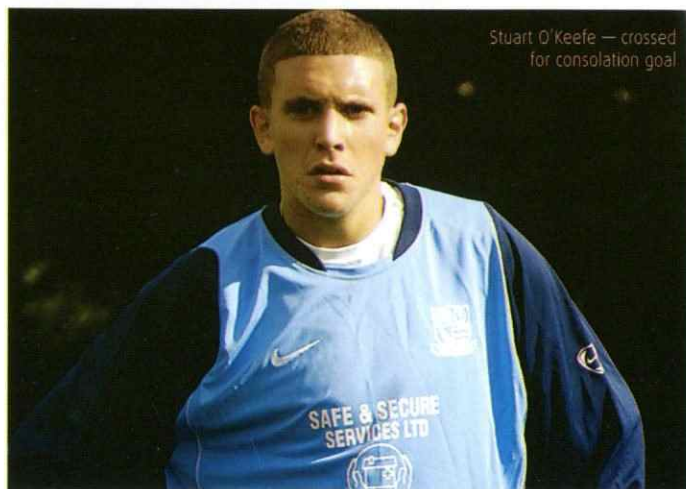
Richard Priest was added to the injury list after picking up a knock in the 0-0 draw at Barnet last weekend, joining Jamie Forshaw on the sidelines, although Davis Abbey was happily available again after his nasty-looking injury in the home fixture with Luton Town.

Also in the team was captain Tom Hopkins, back after a two-match spell at Cheshunt, where he had appeared alongside fellow Blues' youngster Rhys Henry in a 3-1 defeat against Bashley and a 7-1 reverse to Yate Town.

A sunny morning in Falmer, where Brighton hope to build their new stadium, began slowly, with an attempted early volley from the hosts only threatening the corner flag. Instead it was Ricky Duncan's youngsters who looked likely to score, Stuart O'Keefe marking his return to the side with a left-footed strike just past the right-hand post on 13 minutes.

On the half-hour, another excellent move on the right-hand side of midfield saw O'Keefe strike a fierce shot goalwards, only to be denied on this occasion by the Seagulls shotstopper. A further opportunity arose when Jack Morris' wayward header from a Higgins cross was cleared only to Medi Abalimba, who struck a dipping volley from 25 yards just past the upright.

However, in the 40th minute, Blues slipped behind. Abalimba failed to win a header in midfield and both Brighton forwards were able to break free. Kane Louis was given the ball on the right-



Stuart O'Keefe — crossed for consolation goal

hand side of the penalty area and he blasted his shot high into the top right-hand corner of the net.

Flicked

Southend attempted a quick fire response and Johnny Herd's long throw was flicked into the path of Higgins by Ronnie Jones, the former Millwall forward slicing his shot off target. The Albion goalkeeper was then tested again, this time O'Keefe's low effort making him dive low to his left.

Just seconds before half-time, Brighton extended their lead as more careless defending helped Louis to jink past Jack Morris and guide his shot across Nathan McDonald into the bottom left-hand corner of the net.

Ricky Byrne replaced Jones at half-time, but the hosts were now on top and a rising shot from just outside the penalty area narrowly cleared the crossbar. The third goal did arrive on 55 minutes, Louis completing his hat-trick by pouncing on a defensive mix-up between right-back Dan Harvey and custodian McDonald to fire low into the goal.

The forward was involved again midway through the second period, as his intricate footwork finished with a square pass to left-sided winger

Matthew Foreman, whose shot eluded both Hopkins' desperate slide and McDonald's dive to make it 4-0. Duncan continued his policy of bleeding the club's under-16s ahead of their inductions to the scholarship scheme for 2008/09, by introducing Merrick James to the midfield in place of Abalimba and Blues were rewarded for their earlier persistence twelve minutes from time.

Jack Morris was brought down on the left and first-year O'Keefe's excellently directed cross picked out Higgins, who just beat Hopkins to head in at the near post.

A frantic scramble just seconds later almost resulted in a second Blues' goal, but the quartet of Higgins, Abbey, Tashan Adeyinka and O'Keefe all saw shots blocked or deflected inside a 10-second spell sparked by Morris' left-wing centre.

To compound United's worries, full-back Harvey was forced to limp off five minutes before the end of time after a challenge on the right touchline. They hope for better fortunes after Gillingham's visit to Boots & Laces this morning.

Southend: McDonald, Harvey, Hopkins, Jones (Byrne 46), Herd, O'Keefe (Ljungström 80), Abalimba (James 65), Abbey, Morris, Higgins, Adeyinka.

pontin's holiday combination east division FIXTURES

Date	KO	Opponent	Competition	V
August				
Tue 21	14:00	Milton Keynes Dons	Combination Div	W2-1
September				
Mon 10	19:00	Ipswich Town	Combination Div	L4-5
Tue 18	14:00	Grays Athletic	Combination Div	W4-2
October				
Tue 16	14:00	Peterborough United	Combination Div	L1-2
Tue 23	14:00	Northampton Town	Combination Div	L1-3
Mon 29	19:30	Norwich City	Combination Div	W5-3
November				
Tue 13	14:00	Stevenage Borough	Combination Div	D0-0
Tue 20	14:00	Colchester United	Combination Div	W3-1
January				
Mon 7	14:00	Northampton Town	Combination Div	W5-2
February				
Wed 13	14:00	Colchester United	Combination Div	L1-2
Tue 26	14:00	Ipswich Town	Combination Div	L2-3
March				
Tue 4	14:00	Luton Town	Combination Div	W4-0
Tue 11	14:00	Stevenage Borough	Combination Div	A
Mon 17	14:00	Milton Keynes Dons	Combination Div	A
April				
Mon 14	19:00	Peterborough United	Combination Div	A
Tue 22	14:00	Luton Town	Combination Div	A
Wed 30	14:00	Grays Athletic	Combination Div	A
TBA	14:00	Norwich City	Combination Div	H

pontin's holiday combination east division LATEST TABLE

	P	W	D	L	F	A	Gd	Pts
1 Ipswich Town	12	12	0	0	49	11	38	36
2 Norwich City	15	7	4	4	40	24	16	25
3 Peterborough United	14	5	5	4	24	26	-2	20
4 SOUTHEND UNITED	12	6	1	5	32	24	8	19
5 Northampton Town	15	4	4	7	22	33	-11	16
6 Colchester United	12	2	9	1	20	18	2	15
7 Grays Athletic	12	3	3	6	22	34	-12	12
8 Luton Town	12	3	3	6	22	34	-12	12
9 Stevenage Borough	11	1	5	5	10	22	-12	8
10 Milton Keynes Dons	9	1	2	6	14	29	-15	5

puma youth alliance south east division FIXTURES

Date	KO	Opponent	Competition	V
August				
Sat 18	11:00	Luton Town	Alliance League	D3-3
September				
Sat 1	11:00	Brighton & HA	Alliance League	L2-5
Sat 8	11:00	Gillingham	Alliance League	L1-4
Sat 15	11:00	Leyton Orient	South Cup 1	L1-2
Sat 22	11:00	Gillingham	South Cup 2	D0-0
Sat 29	11:00	Colchester United	South Cup 3	D2-2
October				
Sat 6	11:00	Swindon Town	South Cup 4	L1-2
Sat 13	11:00	Yeovil Town	South Cup 5	W3-1
Sat 20	11:00	Bristol Rovers	South Cup 6	W2-1
Sat 27	11:00	Oxford United	South Cup 7	W2-1
November				
Wed 7	19:30	Croydon	FAYC1	W3-1
Sat 10	11:00	Rushden and Dms	Alliance League	L0-2
Wed 21	19:30	Barnet	FAYC2	W7-3
Mon 26	11:00	Peterborough United	South Cup	L1-2
December				
Sat 1	11:00	Colchester United	Alliance League	L1-4
Sat 8	11:00	Peterborough United	Alliance League	L1-2
Fri 14	19:30	Derby County	FAYC3	W4-1
January				
Sat 5	11:00	Leyton Orient	Alliance League	W1-0
Sat 12	11:00	Queens Park Rangers	Alliance League	J-P
Thu 17	19:30	Stoke City	FAYC4	W3-1
Sat 19	11:00	Brentford	Alliance League	P-P
Wed 30	19:00	Carlisle United	FAYC5	L0-2
February				
Sat 2	11:00	Wycombe Wanderers	Alliance League	D2-2
Sat 9	11:00	Northampton Town	Alliance League	L1-4
Sat 16	11:00	Luton Town	Alliance League	L0-2
Sat 23	11:00	Barnet	Alliance League	D0-0
March				
Sat 1	11:00	Brighton and HA	Alliance League	L1-4
Sat 8	11:00	Gillingham	Alliance League	H
Sat 15	11:00	Rushden and Dms	Alliance League	A
Sat 29	11:00	Barnet	Alliance League	H
April				
Sat 5	11:00	Peterborough United	Alliance League	H
Sat 19	11:00	Colchester United	Alliance League	A

puma youth alliance south east division LATEST TABLE

	P	W	D	L	F	A	Gd	Pts
1 Queens Park Rangers	12	10	2	0	33	5	+28	32
2 Gillingham	13	8	1	4	22	16	+6	25
3 Luton Town	13	7	2	4	24	17	+7	23
4 Leyton Orient	12	6	3	3	20	16	+4	21
5 Wycombe Wanderers	11	5	4	2	23	14	+9	19
6 Rushden & Diamonds	13	5	3	5	14	14	0	18
7 Northampton Town	12	5	2	5	18	18	0	17
8 Colchester United	14	4	2	8	13	23	-10	14
9 Brighton & Hove Albion	10	3	3	4	13	13	0	12
10 Peterborough United	12	3	3	6	9	15	-6	12
11 Barnet	12	3	2	7	15	24	-9	11
12 Brentford	12	2	4	6	13	23	-10	10
13 SOUTHEND UNITED	12	1	3	8	13	32	-19	6

our visitors to roots hall LUTON TOWN



Luton Town may be 10 points from safety at the bottom of League One, but they attained some much-needed welcome news after their very existence as a football club was recently safeguarded.

They can now start planning for the future after Nick Owen's LTFC 2020 consortium had their takeover proposals accepted, which will now allow the club to come out of administration following weeks of continual negotiations to secure such a deal.

The agreement is yet to be officially ratified by the Football Association, but is considered all but a formality, as Owens admitted: "As far as I know we were the only consortium that were really serious about taking the club on."

"The negotiations are so tough though that anything could happen and go wrong at any time, so it's been a very tense and on a knife edge for quite a long time."

"As soon as we got preferred bidder status, we knew we were in with a chance."

"But it's still taken a long time since then to get to this moment and we can say the future of the club is secure and it's a wonderful, wonderful feeling I assure you."

It will leave Luton now solely able to concentrate on on-the-field matters, of which a lot of work is currently at hand to maintain their third-tier status in League One.

In some ways, the hard work only just begins, as Luton will need to display some form upgrade to get them out of

the current predicament, with the costly nature of previously going into administration only compounding their urgent need for a result.

Last Saturday's 1-0 defeat at home to Walsall means they have now gone 11 league games without a win.

It is a sorry state of affairs that has pushed Luton on to the breach of successive relegations, after they left the grace of the Championship along with Southend last season.

Target

Starting the season under the guidance of manager Kevin Blackwell, the protocol was to aim for promotion and despite a stop-start mix of results at the beginning, it always looked an achievable target, such is the predictability of this division.

Instead, cash-strapped and being forced into administration and the 10 points deduction that comes into play, left them with a new objective - to simply keep their League One status.

With a hard sale of some of their best players, Blackwell tendered his resignation, but said he would stay on for an extra month before being eventually sacked anyway.

Mick Harford was handed the reins as manager until the end of the season and recently expressed his relief that a deal was finally settled: "I'm absolutely thrilled for the 2020 lads," he said.

"They've worked tirelessly for the club behind the scenes over the last seven or eight months."

"I know it's fronted by Nick Owen, but

there are a lot of others there too and I can say to the fans that the club is in great hands and has a safe future, as far as I'm concerned."

"They've got a magnificent business plan and prospectus which I've read at length and they are keen to secure a new stadium and get the club on the right road."

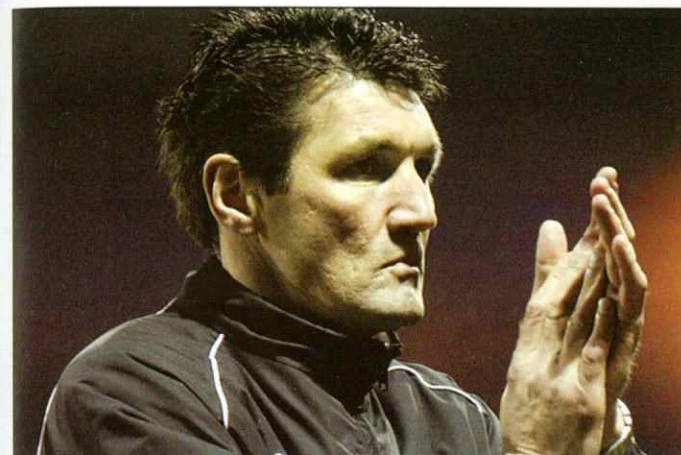
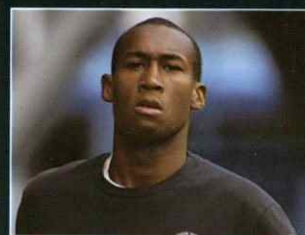
recent action

Stefan Moore scored after just four minutes to hand Walsall a 1-0 win at Luton last Saturday.

The striker was on hand to reach Tommy Mooney's threaded pass, beat the offside trap and slotted the ball past goalkeeper Dean Brill.

In fact, Walsall may have scored even earlier if it wasn't for the intervention of Keith Keane, to clear Anthony's Gerrard's header off the line.

Luton rarely threatened, although they did have the ball in the back of the net five minutes from time through Calvin Andrew (below), but he was penalised for a foul on the goalkeeper.



the gaffer

Since hanging up his boots, Mick Harford has twice had a spell on the coaching staff at Luton Town, initially as assistant manager under Joe Kinnear and more recently as director of football for Mike Newell.

During his first spell at the club, he helped mastermind the Hatters' promotion back to the Second Division in 2001/02. As director of football and first team coach, he played his part in building the side that secured promotion to the Championship, running away with the League One title during 2004/05.

Harford left the Hatters in November 2004 to be re-united with Kinnear at Nottingham Forest. He then took over as caretaker manager at Forest in December 2004, replacing Kinnear, for a total of six matches before Gary Megson was confirmed as the new manager at the City Ground.

Having left Forest in January 2005, he had intended to spend the rest of the season helping out old friend Andy King at Swindon Town. However, after a

couple of months at the County Ground, he became manager at Rotherham United, whose relegation from what is now the Championship had already been confirmed.

The eighth month spell in charge at Millmoor was the first managerial job he held in his own right and on leaving the club, he had a short spell coaching the forwards at Millwall.

He then hooked up with his former Derby County team-mate Geraint Williams at Colchester United in summer 2006, as his number two, a position he held for a year before the opportunity arrived to join John Gregory - again as an assistant manager - at Queens Park Rangers in June 2007.

In October 2007, Harford took caretaker charge at QPR for one month following Gregory's dismissal, losing only once in five games before he himself left the club when Luigi De Canio took over as a manager.

He will now be in charge of Luton Town until the end of the 2007/08 season and will be assisted by former Portsmouth and QPR defender Warren Neill.

HATTERSFACTFILE

Name: Luton Town Football Club
Nickname(s): The Hatters
Founded: 1885
Ground: Kenilworth Road, Luton
Capacity: 10,260
Chairman: Nick Owen
Manager: Mick Harford
League: League One
2006/07: The Championship, 23rd

RECORDS:

Biggest victory: 12-0
v Bristol Rovers, 13 April 1936, Div 3
Biggest defeat: 0-9
v Birmingham City, 12 Nov 1898, Div 2
Highest attendance: 30,069
v Blackpool, 4 March 1959, FAC6R
Most goals in a season:
Joe Payne, 55, 1936/37
Most capped player:
Mal Donaghy, 58 caps
for Northern Ireland
Most LTFC appearances:
Bob Morton, 550, 1948-1964
Most LTFC goals:
Gordon Turner, 265, 1949-1964
Highest Transfer fee received:
£3,000,000 for Curtis Davies
from West Brom, August 31 2005
Highest Transfer fee paid:
£850,000 for Lars Elstrup
from OB Odense FC, August 1989

DID YOU KNOW?

Former Barcelona manager Raddy Antic made over 100 appearances for Luton during a four year stint from 1980.

MAJOR HONOURS

League One - Champions 2004/05
Division Two - Champions 1981/82
Division Three - Champions 1936/37
Division Four - Champions 1967/68
FA Cup - Runners-up 1958/59
League Cup - Winners 1987/88,
Runners-up 1988/89
Simod Cup - Runners-up 1987/88

today's predicted starting XI...

DEAN BRILL



DEAN BRILL

A product of the club's youth system, 22-year-old Brill has been a regular in between the sticks for the Hatters first team this season. A tall, commanding goalkeeper standing at six foot three, his progress was helped by a short loan spell at Gillingham last season.

KEITH KEANE



KEITH KEANE

Having made his debut as a 16-year-old in 2003, Keane has made a rapid progression up the ranks with the Hatters. The 21-year-old Irishman has since gone on to enjoy an extended run in the side and can feature in both defence and midfield.

RICHARD JACKSON

Jackson joined Luton at the beginning of the season on a free transfer following a distinguished career at Derby County. The 27-year-old full-back was the longest serving player at Pride Park, where he played for eight years.

CHRIS PERRY

Perry brought plenty of experience to Luton when he joined in the summer from West Brom, where his last game was the Championship play-off final defeat. The 34-year-old had previous spells at both Tottenham and Charlton.

SGH DAVIS

Davis has been a regular feature in the backline at Luton, having made over 150 appearances since joining from Swindon in 2002. The 28-year-old has made a miraculous recovery after suffering a stroke last season.

DEAN MORGAN

Morgan will be a familiar face to Southend supporters, having enjoyed a loan spell at Roots Hall back in November. The 24-year-old striker scored three times before returning to Kenilworth Road, after a move to Leeds fell through in January.

PAUL McVEIGH

30-year-old midfielder-cum-striker McVeigh was Luton's final signing during pre-season. The Northern Irishman started his career at Tottenham, but it was at Norwich where he really made his mark, having made over 200 appearances.

MATTHEW SPRING

Central midfielder, Spring is now in his second season with Luton and has found plenty of favour advancing forward with nine goals to his name this season. For more on Spring see the 'Star Man' column on the right.

STEPHEN O'LEARY

O'Leary came up through the youth system at Luton and had a loan spell at Tranmere in 2006. Recognised as a skilful midfielder, the 23-year-old will be looking to make his mark, having only recently started to figure in the first team.



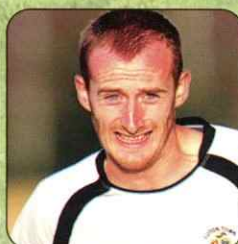
PAUL FURLONG

PAUL FURLONG

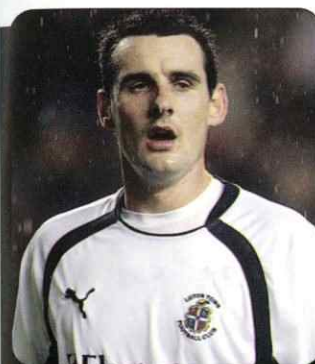
Furlong may be pushing on 40, but the veteran striker has still been doing the job for Luton, as he currently stands as their leading goal scorer this season with 12 goals to his name. He has enjoyed a prolonged career with previous spells with the likes of Watford, Chelsea, Birmingham and QPR.

DREW TALBOT

Talbot was a £250,000 signing from Sheffield Wednesday in 2007, but only has found the back of the net twice this season. Linked with Plymouth in the January transfer window, the 21-year-old remained at Kenilworth Road and will now be expected to lead the line in their battle to beat the drop.



DREW TALBOT



STAR MAN

Matthew Spring is currently enjoying his second spell with Luton.

The midfielder originally played for the Hatters between 1997 and 2004, making almost 300 appearances.

The 29-year-old then opted to join Leeds United in 2004, but after a spell with local rivals Watford, he returned to Kenilworth Road in January 2007 for £200,000.

Spring had been at Luton since he was a schoolboy and was a driving force in the side, which reached the FA Youth Cup semi-final in 1997.

After a league debut when still only aged 17, he soon became a regular in Luton's Second Division team. His first 100 appearances were clocked up while he was only 20.

Unfortunately, Spring endured a difficult time at Leeds, where a succession of injuries meant he made only 15 appearances at Elland Road during his 12 month stay.

The 29-year-old joined Watford in August 2005, where he rediscovered his form from the early stages of his career, helping the Hornets into the Premiership in 2006.

He joined Luton on a two-and-a-half year contract, in a deal worth £200,000 and has already contributed with nine goals this season from the centre of the park.



also in with a shout BEST OF THE REST

ALAN GOODALL

Goodall arrived at Luton at the beginning of the season from Rochdale. The 26-year-old defender began his career at Bangor City in 2001 and has experienced European football.

LEWIS EMANUEL

Emanuel joined Luton from his hometown club Bradford City in 2006. The 24-year-old is comfortable on the left side of both defence or midfield and was a regular in the side in the Championship last season.

DARREN CURRIE

Currie joined Luton in the summer from Derby County. The 33-year-old started his career at West Ham as a trainee and played over 100 times in spells at Barnet and Wycombe Wanderers. Currie was a key figure at Brighton in 2004 and

attracted the attention of Ipswich. He made over 80 appearances at Portman Road before he ended last season on loan at Derby.

CALVIN ANDREW

Andrew scored the only goal in the previous meeting between Southend and Luton this season, with a late winner at Kenilworth Road. The 21-year-old striker came up through the ranks with the Hatters and has four goals to his name this season.

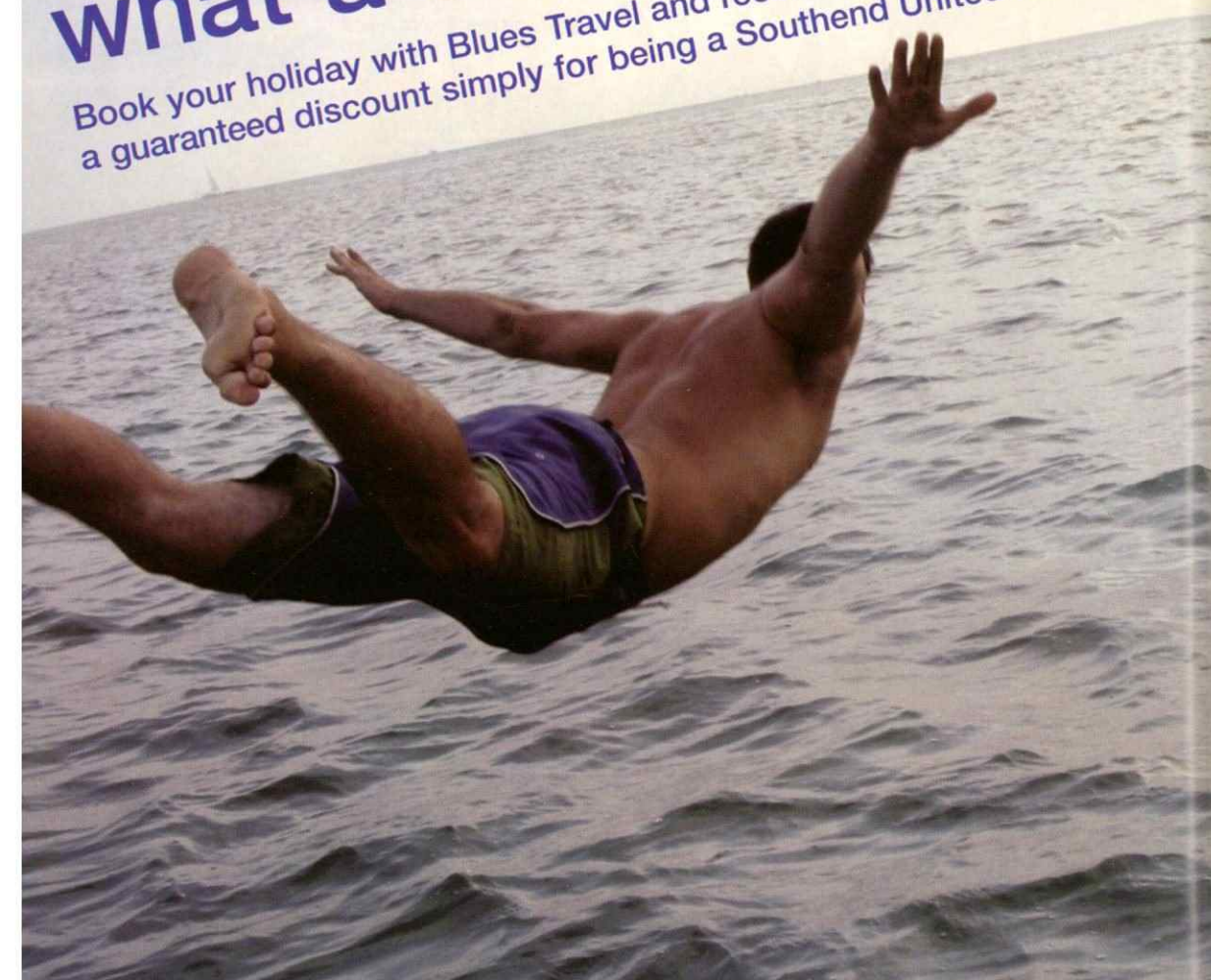
SAM PARKIN

Ex-Chelsea trainee Parkin is a forward with a prolific goal scoring record, but his career has yet to get going with Luton after a serious injury meant he has rarely featured. 26-year-old Parkin signed a three-year deal at Luton in August 2006, costing the club £340,000.

19

Surely a booking, what a dive!

Book your holiday with Blues Travel and receive
a guaranteed discount simply for being a Southend United FC fan!



Thomas Cook
Sport



To take advantage of your holiday club call into or phone
our dedicated Thomas Cook store:
High Street, Southend on Sea 0845 308 9561



THE GRASS IS ALWAYS GREENER

Luton manager, Mick Harford laid his cards on the table after his side's 1-0 defeat at home to Walsall last weekend.

Harford admitted he had few positives to take away from a performance that continues to leave the club stranded at the bottom end of League One.

In fact, Harford was straight to the point after describing their opening five minutes against Walsall as "the worse I have ever seen a team start a game".

Harford has only recently been placed in charge of Luton until the end of the season, but is instantly under no illusions as to the task he has undertaken.

The rallying call has already been made ahead of this afternoon's encounter at Roots Hall, with Harford stating that reputations are on the line and huge improvements need to be made on the pitch.

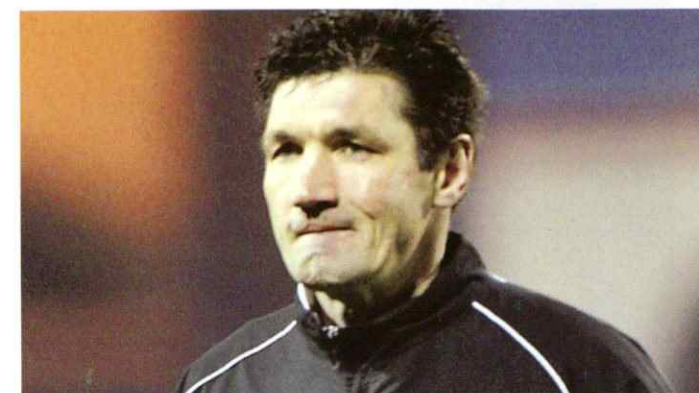
He admitted: "We had a heart-to-heart with the players after the Walsall game.

"The first half performance was unacceptable and the players have totally let themselves down.

"The second half we picked up a little bit, although we didn't really create a lot. Overall it was very disappointing and the players have been told that.

"It is going to have to be a massive turnaround and I'm not accepting that performance - it was totally inept.

"When you play a football match, you shouldn't have to play four people up front and change things around in that way to get a bit more effort.



"It looked a bit scrappy and a bit messy, but it's what I had to do. It was the worse I have ever seen a team start a game.

"We were sloppy, second to the ball and we couldn't get it out of our half for around five minutes.

Inevitable

"It was therefore inevitable that Walsall were going to score after the start we had. It's very frustrating, but the players' reputations are on the line and it has to be a massive improvement from them."

Such have been their recent struggles that Harford warned his players that he would have no hesitation in playing some of the kids from the club, to help halt a run of form that has seen them gain just two points from their past 11 league games.

Luton are currently 11 points from safety and with Harford believing their current situation can hardly get any worse, he is prepared to change personnel for the good of the team, with age clearly no limit.

"There's going to come a point when we have to play the young kids," he said. "Every player has had an opportunity since I've been here and most haven't done very well.

"It certainly can't get any worse.

"It looks like the players, as a team, need educating. I have got to manage them and try and get the best out of what I have got.

"The whole team is feeling sorry for themselves and they are down at the moment.

"It is a long road this job."

...ON THE OTHER SIDE

MEMORABLE MATCH

WHATEVER HAPPENED TO SOUTHEND'S TEAM?

TREVOR ROBERTS: Welsh goalkeeper who was ever-present for Southend in 1966-67 and made 171 League appearances before following John McKinven to new-boys Cambridge United in August 1970. He displayed great courage, playing for 18 months with lung cancer until his tragic death in June 1972.

TONY BENTLEY: Long-serving right-back who netted 14 goals in 381 League outings prior to joining Folkestone in July 1971. He followed Dennis Hunt to Ashford three years later and was an experienced figure in their 1974-75 FA Cup run before emigrating to Canada. Now living in Kentville, Nova Scotia.

GRAHAM BIRKS: Popular left-back who scored once in 140 League outings before joining Chester in October 1969, then played for Port Elizabeth (SA), Fleetwood, Worksop Town, Buxton and Sheffield FC. He still lives in Sheffield and has since been a sales manager for brewers William Stone (Bass Group).

JOE ASHWORTH: Tall wing-half who scored twice in 36 League games for Southend prior to joining Rochdale in July 1968, then played for Chester and Stockport County. He spent 23 years as a prison officer at Hull, Strangeways and New Hall until retiring in November 1997 and died in Rochdale in May 2002.

EDDIE MAY: Commanding centre-half who scored three times in 110 League outings before following Alvan Williams to Wrexham in June 1968, then played for Swansea City. He has since held various coaching posts and also had spells as manager of Cardiff City, Barry Town and Torquay United.

JIMMY STEVENSON: Ex-Scotland Schoolboy international who made 34 Fourth Division appearances while at Roots Hall before moving to Brentwood Town in July 1968. He later played for Chelmsford City and Dover, then ran a local industrial cleaning company with former Southend goalkeeper Ray White.

JACKIE FERGUSON: Former Clyde and Airdrie winger who failed to maintain a regular first-team slot at Roots Hall.



Scoring twice in 14 Fourth Division games for Southend prior to joining Ayr United in July 1968, he helped them win promotion in 1968-69. He settled back in his native Ayrshire and is now retired.

PHIL CHISNALL: Former England U-23 international who netted 28 goals in 142 Fourth Division games before moving to Stockport County in September 1971. He became a bookmaker, then spent 16 years as a

plant operator for Corn Products Corporation and later worked for Warburton Group in Manchester.

ANDY SMILLIE: Former England Youth international (pictured above) who netted 29 goals in 163 League games overall during two spells at Southend prior to joining Gillingham in October 1968, then played for Folkestone. He managed HW Stone sports shop in Basildon and subsequently ran Smiley's Restaurant in Palmeira Parade.

JOHNNY BABER: Versatile forward who netted 18 goals in 82 League outings for Southend before following Eddie Clayton to Margate in November 1970, then played for Canterbury and Herne Bay. He has settled in Westgate-on-Sea and since been a care worker at the Royal National Institute for the Blind.

JOHN MCKINVEN: Long-serving Scottish winger (pictured below) who netted 62 goals in 286 League games prior to joining Cambridge United in December 1969, then played locally for Pegasus Athletic and Old Collegians. Now living in Shotts, he was a maintenance engineer for British Steel at Ravenscraig until July 1992.



TWO GOALS BY ANDY SMILLIE PLUS ANOTHER FROM JOHNNY BABER GAVE SOUTHEND UNITED AN EMPHATIC 3-0 FOURTH DIVISION VICTORY OVER EVENTUAL CHAMPIONS LUTON TOWN IN FRONT OF 11,083 AT ROOTS HALL ON 4TH SEPTEMBER 1967. FOOTBALL HISTORIAN LEIGH EDWARDS TRACES WHAT HAPPENED TO BOTH TEAMS:

WHATEVER HAPPENED TO THE LUTON TOWN TEAM?

COLIN TINSLEY: Experienced goalkeeper who understudied Tony Read and made his only appearance of Luton's 1967-68 Fourth Division title campaign in the featured match. He played 55 League games prior to joining Kettering Town in July 1968, then played for Dunstable. Now living in Dunstable in retirement.

TOMMY HARE: Scottish right-back who contested a first-team slot with Max Dougan, making 12 League appearances before moving to Workington in July 1968. Later playing for Basingstoke, Waterlooville, Sholing, Swaythling and Vosper Thornycroft, he worked for OPCS in Titchfield and lives in Southampton.

FRED JARDINE: Versatile Scottish left-back who featured in Luton's 1967-68 and 1969-70 promotion campaigns, scoring nine goals in 220 League outings before reuniting with manager Allan Brown at Torquay United in February 1971. He later played for Amptihill and still resides in Luton in retirement.

BILLY McDERMOTT: Scottish defender who helped Luton win the Fourth Division title in 1967-68, scoring once in 40 League outings while at Kenilworth Road prior to joining Notts County in May 1969. He played for St Mirren and Lockheed Leamington before settling back in Scotland and is now retired.

TERRY BRANSTON: Central defender who was ever-present in Luton's 1967-68 Fourth Division title triumph and scored nine goals in 101 League games prior to joining Lincoln City in September 1970. He later played for King's Lynn, Nuneaton, Enderby and is now a retired driving instructor back in Rugby.

JOHN MOORE: Long-serving central defender who featured in Luton's 1967-68 and 1969-70 promotion

campaigns, netting 13 goals in 273 League games prior to joining Northampton Town in August 1974. He later played for Dunstable, then rejoined Luton as a coach and also had a spell as the Hatters' manager.



KENNY BEAVEN: Teenage winger who was an apprentice at Kenilworth Road and made his solitary League appearance for Luton in place of Graham French in the featured match. He moved to Chesham United in July 1968, then played for several local

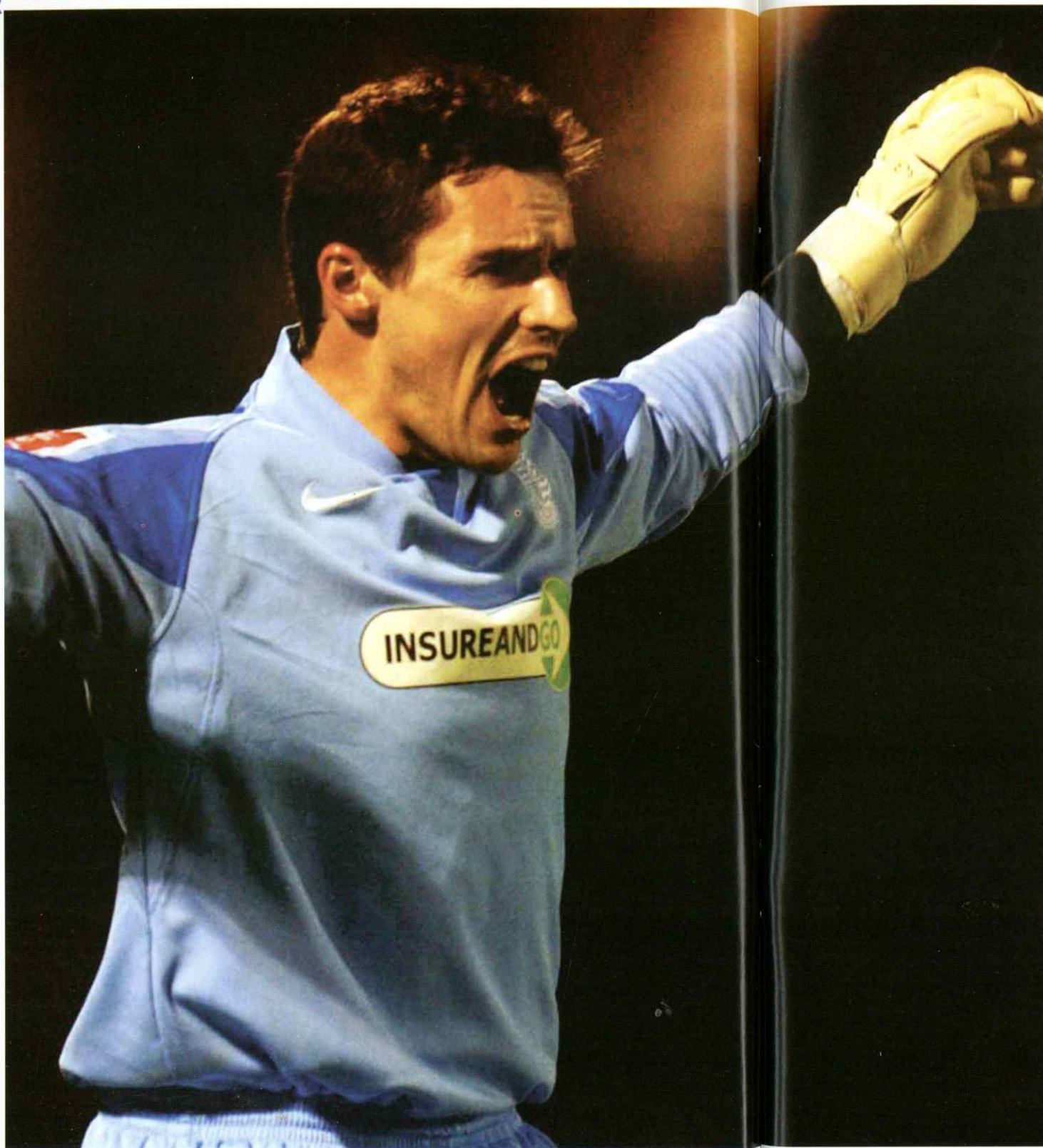
clubs, since living and working in Hemel Hempstead.

KEITH ALLEN: Striker who missed just one match in Luton's 1967-68 Fourth Division title triumph and also helped win promotion in 1969-70. He netted 36 goals in 137 League outings prior to joining Plymouth Argyle in July 1970, then was a car salesman in Plymouth and now lives back on his native Isle of Wight.

RODNEY GREEN: Much-travelled striker who helped Luton clinch the Fourth Division title in 1967-68 and scored three times in 11 League games prior to joining Watford in August 1968. He then played for South African side Durban Spurs, since running a reproduction furniture business in his native Halifax.

BRUCE RIOCH: Scotland international midfielder who moved to Aston Villa in July 1969, then played for Derby County, Everton, Derby again, Seattle Sounders and became Torquay United's player-boss. He also managed Middlesbrough, Millwall, Bolton Wanderers, Arsenal, Norwich City and Wigan Athletic.

MICKY BROWN: Versatile winger who featured in Luton's 1967-68 Fourth Division title campaign and scored twice in 14 League outings for Luton prior to joining Colchester United in October 1968. He later played for Wealdstone, Maidstone United, Tonbridge and Hillingdon Borough. Now living in Spain.



QUESTION TIME

Darryl Flahavan is happy to chew the fat on Southend's season so far and the hot topic where an opinion is best freely expressed, centres on whether a top six finish is to beckon in League One.

The goalkeeper is forthcoming on the Blues' upturn in form in League One, but acknowledges that they can ill-afford to rest on their laurels for this afternoon's showdown with Luton, if they are to retain their ambitions.

Promotion was the natural assumption at the start of the campaign and because nothing has changed on that front, it's perhaps human nature that three points are the cast-iron demand from the remaining games at Roots Hall.

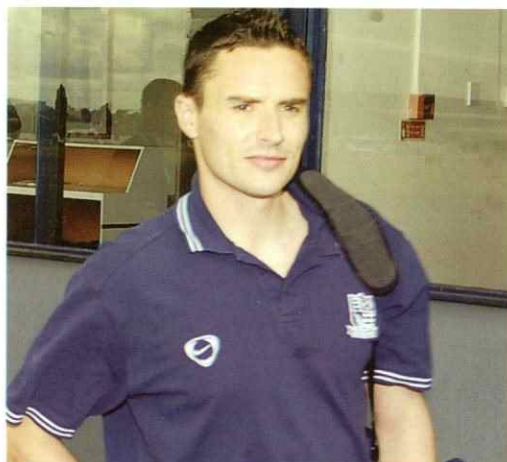
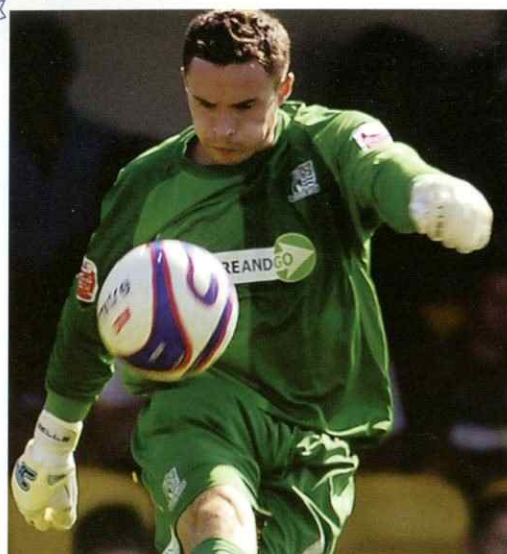
Having missed a large chunk of the season through injury, Flahavan was restored to the starting XI at the turn of the year and the regularity of first-team football means he is relishing his new lease of life.

Having spent the best part of seven years in Southend United colours, when it comes to trying to inject a sense of direction on the team's raised sights, there is no more sound judge than Flahavan.

He has been through it all before, with promotion from League One achieved as little as two years ago and at the present time, Flahavan can currently afford to dream on whether the Blues can get it right again, as they currently stand just a point outside the play-off spots, with a game in hand.

In some ways, there is probably not a more intense stage of the season, where every game can potentially be 'make-or-break' in the high stakes of the modern game.

Flahavan will be hoping to set the precedent in Southend's favour today against Luton, as there may be no better time to establish a solid base from which real progress can be made.



What is your opinion on how the season has gone so far?

It has been a bit frustrating because at this stage of the season, we are fighting to get into the play-offs. When you look in the changing room, we have enough quality to be there in the first place and even challenging. In a way it is frustrating, but our target at the start of the season was to get in the top six and at the moment we are only a point off it, so it has not gone too bad for us.

Do you feel we are in a strong position to finish in the top six?

If you can go on a little run, especially from now until the end of the season, then you have every chance of achieving that. We need to approach every game with the aim to win it, because in this league anyone

can beat anyone. Why can't that be us? It's certainly something that we feel is achievable here and what everyone is aiming towards.

We seem to have rediscovered our form at just the right time?

As of late, we have done really well. Sometimes we haven't even had to play too well to get results, but on our day we are good enough to beat anyone in this league. We need to find the right consistency and at the moment, we seem to have got it right. If we are on top form then anything can happen, but it's the old cliché that you need to take it one game at a time and approach them in the right frame of mind to win.

How are you feeling on a personal level now you are back in the side?

I feel fine. I had a few injuries at the

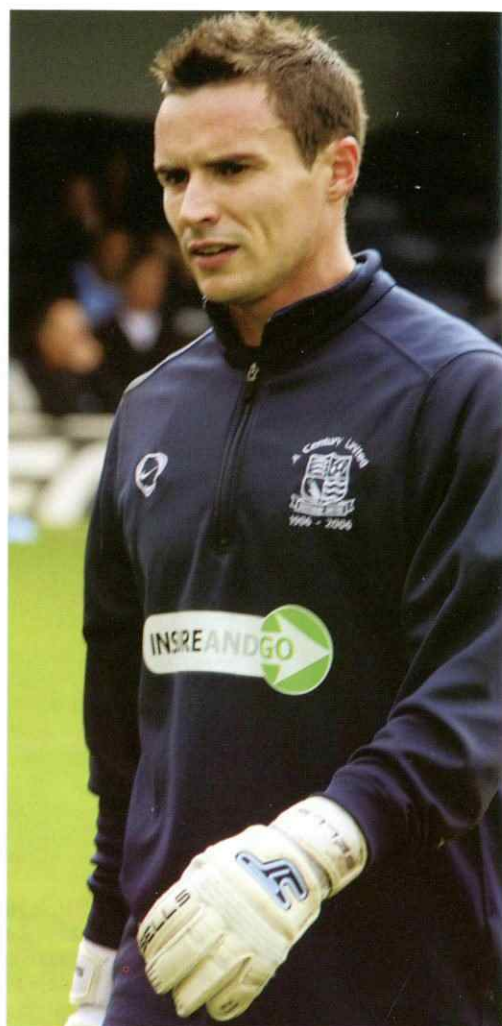
beginning of the season, but since I have come back into the side, I've been pleased. It's been a bit of a strange season because I don't feel I have had too much to do compared to recent years.

But at the end of the day it's not about me, it's about the team and if I'm not doing anything and we are picking up points, then great - that's the main thing.

What was the injury that kept you on the sidelines and how are you feeling fitness-wise now?

I got a back injury in September and that kept me out for about four weeks. I then did it the other side in a reserve game, which kept me out again.

When I came back, Steve (Collis) was doing well and he stayed in. Luckily, I got the chance again and I



was happy to take it. I'm not saying that I've had loads to do since I've been back playing, but I have been in the side and we have picked up, so I look at that as a positive point of view.

You have been here before, having achieved promotion with Southend from League One last time we were here, so you must know what it's all about?

I said it before, but you just need to concentrate on each game and not worry about what happens in the future. You need to treat every team with the respect they deserve. Of course, everyone knows that it's a strange league, where the teams at the bottom are capable of beating the teams at the top, so you need to go into every game with the right approach.

There is probably not a more intense time of the season now, whether you are at the top or bottom, as every game is potentially make or break. How much does a team's confidence come into play?

When you are winning it breeds confidence and hopefully, that can continue for us. When you are not picking up results, there is obviously a different mood in the camp. Things are going well and in training everyone is having a laugh and working hard. We look forward to each game and with a bit of luck, if we can keep up our consistency until the end of the season, we'll have a chance of getting into the play-offs and who knows beyond that.

What are your immediate thoughts on playing Luton Town today and

then hosting Nottingham Forest just four days later?

Luton have had a hard time of it with what has gone on off the pitch, but I don't know how that has affected them on a personal level. They are a good side though. We played Luton earlier in the season and they beat us 1-0 and it was a tough game.

I'm sure they will be coming to us hoping to do the same again. We will need to be at our best to get a result at Roots Hall before we play Nottingham Forest on Tuesday night. Before the start of the season, you would have expected Forest to be there or thereabouts at the top of the league, which they are.

They have a big squad and a lot of good players, but while it will be another tough game, if we approach it in the right manner, then we have a good chance of getting the win.

Betterview



Windows & Conservatories
No Pressure . No Hassle . No Fuss

The No.1
Conservatory Company



Building Division

New Builds
Extension
Garage & Loft Conversions
Architectural Services
Patios & Block Paving

Full Planning Service Available



for a free no obligation quotation please ring



01268 570045



www.betterview.co.uk



Betterview

Supporting Southend United
for the 07/08 Season

Come on you Blues



YOUTH INJURY REPORT with ben clarkson

Good afternoon and welcome to our game against Luton Town.

A good win today like the reserves had against Luton on Tuesday would do very nicely.

I would like to give a special welcome to our new scholars, who are signing their contracts on the pitch prior to the match. I look forward to working with them over the next two seasons and hopefully, they will push on to play for the first team in the near future.

The treatment room has been very busy over the last couple of weeks, with both first team and youth team players.

Jamie Forshaw continues to make progress following his foot injury against Colchester. Contrary to reports, Jamie did not break his foot as suspected, but very badly bruised it. He is off of crutches and the walking boot and is working hard to reduce the swelling in his foot.

Richard Priest had to come off against Barnet following a late challenge on his shin. This was sore and painful to walk on, but I am hopeful that he should have played this morning.

Davis Abbey returned to full training following his knee injury, which was not as bad as first feared and played against Brighton last weekend. Stuart O'Keefe has also returned to training following his thigh strain and played 80 minutes at Brighton.

Here's to three points today - come on you Blues!!

Ben

news from the TREATMENT TABLE

Welcome back everyone for today's game against Luton Town.

Hopefully, the three points will be ours at the end of the 90 minutes.

Firstly, Che Wilson had surgery on his Achilles injury four weeks ago, but unfortunately it hasn't worked to cure the problem.

Che had open surgery yesterday and will now be out for 10 weeks and will miss the rest of the season. Hopefully, this will be what is needed for Che to be back playing.

Alex Revell recently had an operation on his troublesome hernia. Everything went well and he is now in rehabilitation.

Peter Clarke was unable to train until Thursday this week due to a strained foot, but hopefully he should be available for today's game.

Charlie MacDonald returned to light training on Thursday, as he comes back from the ankle injury he recently suffered playing for the reserves.

Hal Robson-Kanu has recovered well from his hamstring strain and returned to training on Monday. We



are now doing fitness work with Hal to get him ready to be back involved with the team.

Finally, goalkeeper Clark Masters has been unable to train since Monday due to a throat and chest infection and has been on antibiotics all week.

The rest of the squad are all fit and well, which is good news.

Enjoy the game and make some noise!

Stanners



Alex Revell — successful operation

PHYSIO'S PAGE SPONSORED BY...



mortgageforce™

Voted the UK's 'Best Mortgage Intermediary' - again!



Let's talk about U

Drop in to Connexions

Talk to us or get information on your life choices, including ...

jobs
careers
health
learning
free time
training
travel & transport
money
housing
relationships
... and lots more

Focus Youth Centre
Short Street, Southend
01702 464315

Shoeburyness Youth Centre
Delaware Road
01702 293780

Open throughout
the summer

Leigh Youth Centre
Elm Road
01702 478426

or call
080 800 13 2 19
for details of your nearest
Connexions Centre

Information, support and activities for all 13-19 year olds

www.estconnexions.co.uk

connexions

divisional dealings LEAGUE ONE NEWS

Swansea continue to remain 12 points clear at the top following a 1-0 win at Huddersfield.

Jason Scotland's 20th goal of the season was enough to settle the game, with Huddersfield's misery further compounded by the late dismissal of Robert Page.

Danny Graham (pictured below) scored the only goal of the game to hand Carlisle a 1-0 win in their high flying clash at Nottingham Forest and leaves them standing in the second automatic promotion spot.

Push

James Coppinger's strike after just two minutes handed Doncaster Rovers the three points from a 1-0 win at Tranmere, as they continue to push hard at the top with their fifth win from six games keeping them third in the table.

A debut goal from Stefan Moore set Walsall up for victory over today's opponents Luton at Kenilworth Road, as they continue to ride high in the top six.

Gary McAllister won for the first time in charge of Leeds after Tresor Kandol scored the only goal of the game in a 1-0 success at Swindon to keep them just two points outside the play-offs.

Ninth in the table Leyton Orient were denied the three points at Brighton.

Jabo Ibehre's first half strike looked set to hand them victory, only for Brighton to be awarded a last minute penalty at the Withdean Stadium, as Nicky Forster converted to earn the hosts a 1-1 draw.

Bournemouth won't give up in their battle to beat the drop after two goals from Sam Vokes handed them a 2-0 triumph at home to Hartlepool, even though they still stand 10 points from safety.

Comfortable

Southend drew 1-1 at Cheltenham after Nicky Bailey's 10th goal of the season cancelled out Steve Brooker's first half tap-in and Oldham Athletic secured a comfortable 3-0 win at bottom of the table Port Vale.

Craig Disley scored in the final minute of the match to hand Bristol Rovers a 1-0 victory at struggling Millwall and move them up to 13th.

There was a goalless stalemate in Northampton's home encounter with Crewe Alexandra, as the latter continue to remain in the relegation zone.

It was the same scenario in Gillingham's home game with Yeovil, with neither side able to break the deadlock throughout the 90 minutes, which means only goal difference is keeping the Gills out of the bottom four.



RECENT RESULTS:

01-03-2008
Swindon Town 0-1 Leeds United
Brighton and HA 1-1 Leyton Orient
Gillingham 0-0 Yeovil Town
Huddersfield Town 0-1 Swansea City
Luton Town 0-1 Walsall
Millwall 0-1 Bristol Rovers
Northampton Town 0-0 Crewe Alex
Port Vale 0-3 Oldham Athletic
Bournemouth 2-0 Hartlepool United
Tranmere Rovers 0-1 Doncaster Rovers
03-03-2008
Nottingham Forest 0-1 Carlisle United
04-03-2008
Brighton and HA 4-2 Gillingham
Swindon Town 3-2 Huddersfield Town
Bristol Rovers 0-1 Doncaster Rovers
Oldham Athletic 0-1 Hartlepool United

TODAY'S FIXTURES:

Carlisle v Brighton, 15:00
Crewe v Nottm Forest, 15:00
Doncaster v Port Vale, 15:00
Hartlepool v Gillingham, 15:00
Leeds v Bournemouth, 15:00
Leyton Orient v Huddersfield, 15:00
Oldham v Tranmere, 15:00
Southend v Luton, 15:00
Walsall v Northampton, 15:00
Yeovil v Cheltenham, 15:00



TOP SCORERS:

Players	Team	Goals
Beckford	Leeds	17
Scotland	Swansea	15
(pictured above)		
Garner	Carlisle	14
Barker	Hartlepool	13
Agogo	Nottm Forest	11
Graham	Carlisle	11
Boyd	Leyton Orient	10
Davies	Oldham	10
Forster	Brighton	10
Kandol	Leeds	10
Kirk	Yeovil	10
Vokes	Bournemouth	10
Cox	Swindon	9
Lambert	Bristol Rovers	9
Mooney	Walsall	9

INTRODUCING... SARAH TOOMEY

FULL NAME:

Sarah Nichole Toomey

TOWN OF RESIDENCE:

Hockley, Essex

AGE:

23

WHICH FOOTBALL CLUB YOU SUPPORT?

Southend United of course!

WHO IS YOUR FAVOURITE ARTIST/GROUP?

Leona Lewis - I think she is amazing! I have always been really into the big Divas - Celine, Mariah, Whitney, Beyonce etc. But since she came on the scene, she has definitely been my favourite.

WHAT GOT YOU IN TO SINGING?

Ha ha. The Little Mermaid from an early age, I used to love the classic Disney sing a long moments... Although I'm sure I shouldn't be admitting to that ;o) Most recently it was the Pop Idol phenomenon that really got me thinking about performing, I just love those shows and can imagine how amazing it would be to be a contestant.

WHERE YOU SEE YOURSELF IN THREE YEARS TIME?

I always hate this question, purely because nowadays I try not to plan ahead too much. People change so much every year, and with that comes a change in goals and ambitions. Right now, I would like to think I will be happy and settled with my partner John, successful in singing and moving up the property ladder.

WHAT MADE YOU ENTER 'BLUES IDOL'?

My lovely Nan rang me and left a random message saying she had seen an advertisement in the paper for a singing competition, and thought I should go for it.... So I did! I am very lucky to have such massive support behind me, both in my family and my friends. I would never have done anything with my singing if it wasn't for them!

WHAT ARE YOUR THOUGHTS ON PERFORMING ON THE ROOTS HALL PITCH?

A mixture of.... 'Oh my god, so excited!!' and 'Oh my god, can I really do this?!' - But it's the same whenever I do something challenging. The most part of me



wants to do it, and will do it, but there is a part of me freaking out inside the whole time. I just have to remember the buzz I get when I sing, and the amazing high I feel straight after. It's like nothing else I've ever known, and is completely worth any moments of fear beforehand!

WHAT SONG ARE YOU PERFORMING?

I don't know what to sing, it's really hard to pick a song that the crowd will enjoy but that is also going to make my voice sound good. The most important thing is that everyone enjoys themselves, but it's also important that I get remembered (And not for being chanted or laughed at if I can help it!)

TELL US A BIT ABOUT YOURSELF...

I think people would be surprised by my personality, as I'm not as confident as I may come across. I work hard everyday to fight off my insecurities, and instead focus on being happy & successful. Ultimately the most important thing in my life (aside from singing) is my partner, family and friends; and I couldn't ask for a better bunch!

Blues Idol MEET THE FINALISTS...

IN ASSOCIATION WITH
MIDDLE C PRODUCTIONS...

We have come to the end of the auditions for Southend United's fantastic talent competition - 'Blues Idol' - and the standard for the level of entry for the auditions was extremely high, leaving the judging panel extremely impressed with the level of talent.

The finalists were whittled down to only 6 and each of these will perform a song pre-match at one of our remaining home games. So, we are delighted to announce the 6 finalists for 'Blues Idol', and details on the matches they will be performing at:

So who are they...

1. SARAH TOOMEY

23, from Hockley

Performance Date: Sat 8th March
(Blues v Luton Town)

2. KHALIL BARAZI

19, from Southend

Performance Date: Tues 11th March
(Blues v Nottingham Forest)

3. RACHEL BROOKS

28, from Danbury

Performance Date: Fri 21st March
(Blues v Swansea)

4. LEANNE JARVIS

19, from Westcliff

Performance Date: Sat 29th March
(Blues v Walsall)

5. ADAM DUFFILL

18, from Hockley

Performance Date: Tues 8th April
(Blues v Brighton & Hove Albion)

6. JOSH DUBOVIE

17, from Laindon

Performance Date: Sat 12th April
(Blues v Northampton)

Fans will be able to vote on the Blues Idol performances with a rating of 1-10 (10 being highest), and send this to the Southend United text line.

The text vote works like this: Fans can send their text vote to 88442 with the Southend United code first - 'STHND' - plus a space, then the first name of the performer, another space,

and their rating out of 10. We have listed below information on how to vote for each performer (they are listed with an example vote of '10' out of 10):

1. Sarah Toomey: STHND SARAH 10
2. Khalil Barazi: STHND KHALIL 10
3. Rachel Brooks: STHND RACHEL 10
4. Leanne Jarvis: STHND LEANNE 10
5. Adam Duffill: STHND ADAM 10
6. Josh Dubovie: STHND JOSH 10

YOU THEN SEND YOUR VOTE TO 88442. Texts cost only 25p (plus your standard network rate).

Details on how to vote will be listed in each matchday programme, along with a mini-bio of the Finalist performing on that day.

● If you are interested in finding out further details on Blues Idol, please call Nina Drew on 01702 304147, or email: nina.drew@southend-united.co.uk

Pictured l-r are: Josh Dubovie, Leanne Jarvis, Adam Duffill, Khalil Barazi and Sarah Toomey while the inset is Rachel Brooks.



under 16's fixtures 2007/2008

DATE	TEAM	VENUE
SAT 1 Sep	Luton Town	AWAY
Sat 8 Sep	Peterborough United	HOME
Sat 15 Sep	Wycombe Wanderers	HOME
Sat 22 Sep	Brentford	AWAY
Sat 29 Sep	Colchester United	HOME
Sat 6 Oct	Queens Park Rangers	HOME
Sat 13 Oct	Northampton Town	AWAY
Sat 20 Oct	Rushden & Diamonds	AWAY
Sat 27 Oct		
Sat 3 Nov	Gillingham	HOME
Sat 10 Nov	Leyton Orient	AWAY
Sat 17 Nov	Colchester United	AWAY
Sat 24 Nov		
Sat 1 Dec	Brighton & Hove Albion	AWAY
Sat 8 Dec	Peterborough United	AWAY
Sat 15 Dec	Physical Testing	
Sat 22 Dec	CHRISTMAS BREAK	
Sat 29 Dec	CHRISTMAS BREAK	
Sat 5 Jan	Luton Town	HOME
Sat 12 Jan	Wycombe Wanderers	AWAY
Sat 19 Jan	Brentford	HOME
Sat 26 Jan	IN SERVICE	
Sat 2 Feb	Queens Park Rangers	AWAY
Sat 9 Feb	Northampton Town	HOME
Sat 16 Feb	Rushden & Diamonds	HOME
Sat 23 Feb	Colchester United	HOME
Sat 1 Mar	Gillingham	AWAY
Sat 8 Mar	Physical Testing	
Sat 15 Mar	Leyton Orient	HOME
Sat 22 Mar	EASTER SUNDAY	
Sat 29 Mar	Colchester United	AWAY

centre of excellence fixtures 2007/2008

DATE	TEAM	HOME	AWAY
Sun 2 Sep	Luton Town	U9 / U11 / U13	U10 / U12 / U14
Sun 9 Sep	Peterborough United	U10 / U12 / U14	U9 / U11 / U13
Sun 16 Sep	Wycombe Wanderers	U10 / U12 / U14	U9 / U11 / U13
Sun 23 Sep	Brentford	U9 / U11 / U13	U10 / U12 / U14
Sun 30 Sep	Colchester United	U9 / U11 / U13	U10 / U12 / U14
Sun 7 Oct	Queens Park Rangers	U10 / U12 / 14	U9 / U11
Sun 14 Oct	Northampton Town	U9 / U11 / U13	U10 / U12 / U14
Sun 21 Oct	Rushden & Diamonds	U9 / U11 / U13	U10 / U12 / U14
Sun 4 Nov	Gillingham	U10 / U12 / U14	U9 / U11 / U13
Sun 11 Nov	Leyton Orient	U9 / U11 / U13	U10 / U12 / U14
Sun 18 Nov	Colchester United	U10 / U12 / U14	U9 / U11 / U13
Sun 2 Dec	Brighton & Hove Albion	U9 / U11 / U13	U10 / U12 / U14
Sun 9 Dec	Peterborough United	U9 / U11 / U13	U10 / U12 / U14
Sun 16 Dec	Physical Testing	ALL AGES	
Sun 23 Dec	CHRISTMAS BREAK		
Sun 30 Dec	CHRISTMAS BREAK		
Sun 6 Jan	Luton Town	U10 / U12 / U14	U9 / U11 / U13
Sun 13 Jan	Wycombe Wanderers	U9 / U11 / U13	U10 / U12 / U14
Sun 20 Jan	Brentford	U10 / U12 / U14	U9 / U11 / U13
Sun 27 Jan	IN SERVICE		
Sun 3 Feb	Queens Park Rangers	U9 / U11	U10 / U12 / U14
Sun 10 Feb	Northampton Town	U10 / U12 / U14	U9 / U11 / U13
Sun 17 Feb	Rushden & Diamonds	U10 / U12 / U14	U9 / U11 / U13
Sun 24 Feb	Colchester United	U9 / U11 / U13	U10 / U12 / U14
Sun 2 Mar	Gillingham	U9 / U11 / U13	U10 / U12 / U14
Sun 9 Mar	Physical Testing	ALL AGES	
Sun 16 Mar	Leyton Orient	U10 / U12 / U14	U9 / U11 / U13
Sun 23 Mar	EASTER SUNDAY		
Sun 30 Mar	Colchester United	U10 / U12 / U14	U9 / U11 / U13

■ All home games kick off at 11.00am unless specified
■ All home games are at Boots & Laces



YOUTH TEAM 2008/09

Myself and Rick Duncan recently held our annual Scholarship decision night. This evening gives players and parents an opportunity to come to Roots Hall for a meeting where they are informed of our decision for next seasons Scholars.

Today we welcome the players to Roots Hall as our guests along with their families, whose support would have benefited the players hugely over the years, and needless to say will need to continue as the players take the big step of leaving home and moving in together to form next seasons Youth Team.

Below is a brief insight in to the players offered and their attributes.

JUSTIN HAZELL, RIGHT MIDFIELDER

Justin has been at Southend United since an Under 8 and was originally signed by Steve Tilson. He is excellent attacking 1v1, has good crossing skills and possesses great speed which makes him extremely effective offensively.

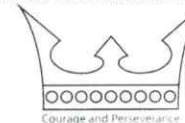
JAMIE DENNIS, CENTRE MIDFIELD

Jamie joined Southend United at the start of his Under 14 season. Jamie is currently the Under 16 captain. As a person Jamie he is very mature and on the pitch Jamie has lots of assets required to be a modern day midfield player. His best quality however would be his forward movement with the ball. Jamie is a goal scoring midfield player.

CENTRE OF EXCELLENCE

CENTRE OF EXCELLENCE MAIN SPONSORS
SAFE & SECURE

CENTRE OF EXCELLENCE FACILITIES PARTNER



SPONSORS OF THE CENTRE OF EXCELLENCE EUROPEAN TOURS

SHRIMPERS TRUST

ADETAYO OSIFUWA, CENTRE BACK

Ade joined us at the start of the season from Arsenal and has already played five times in the U18's and once in the reserves. Ade shares similarities with Micah Richards. He is extremely powerful in the air and has great recovery speed. Has played in the under 18's this season and was more than capable. Very athletic and a great positive attitude.

MERRICK JAMES LEWIS, RIGHT BACK/CENTRE MIDFIELDER

Previously at Fulham FC. Merrick joined Southend United during his Under 15 season. He is very athletic, at ease with his body and with the ball. Merrick is comfortable to play in a variety of positions.

KYLE ASANTE, CENTRE FORWARD

Kyle spent four years at Millwall from U10 - U14. He attended an open trial day in the summer of 2006 and has impressed from there. A centre forward that works on the shoulder. Has lightning pace and very strong. Very energetic and good work rate.

JOHN AWINJA, RIGHT BACK

John spent two seasons at West Ham and then joined us in October 2007.

He started the last game in the Under 18's after several impressive Under 16's displays and an impressive training week with the U18's during February half term. He is strong, athletic, good in the air and 1v1 defending. Knows when to overlap and get beyond the wide man. He has a great personality and an excellent attitude.

MEDI ABALIMBA, CENTRE MIDFIELD

Brought to us via a contact in London - Steve Griffiths, Medi made a huge impression on his trial in May 2007 and since then has trained at Manchester United and Liverpool and has attracted England Scouts to Under 16 games. Medi has featured more times in the U18's than any other U16 player. He has also played for the reserves in the Essex Senior Cup this season. He has lots of skill and imagination, with the ability to unlock defences.

DURAN REYNOLDS, LEFT BACK

At Peterborough United from U9-U11, Cambridge from U12-U14 and then

Histon from U15-U16 under the guidance of Kit Carson. During his time at Histon, Duran attracted interest from Chelsea, Norwich, Leicester and Portsmouth but chose Southend in October 2007. Duran is very professional with a great left foot. He is very strong, good defending 1v1 and has good long passing skills.

Congratulations to all of you boys, you've had a brilliant season and deserve your place with us next season. You are well on the road to professional football, the hard work and sacrifice must continue next season.

We aim to produce players for the first team; I hope to see you all out there for Southend within the next few seasons.

Well done and good luck for next season and beyond. I hope you and your family enjoy your day.

Best Wishes

Luke Hobbs
Centre of Excellence Manager

centre of excellence kit sponsors

Under 10's

Billy Harris: Wellbeck Hotel
Sonny Coutts: Thermoshield Windows/Vital Signs Digital Limited
Danny Gold: H.T. Squibb, LAPD
Adam Topley: PR Hill, KAD Environmental Consultancy Ltd, Major Windows Ltd and Geoff Keane Carpets

Harry Larke: Howells Bradford Ltd
James Macree: Ski Chalets Morzine limited, Roman Kitchens

Under 11's

Alex Stephenson: IFS, Choice Homes, AAB
Ruari McIntyre: Mullingar Councillor
Tommy Metcalfe: Edwards Duthie
Sam Davy: Wayne Tel Decorators

Under 12's

Connor Hammond: Grays Thermal Insulation Engineers
Liam Burke: Secom
Lewis Webster: Blanche Cleary
Luke Webb: Haralan Properties
Daniel King: PF Humphries Dental Labs Ltd
Daniel Neat: Mumin Ali
Anthony Madden: Moss and Coleman Solicitors
Charlie Barlow: Bridge Roofing

Under 13's

Ryan Blackman: Hunter Vehicles Ltd
Zac Toye: The Davis Group
Ryan Thorne: Venture Portraits
Robert Hyams: Percy Dalton Famous Peanut Company

Under 14's

Aaron Cooper: Bridge Garage, Asda Shoeburyness, SPC
Jack Paxman: Courts Advertising

Ryan Auger: S & J Plastering
Connor Ward: WJW Painting & Decorating
Louis Baucutt: ACH

Under 15's

Max Kent: Elecmac Ltd
Kane Ferdinand: Pexhurst Services Ltd
Joseph Sheldon: Fortis Bank
Bradley Williams: Wick Lane Stores Dover Court
Julian Okai: Cheetah-UK
Keiron Harris: MJF Properties

Under 16's

Justin Hazell: The Training Team

● If you are interested in sponsoring one of our Centre of Excellence players then please call Luke Hobbs on 01702 30 41 23.



essexautogroup

Proud sponsors of the half time challenge at SUFC

Brand New **08PLATE** **Fords**
from only **£86** per month



Ka Zetec Climate

£126.43 per month

£126.43 deposit

Now Only £5,995 Save £2,600

- 14" 'Minilight' alloy wheels
- Roof spoiler
- Body colour bumpers
- 6000CD player with MP3 socket
- Electric windows
- Rev counter
- Leather trimmed steering wheel and gear-knob
- Remote central door locking
- Reverse gear automatic rear wiper
- Bright finish scuff plates
- Driver's seat height adjustment

On the road cash price	£5,995.00
36 monthly payments	£126.43
MGV	£2,281.00
Amount of credit	£5,868.58
Deposit payable	£126.43
Total charge for credit	£973.90
Total amount payable	£6,842.48

Ford Options example Based on 12,000 miles per annum

7.9% Typical APR[†]

Subject to availability, vehicles shown are for illustration purposes only. * £86 per month refers to Ka Studio at £4,989. † Finance subject to status and conditions, guarantees/indemnities may be required, contact Essex Ford for further details. Terms and conditions apply ask for full details. To qualify for these prices vehicles must be registered by 31st March 2008. Details correct at time of going to print. Vehicles shown are for illustration purposes only. Calls may be recorded for training purposes.

Dunton Ford Link	London/Western Rd	Kent Elms Corner	Stadium Way	Lakeside Retail Park
Basildon	Billericay	Southend	Rayleigh	Thurrock
SS15 6GB	CM12 9ET	SS0 0JA	SS7 3NL	RM20 3WE

08448 444315



Service Centre

Service Centre

www.essexautogroup.com



SOUTHEND UNITED 2 AFC BOURNEMOUTH 1

A debut goal from James Walker helped Steve Tilson secure his 100th victory in charge of Southend following a 2-1 defeat of Bournemouth.

The three points gained at Roots Hall jumped the Blues up a place in the League One standings to eighth and just two points shy of the play-offs, but they were made to work for the win against the struggling Cherries.

Bournemouth could have taken an early lead inside seven minutes, when Jo Kuffour played a square pass from the left for Sam Vokes to charge into the box before blazing over with just Darryl Flahavan to beat.

Within three minutes at the other end though Southend had taken the lead, as Simon Francis' ball over the top was brilliantly taken down by Lee Barnard inside the box and finished with aplomb past goalkeeper Gareth Stewart.

That lead may well have been doubled shortly after when Alan McCormack set up Mark Gower to try his luck with a rising shot that beat Stewart, but skimmed off the outside of the left-hand post.

Southend were playing the game at their own pace and looking comfortable, with Gower and Tommy Black both rifling shots from distance that while ending wide of the target, showed the space that was on offer to exploit.

Instead, a familiar scenario to the midweek defeat at Millwall occurred before half time, as the Blues let their guard slip when conceding a goal from a set piece.

A short corner in the 40th minute was played into the box for an unmarked Jason Pearce to rise and head the ball into the far post.

Decent

It was becoming a game of frustration for Southend in the second half and such a mood failed to improve, when Charlie MacDonald had a decent shout for a penalty turned away after being bundled down in the box by Pearce.

The Blues found constant isolation in the final third with a rare foray and energetic run from Black ending with a close range finish over the top.

Bournemouth weren't without their own due, as Josh Gowling arrowed a low shot narrowly wide before former player Lee Bradbury caused a scare when he found space inside the box, but ultimately fired over.

With time ticking down, it was substitute Walker who came up trumps in the 79th minute.

The on-loan striker collected the ball from another powerful charge forward by Black and despite having two bites of the cherry with an initial shot blocked, he eventually slid the ball past Stewart

STEVE TILSON SAID:

"That's another three points in the bag for us.
"The performance was not the best, but it was important to win.
"Fair play to the boys, when the game was level we dug in to get the right result.
"We were able to see the game out and that was a pleasing aspect."



and into the bottom corner of the net.

In fact, Walker should have scored again when the excellent Black raced to the byline and played a perfect pass from the left into his path in front of a gaping goal, but he couldn't repeat the trick and stabbed the ball wide.

Thankfully, it didn't prove costly, as Southend wrapped up their third successive win at Roots Hall to keep their sights locked on the top six.

Southend: Flahavan, Hunt, Francis, Barrett, Mulgrew, Black, McCormack, Bailey, Gower (Grant 78), MacDonald (Walker 65), Barnard.

AFC Bournemouth: Stewart, Young, Gowling, Vokes, Kuffour (Pitman 59), Hollands, Pearce, Bartley, Gradel, Bradbury, Cummings (Tesseem 83).

Top: Anthony Grant congratulates James Walker on the winning goal.

TCHACTIONMATCHACTIONMATCHACTIONMATCHACTIONMATCHACTIONMATCHACTIONMATCH
SOUTHEND UNITED 2 AFC BOURNEMOUTH 1

SOUTHEND UNITED

2



Scorers:
BARNARD
WALKER

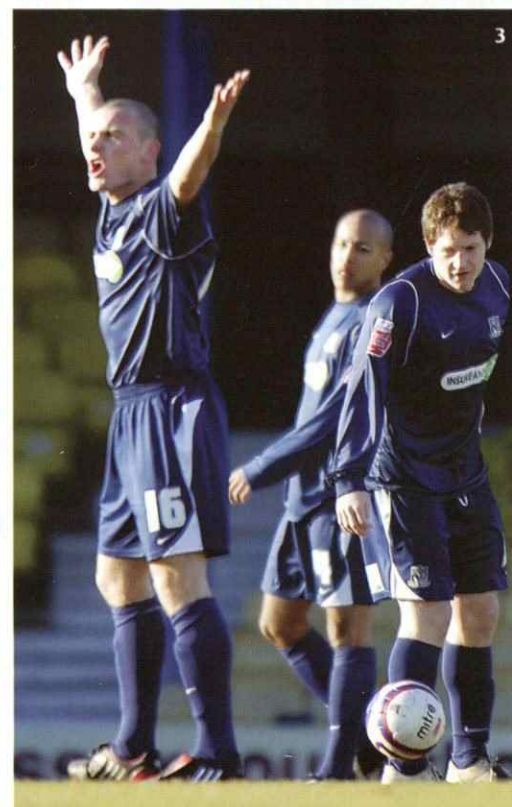
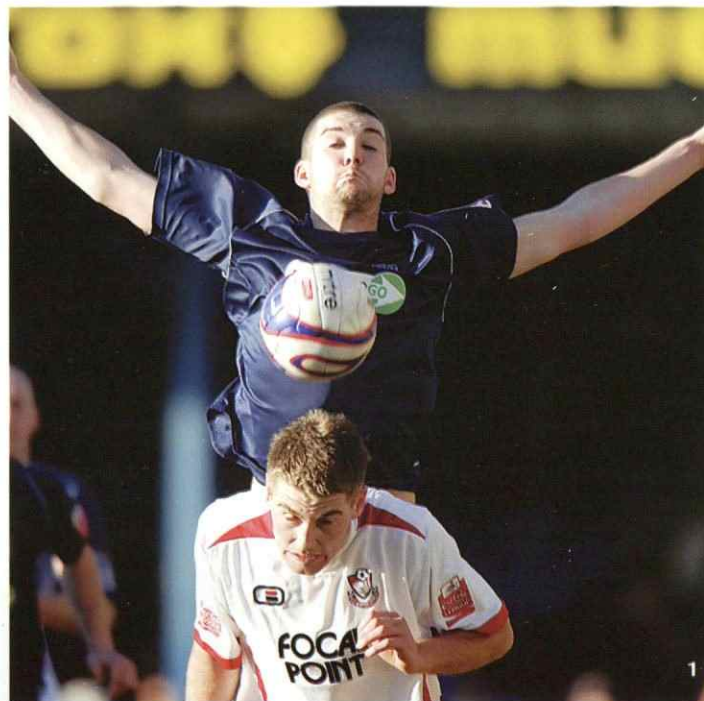
AFC BOURNEMOUTH

1

Scorer:
PEARCE

ACTION STATIONS...

1. Charlie Mulgrew makes himself big.
2. Charlie MacDonald congratulates Lee Barnard on the opening goal.
3. Alan McCormack appeals against a decision.
4. Mark Gower hits the post with this effort.
5. Lee Barnard gets up well to flick the ball on.



Train for your future

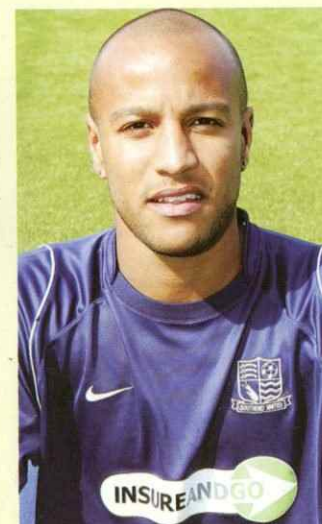


Are you aged 16-17?
Do you want to develop
your career?

If you live in Essex, Southend or Thurrock and you're in a job without training,
 Train for your future can help you get the training you need to succeed.

Call 0800 678 16 17
 or visit www.trainforyourfuture.co.uk

BATTLE OF THE BRAINS



On the pitch the Southend players face stiff competition from each other to make the starting eleven. But how about off it? Who has the brains and who has the brawn?

Each match we will be running our Brain of the Blues feature, a knock-out quiz competition to find out who is the smartest in the changing rooms.

Today, in the last of the second round games we see Blues' goalkeeper Steve Collis face-up against defender Lewis Hunt...

Q: How many tries did England score in their recent Six Nations victory over France?
A: Two

SC: Two ✓
LH: One ✗

Q: Who were the first team to reach the final of the Johnstone's Paint Trophy final?

A: MK Dons

SC: MK Dons ✓
LH: MK Dons ✓

Q: Who scored the winning goal in extra time of the final of the Carling Cup between Tottenham Hotspur and Chelsea?

A: Jonathan Woodgate

SC: Jonathan Woodgate ✓
LH: Jonathan Woodgate ✓

Q: Who will be the England football team's next opponents in a friendly scheduled for March?

A: France

SC: France ✓
LH: France ✓

Q: Who plays at Prenton Park?
A: Tranmere Rovers

SC: Tranmere Rovers ✓
LH: Tranmere Rovers ✓

Q: Who is squad number 19 at the club?
A: Lee Barnard

SC: Lee Barnard ✓
LH: Lee Barnard ✓

Q: What is the capital of Croatia?
A: Zagreb

SC: Zagreb ✓
LH: Zagreb ✓

Q: Who is presently the leading goal scorer at Southend?
A: Nicky Bailey

SC: Nicky Bailey ✓
LH: Nicky Bailey ✓

Q: Who won the 'Best Actor' award at this year's Oscars ceremony?
A: Daniel Day-Lewis

SC: Daniel Day-Lewis ✓
LH: Don't know ✗

Q: What is 12 x 7?
A: 84

SC: 84 ✓
LH: 84 ✓

FINAL SCORES:

Collis 10/10 **Hunt** 8/10

Steve Collis is the last player to make it through to the next stage, with a perfect 10 score enough to see off the challenge of Lewis Hunt!

THROUGH TO ROUND THREE:

Che Wilson, Adam Barrett, Mark Gower, Kevin Maher, Nicky Bailey, Steve Collis.



28. JAMES WALKER



BLUES SEASON CARD

In an effort to reward loyal fans, Southend United have launched their Season Card package for the 2008/09 season with the added incentive to purchase NOW at League One prices.

With the Club going strong towards a place in the top six of the table, supporters will be rewarded by saving money should Southend reach The Championship, as the sales period will now begin in March rather than the end of the season.

Southend's Commercial Director, Garry Adamson claimed a fresh perspective has been made on the Season Card package to make sure that fans gain the best deal possible.

He said: "After consulting with supporters, there were a number of changes we wanted to make.

"I am aware that finding such a large sum of money in the summer months can be difficult, especially for families. Also we feel that current Season Card holders' loyalty should be rewarded, so

we are maintaining the majority of prices for renewing supporters and introducing an instalment scheme, which means fans can pay over a period of up to six months.

Discount

"We are also introducing a discount for supporters who sign up for the Blues' Lottery. The money from the Lottery is ploughed back into the Youth set up, which we believe is the basis on which the club can be developed in the future.

"The vast majority of current Season Card holders who choose to renew their seat will be able to do this for exactly the same price, providing it is purchased by April 26th 2008.

"New season card buyers can also take advantage of a discount on the full prices if their season card is purchased in advance.

"Unfortunately, we have had to increase Family Stand prices, as a number of adults have located into this area without children to take

advantage of the cheaper price, which goes against the spirit of the idea and also our terms and conditions.

"We wanted to make sure Season Cards are affordable for all. Our instalment plan allows, for example, a Season Card bought in March for £380 to be paid for in six monthly instalments of £63.34 per month for a one off administration charge of only £15.

"Instalment purchases can only be made by calling the Ticket Office on 08444 770077 or by visiting in person.

"This really is an exciting time to be a Blues' supporter and we are hoping we can break our Season Card records next season and continue to improve our magnificent recent support."

● For further information on the 2008/09 Season Card package or to sign up, you should contact the Ticket Office on 08444 77 00 77 or call in person to speak to a member of staff, who will be pleased to assist you.

BLUES SEASON CARD – THE BENEFITS

- Admission to all Coca-Cola League fixtures at Roots Hall
- Savings of up to 25% on matchday ticket prices
- Priority ticket booking for all Coca-Cola League away fixtures*
- Priority ticket booking for F.A. Cup and League Cup fixtures*
- Free membership of 'Team Blues', in association with TeamCard (see page 5)
- Free membership of 'Mini or Junior Blues', for all under 16's, plus new Under 8's price category
- Exclusive discounts on selected Blues hospitality packages during the season
- Credit card-sized Season Card, for hassle-free electronic access to stadium
- Auto-pay available for Cup matches

* Subject to availability on a first come first served basis

BLUES SEASON CARD – THE HEADLINES

Welcome to your 2008/09 Season Card pack. After a review of the current Season Card package, including consultation with supporters, we are pleased to announce the following headlines for 2008/09:

Prices frozen for current Season Card holders* and discounts available for new buyers

This season to reward the loyalty of supporters who held Season Cards last year, any supporter renewing their seat will be able to do this for exactly the same price as last year, providing it is purchased by 26th April 2008. New Season Card buyers can also take advantage of a discount on the full prices if their Season Card is purchased in advance.

Season Cards now available to buy from March!

Supporters can now buy their Season Cards from March 2008. This means that instalment plans are now possible for up to 6 payments. Significant discounts are available if Season Cards are bought during this time. The full League One and Championship prices have been published so that supporters are aware of the potential discounts available.

Instalment plans available

As a family club, we wanted to make sure Season Cards are affordable for all. To help spread the cost of the purchase we have launched early so that Season Cards can be bought in instalments. For example, a Season Card bought in February for £380 could be bought in 6 monthly instalments of £63.34 per month for a one off administration charge of only £15. Instalment purchases can only be done over the telephone by calling 08444 770077 or in person at the Ticket Office.

£25 discount for Blues Lottery members

A further discount is available to all supporters who are members of the Blues Lottery, providing they sign up for 12 months.** Simply complete the relevant sections of the Season Card application form on page 10, or mention it to the Ticket Office Assistant when calling to claim your discount!

Free Team Blues membership

All Season Card holders in 2008/09 will automatically become members of 'Team Blues' – Southend United's new membership scheme. Supporters with Team Blues membership become part of the nationwide TeamCard Loyalty Scheme, which allows supporters to collect points for their purchases at participating stores (including the Club Shop) which can be redeemed at Southend United. See page 5 for further details.

Free Junior Membership and new under 8's Category

As part of our continued drive to encourage more children to attend games, we are giving free Mini Blues and Junior Blues membership with every Season Card bought by an under 16 (see page 6 for more details). Also, as well as the great prices available in the Family Stand, we have now introduced a new under 8 category for the rest of the stadium which works out at just over £2 per game.***

*Does not include family ticket. **Need to be Blues Lottery members for 12 months from date of Season Card purchase. ***Can only be purchased with an adult ticket, at a maximum ratio of 1 adult to 4 children. Family Stand is 1 adult to 2 children.

BLUES SEASON CARD – THE TIMELINE



* for supporters who have purchased bought in initial discount period

BLUES SEASON CARD – THE PRICES

AREA	Ticket Type	March 3rd to April 26th	March 3rd to April 26th	From May 13 th (or May 28 th if play offs)	From May 13 th (or May 28 th if play offs)
		Renewals	New Season Cards	Full Price (League 1)	Full Price (C/ship)
East, West & South (Upper) Stands	Adult	£380	£400	£420	£450
	Seniors	£240	£250	£260	£280
	Students	£230	£250	£260	£280
	Young Adults	£230	£250	£260	£280
	Juniors (Under 16's)	£190	£200	£210	£225
	Under 8's	£50	£50	£50	£75
Family Enclosure	Family*	£380	£400	£420	£450
	Additional Adult	£320	£330	£340	£360
	Additional Child	£60	£70	£80	£90

*Family Season Card consists of 1 Adult and 1 Child

Direct Debit Scheme

- Buy anytime • Payments must finish by August 15th 2008
- Flexible number of payments (up to a maximum of 6 payments)
- Bank details required • To set up the direct debit call the Ticket Office on 08444 77 00 77 • £15 charge per transaction (i.e. purchase 4 cards, only one payment of £15)

(Example: Renew 2 Adult Season Cards @ £380 each and choose 5 monthly payments. Initial payment of £175 followed by 4 monthly payments of £150 (Total of £775 after all 5 payments).

NB: for Direct Debit option you must call the Ticket Office on 08444 77 00 77 or visit in person

APPLICATION FORM

BLUES SEASON CARD APPLICATION FORM

LEAD PERSON DETAILS

Title Forename Surname DOB/...../..... (dd/mm/yyyy)

Address

Post Code

Mobile Number Home Telephone

Email Address

If you wish to receive information and regular updates by email through the Blues Insider e-newsletter please tick the box which includes special offers and promotions: ☐

SEASON CARD DETAILS

Adult ☐ Concession ☐ Student ☐ Junior ☐ Family ☐ Junior ☐ Quantity required:

Preferred seat if known or current seat if renewing (if preferred seat is not available a member of ticket office staff will contact you)

Stand Block Row Seat(s)

ADDITIONAL OPTIONS (please tick the relevant boxes)

BLUES LOTTERY: Monthly ☐ Quarterly ☐ 6 Monthly ☐ Annually* ☐

*(signing up for the annual subscription entitles you to a £25 discount on your season card)

BLUES NEWS SUBSCRIPTIONS: 6 Editions ☐ 12 Editions ☐ (Includes postage & packing)

AUTOPAY: If you would like to sign up to 'Autopay' for Cup Games (please tick this box) ☐

PAYMENT DETAILS (please include your chosen Additional Options where listed below)

Sub Total:
Season Card(s) Cost: £.....

+ Blues Lottery: £.....

+ Blues News: £.....

+ £1.50 postage £1.50

- £25.00 -£25.00 (for sign up of annual Blues Lottery Membership)

Grand Total: £.....

METHOD: Cash ☐ Cheque/PO ☐ MasterCard ☐ Visa ☐ Maestro ☐ Solo

Card Number:

Valid From:/...../..... Expiry Date:/...../..... Issue No.: Security Number: (last 3 digits on reverse of card)

Signature Date

NB: If you would like to pay by Direct Debit, you must call the Ticket Office to order your Season Card. Please call them on: 08444 77 00 77

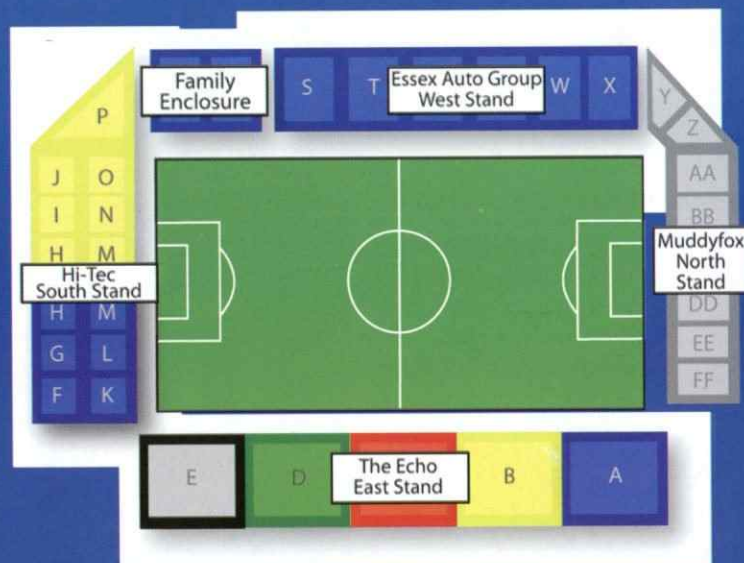
FOR EXTRA PERSONS, PLEASE PROVIDE ALL OR THEIR DETAILS ON A SEPARATE SHEET OF PAPER AND ATTACH TO THIS APPLICATION FORM

BLUES SEASON CARD – HOW TO BUY

By Phone: Call the Southend United Ticket Hotline on 08444 77 00 77

In Person: Pop into the Southend United Ticket Office at address below

By Post: Complete the Application Form on page 10 and return to: Ticket Office, Southend United Football Club, Roots Hall Football Ground, Victoria Avenue, Southend-on-Sea, Essex SS2 6NQ.



Terms & Conditions Apply

poker
Mondays
Tuesdays
Wednesdays
Thursdays
Sundays

CASH MATCH
MONDAYS
TUESDAYS
WEDNESDAYS

CHIPS FOR DINNER
IN ELEMENTS
THURSDAYS

£5,000 FREE PRIZE DRAW

SCRATCH CARDS
FRIDAYS & SATURDAYS

SPIN TO WIN
TUESDAYS & THURSDAYS

Full House at the Rendezvous Casino with our brand new offers

RENDZVOUS casino
of the Kursaal

For more information call 01702 616000
or visit www.rendzvouscasino.com/southend

free entertainment
on Mondays,
Wednesdays
and Fridays

'Know When to Stop Before You Start' visit www.gambleaware.co.uk or contact GamCare 0845 6000 133

INVEST JUST £58,000 TO PURCHASE THREE OFF-PLAN PROPERTIES OVERSEAS

Investors in the sun.com

AMAZING BUY TO LET OPPORTUNITY

- Buy to Let – **THREE** Overseas Properties Using Just £58,000
- You Could Earn Over 250% Return in 4 Yrs (over £150,000)
- Build a Powerful, Global Property Portfolio Instantly
- ALL Properties **GUARANTEED** to be Let for 2 Years
- ALL Mortgages Covered by Rentals for 2 Years

SPAIN, CYPRUS & TURKEY

UK Freephone 0800 028 2177
info@investorsinthesun.com • www.investorsinthesun.com



YEovil TOWN 0 SOUTHEND UNITED 3

Southend continued to show the needed appetite in their battle to return to the top six of League One after a resounding 3-0 win at Yeovil Town.

Goals from Lee Barnard, Peter Clarke and Mark Gower set the Blues up perfectly on the road towards gaining three points that climbed them up to seventh in the standings and only two points outside the play-offs.

A swift attack from Yeovil in the opening 10 minutes nearly resulted in first blood, as Marvin Williams met Liam Bridcutt's teasing cross from the right, but rifled wide of the post from just 10 yards out.

Having been on the backfoot and forced to soak up early pressure, the Blues hit back in emphatic style when countering on the break in the 20th minute.

Alan McCormack released Tommy Black down the right and the fleet-footed winger delivered a perfect centre for Barnard to coolly volley in his fourth goal for the club at the far post.

A rasping drive from Gower outside the penalty box narrowly looped wide of the post, as Southend began to settle in their stride.

James Walker twisted and turned his

way inside the box before lining up a goalbound shot that was stopped in its tracks via a deflection, but landed near the goal line, where an under pressure Gower could only stab the loose ball wide.

The confidence growing in Southend's play became even more apparent in the 34th minute when a second goal was registered, after Peter Clarke ventured forward to manfully head in Charlie Mulgrew's free kick from in front of goal.

Firm

Southend maintained the same tempo after the interval and with their defence holding firm and plenty of possession coming their way, a third goal always seemed on the cards.

It duly arrived in the 64th minute, with more notable build-up play coming from the right flank - the source of all the Blues' goals - as Simon Francis delivered an in-swinging cross to allow Gower to plant a header out of goalkeeper Scott Flinders' reach.

Andy Kirk tried to offer Yeovil some respite, but could only hook the ball over from close range in the final stages.

Gower crashed a 20 yard strike on to the crossbar, but nonetheless Southend capped a brilliant display at Huish Park

STEVE TILSON SAID:

"It's a good win for us, as we don't often get a result over Yeovil."

"Alongside the three points, we have produced an excellent performance and fully deserved our victory."

"We scored three well-worked goals and it's great to have kept a clean sheet."

"We knew this game was going to be tough and we came under pressure at the start, but once we got the first goal it settled everyone down."



that puts them right into the mix of things as we head into the business end of the season.

Southend: Flahavan, Francis, Clarke, Barrett, Mulgrew, Black (Grant 81), McCormack (Moussa 85), Bailey, Gower, Walker, Barnard (MacDonald 81).

Yeovil Town: Flinders, Lynch, Skiverton, Forbes, Owusu, Stewart, Rose (Barry 57), Bridcutt, Kirk (Peters 83), Peltier, Williams (Warne 69).

Above: The scoreboard says it all after the game at Huish Park.

[illegible]

YEOVILTOWN

O



SOUTHEND UNITED

3



Scorers:
BARNARD
CLARKE
GOWER

ACTION STATIONS...

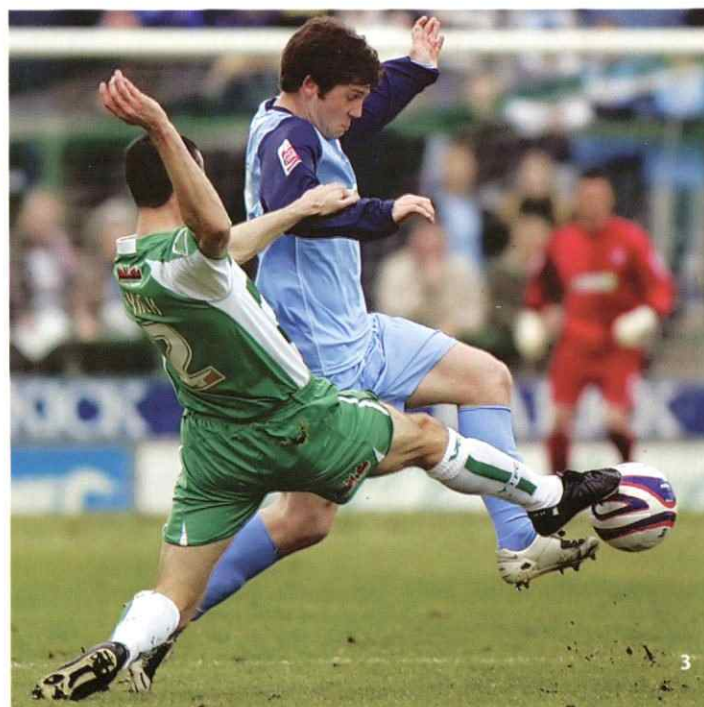
1. Peter Clarke celebrates after putting The Blues 2-0 up.

2. Lee Barnard controls the ball under pressure.

3. Tommy Black skips past this challenge.

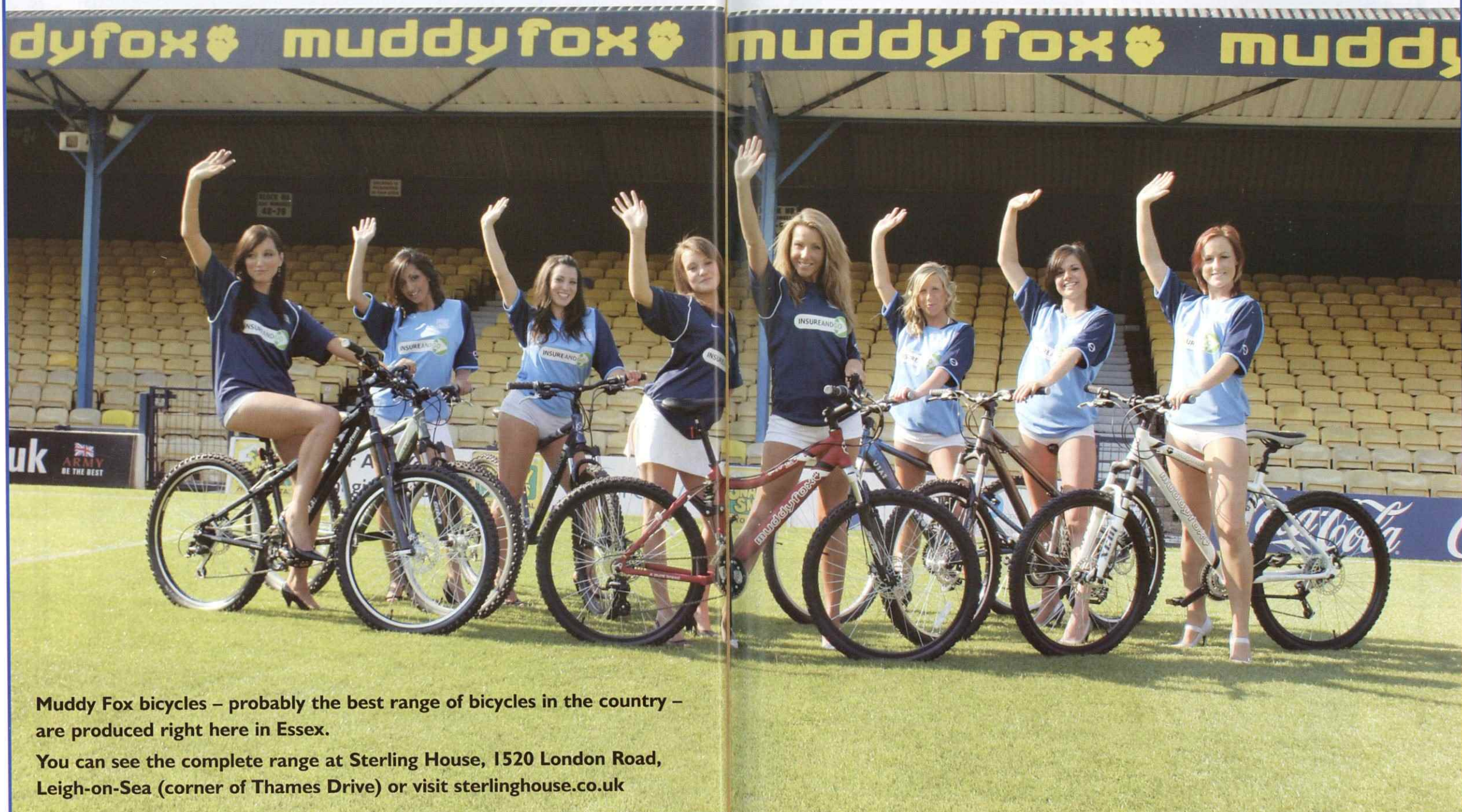
4. Alan McCormack gets to the ball first in this midfield battle.

5. Mark Gower heads the ball past the Glovers' keeper to make it 3-0.



muddyfox bicycles muddyfox bicycles

and the Blue Belles and the Blue Belles are always rooting for Southend United
COME ON YOU BLUES!



Muddy Fox bicycles – probably the best range of bicycles in the country – are produced right here in Essex.

You can see the complete range at Sterling House, 1520 London Road, Leigh-on-Sea (corner of Thames Drive) or visit sterlinghouse.co.uk

SUFC SPONSORS 2007/08

Main Club Sponsor: Insure & Go
Shirtback Sponsor: Haart Estate Agents
Short Sponsor: Simpson Webb Recruitment
Matchball Sponsor: Gary Lockett
Programme Sponsor: Specialist Building Services

Stand Sponsors:
 Echo Newspaper Group
 Universal Cycles
 Hi Tec Sports
 Essex Auto Group
 Betterview Windows & Conservatories

EXECUTIVE SUITE ANNUAL MEMBERS 2007/08

2. Countryside Estates
3. Barking Brickwork Contractors
4. Strathmore Care Group
5. IPECO Limited
6. Oxebourne Projects Limited
8. Network Europe Group
9. The Blues Consortium
10. Insure & Go
11. Albon Engineering Limited
12. The Essex Auto Group
- 12a. EDP Group
14. The Vie Bar
15. The Churchgate Group
17. Scottish & Newcastle Brewers
18. K & R Utilities
19. Brockwell & Sons

PLATINUM SUITE ANNUAL MEMBERS 2007/08

Alton Gardens
 Bill Barker
 Broadway Estates
 Ron Brown
 The Canning Family
 Club Kingswood
 Coldrooms UK
 Cottis House

Cumberland Packaging
 Mike Gray
 The Gilligan Family
 Ray Hems
 The Hub London
 Richard Horsfall
 Mike Jones
 R P Martin
 Michael Nelkin
 PDT Insurance
 Timothy Quinlan
 John Sime
 Simpson Read
 Universal Cycles
 Barry Wilshire
 Joe Gibbs & David Loman
 Mortgage SOS UK
 Toocan Developments

BLUES LOUNGE ANNUAL MEMBERS 2007/08

Betterview Windows & Conservatories
 Dedman Property Services
 Designer Curtains
 Ken Field
 Investors in the Sun
 M J Marine Trimmers
 R & D Multiplan
 Rickard Keen Chartered Accountants
 Simcha Ben-David
 The Ward Family
 Theresa Wellham
 Specialist Building Services

- Thank you to all of our Annual Sponsors and Hospitality Members for your continued support.
- To become a Blues Sponsor or to find out how to become an Annual Hospitality Member please contact the Commercial Team on 01702 304 133 or email commdept@southend-united.co.uk



BACKING THE BLUES...

commercial news

Welcome

Welcome to the Blues Family Bonanza Day!

This afternoon we welcome Andy Abrahams who is the former X Factor runner up and is the star billing for our second Family Bonanza Day of the season. Last Saturday Andy was chosen by the nation to perform at this year's Eurovision Song Contest and will be singing 'Even If', a tremendous honour for him.

Following his appearances in X Factor, Andy, aged 39, has enjoyed tremendous success and his first album, The Impossible Dream was only pipped for the Number One position in the charts by fellow X Factor contestants and recent Family Bonanza Day guests, Journey South. By no coincidence, today sees the first contestant in our very own Blues Idol and we introduce Sarah Toomey who will be performing live before today's match. Over the next five home games we will be introducing a different contestant each week and you will all have the chance to vote for your favourite via the Blues website. The winner will then join us for our final Family Bonanza Day when we take on Port Vale in our last home game of the season, performing our new Blues anthem which will also be chosen by the fans. Full details of Blues Idol appear in today's matchday programme.

Hopefully the star performers will get you all in the mood for the game which is the first of 4 home fixtures in March, a month that will no doubt prove to be significant in the final outcome this season. Make sure you shout your loudest this afternoon and get right behind the boys-it does make a difference!

Come on you Blues!

Matchday Sponsors

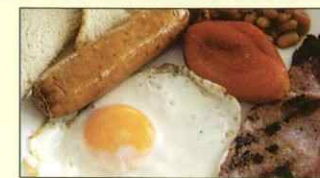
A very warm welcome to the guests and officials of The Mayors Charity who are today's Matchday Sponsors in association with the Southend Borough Council and the Essex And Southend Sports Trust (EASST). As part of today's sponsorship EASST have donated £5000 towards the costs of FREE match tickets for a whole host of local schools and charity organisations. Our thanks to Peter Butler and the Trustees of EASST for their generous donation this afternoon and we thank you for your continued support of Southend United FC.

BREAKFAST AT THE HALL

The Blues forthcoming game against league leaders Swansea City has been changed to the 21st of March which is Good Friday with a 1pm kick off.

We will be serving a full English breakfast prior to the match in our Platinum Suite and Blues Lounge. Half time refreshments will also be served and the price is just £65+vat in the Platinum Suite and £50+vat in the Blues Lounge.

The Platinum Suite includes a seat in the Directors Enclosure for the game and the Blue Lounge seating is in the Echo



East Stand with unobstructed views of the match. Both packages include a car parking space and a matchday programme. If you would like to take advantage of this special offer please contact the commercial department.

Today's Sponsors

A very warm welcome to the following matchday guests who are enjoying our various hospitality areas:-

Steveweld Limited, Carmen Heating Limited, The Mayors Charity in association with the Southend Borough Council, Essex And Southend Sports Trust (EASST), Echo Newspaper Group, Simon Mellish-Starfish Land and Homes, Russell Deyell & Friends, Thomas Kelly celebrating his 8th Birthday with his friends in the Sponsors Lounge-Happy Birthday Thomas from everyone at SUFC. It is also a special day for one of our most loyal of supporters Kitty Butler who is 91 today. Kitty has been following the Blues since 1945 and is at today's match with her son Peter other members of the family. Happy Birthday Kitty from everyone at Southend United!

Half Time Challenge Winner Presentation

On Wednesday the 5th of December, for the second time this season, we had a winner in our Half Time Challenge sponsored by the Essex Auto Group. At half time versus Huddersfield Shane Kelly took centre stage for the chance to win a brand new Ford Fiesta. Having missed his first attempt he was then successful with his following three shots and unbelievably the car was won.

With the Christmas period and the insurance process it has taken a while to present Shane with the car however he will be here this afternoon with his sister Mairead and as Shane is unable to drive he has very generously given the car to Mairead.

To enter the draw simply purchase a 50/50 ticket from one of the Blue Belles before any home fixture for just £1. You also have the opportunity to win 50% of the days proceeds and so far this season

we have given away over £6000 in cash. In addition you can also win a signed Blues ball which is priceless.

Shane will be driving away in a brand new Ford Fiesta this afternoon with a value of £11,000 all for the price of just £1-you've got to be in it to win it as the saying goes! And it could be you!

Essex Senior Cup Final

On Tuesday the 1st of April Roots Hall plays host to the Fansfocus.com Essex Senior Cup Final and for the first time in many years the Blues have progressed to the final. Our opponents on the day will be Ryman Premier League side Chelmsford City, kick off is at 7.45pm.

Even though the game is at Roots Hall, as this is an Essex Football Association competition, Southend United FC has no jurisdiction on the game as this is a neutral venue with neither side being at home or away and therefore the ground will be segregated differently to a usual Blue home fixture. Blues fans have been allocated the Echo East Stand and Chelmsford have been allocated the Essex Auto Group West Stand with the north and south stands closed. Ticket details can be found on page 77 in today's programme.

We have hospitality available for this game however only in our Executive Suites as the Essex FA will be utilising the Platinum Suite and Blues Lounge.

The price for a suite for 10 persons is £350+vat and the package includes car parking passes, matchday programme, hot pre-match and half time food, waitress service, SKY TV and an in suite pay bar facility.

To book a suite for this exciting Cup Final call the commercial department on 01702 304 133 or email commercial@southend-united.co.uk

**For full details on all Southend United Commercial Opportunities
 call the Commercial Department on 01702 304 133
 or email commercial@southend-united.co.uk**

BBC ESSEX

95.3FM & DAB

Southend United live

It's your love, it's our life



Echo

First for
Shrimpers
news & views
every night

**WE'RE
BACKING
THE
BLUES**

Get the Echo delivered to your door every night. Just call freephone 0800 9530227



Southend United Football Club End of Season Ball Incorporating the 2007/08 Player Awards

Following the fantastic success of last Season's event, we are delighted to announce the details for our 'End of Season Ball' (incorporating the 2007/08 Player Awards), which will take place on Sunday 4th May '08.

The occasion will be extremely sophisticated, with a fantastic fully-decorated marquee situated at the Blues Training Ground, Boots & Laces, with all first team players and management in attendance! We will be creating a wonderful celebratory experience for our fans and commercial clients alike.

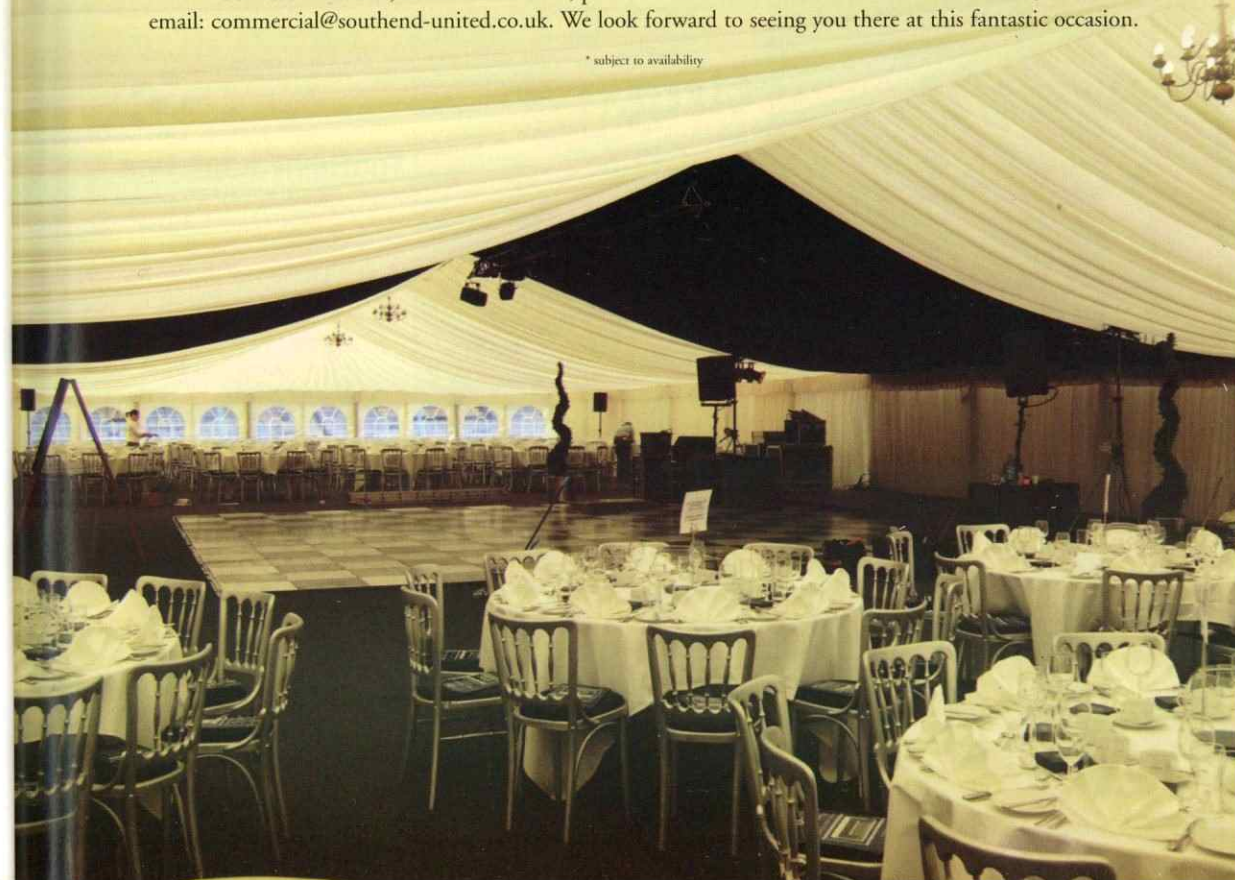
Package Details:

Champagne VIP Reception • Exquisite Four Course Silver Service Sit-Down Meal
Music and Entertainment • Top-Class Comedian Compare
2007/08 Players' Player Awards • Additional Awards Ceremony
Fantastic Memorabilia Auction • Music to Dance the Night Away until 1am

Tables for 10 persons (with two of these places going to an SUFC First Team player and their partner*) are available priced at only £650+vat, or alternatively Individual tickets for this prestigious event are available at £70+vat per person.

For further details, or to book a table, please contact Brian Wheeler on: 01702 304133, or email: commercial@southend-united.co.uk. We look forward to seeing you there at this fantastic occasion.

* subject to availability



Southend United's Blue Belles



The Best Team in the League!!!!

Are you getting your share?



The Football Foundation provides grants for kit, goalposts, pitches, floodlights, clubhouses, coaching and innovative projects that use football to deliver a wide range of community benefits. Since 2000, over **£500 million** worth of projects have been supported. If you are a football club, youth group, local authority, charity or a school, or have an idea for using football to tackle a local issue, contact the Football Foundation to get your share.

For more information visit
www.footballfoundation.org.uk
or call us on 0845 345 4555



improving facilities • creating opportunities • building communities



NICK HART'S AND IF YOU KNOW YOUR HISTORY... A BLUES WEEK IN...

1968

Ernie Shepherd's promotion chasing Fourth Division side entertained Chester for a Friday night goal feast today 40 years ago. The struggling visitors had no answer to a rampant Blues' side that were able to score more than two goals in a league match for the first time since mid November. The final score line was 5-1 thanks to a hat trick from Billy Best and further strikes from Andy Smillie and Joe Ashworth. 9,437 saw the game and Shepherd was full of praise for the fans saying "tremendous backing like this does help so much and proves that you are 100% behind the boys when they are providing this brand of all out effort." The performance was all the more remarkable as United had six players under treatment for various injuries at the time.

1975

Third Division table toppers Blackburn Rovers were the visitors as Arthur Rowley's mid table Blues looked to push up the table. Goals from Chris Guthrie and Tony Taylor, his first for the club, gave Southend a creditable share of the points in a 2-2 draw watched by a Friday night crowd of 5,031. Off the field and United's programme was voted third best in the Third Division. Not bad for 10p!

1982

Dave Smith's Third Division side were enjoying life following promotion the previous season and welcomed Brentford for a Monday night fixture. Despite being just outside the promotion places, no play offs in 1982, the attendance was a disappointing 3,765. Unfortunately, those at the game were not rewarded with a victory as the game ended 1-1. Recent signing Steve Phillips scored his first goal for the club following his recent move from Northampton and against one of his old clubs.

1998

As Southend looked to avoid a second successive relegation Grimsby Town visited Roots Hall on this weekend 10 years. The team led by Alvin Martin (pictured) went into the match rooted to the foot of the table while the visitors were third in the Division Two table. 4,829 fans witnessed a tense affair but it was Grimsby who scored the only goal of the game thus adding to the Blues' fear of the drop. The result was all the more galling as Blues' recent form, two home wins and an unlucky 1-0 reverse at Bristol City, had seen hope restored that relegation could be avoided. Indeed, following the Grimsby game United gained an excellent point at champions elect Watford then won 3-1 at Wigan and defeated Bournemouth 5-3 at home. Ultimately though the improved form was in vain as five defeats from their last seven games saw United relegated in 24th place.



Everyone at Southend United would like to send their deepest condolences to Nick Hart and his family after the recent loss of his daughter Katie Hart-Greenfield, who lost her brave battle against cancer aged just 15.

In a heartfelt tribute to his daughter, Nick said: "Although Katie did not attend many games, she was always understanding of my love for the Blues checking the scores so as to be appropriately sympathetic for our weekly Sunday visits."

"Her favourite Christmas present to me was a couple of years ago, when she bid for and won a signed Southend United football. Being the cheeky teenager that she was, she wrapped it inside a box that appeared to contain something for the kitchen as I had recently told her I intended taking up cooking. Imagine my delight when I discovered the "real" present inside!

"Her first game at Roots Hall was against Oldham in October 1996, when aged just 3. We sat in the front row of the West Bank and it was not until John Nielson scored and I picked her up that she told me she hadn't realised there was a game going on, having been staring at the wall for 20 minutes! The crowd for that game was 5,001 and the "one" will always be Katie to me.

"She endured her two year battle against a rare brain tumour with courage, dignity and not a little humour, but lost her fight at Little Haven on February 21st. Little Haven Hospice in Thundersley is a wonderful place that provides respite care, but relies heavily on public money and donations are always welcome."



WE'RE HAVING A PARTY!

CELEBRATE YOUR BIRTHDAY WITH A BLUES PARTY HERE AT ROOTS HALL!

Special Birthday Room • Match tickets for all children
Lunch prior to kick off • Visit from Southend United Player
Goody Bags • Birthday Cake
Signed ball for the birthday child • Stadium car parking
Blues TV • Matchday Programmes
Name featured in matchday programme for birthday child
PA and scoreboard announcements
Waitress service with pay bar facility

WANT SOMETHING EXTRA?

Then why not add two hours of fun football coaching for the children at a local venue prior to the party begins?

PRICES START FROM £25 PER CHILD

To book your Blues Birthday Party, or for further information, contact us on 01702 304147, or email: commercial@southend-united.co.uk



PONTIN'S
HOLIDAYS COMBINATION

Pontin's are teaming up with Southend United to make this season a success on and off the field

● **8 Great Seaside Centres...**
Easy to reach, right on the beach with a choice of apartment to suit your budget

● **Fantastic Entertainment...**
Live Shows! Nightly Cabaret! Tribute Bands! Comedy! Music!... and our famous Bluecoats!

● **H2O Zone...**
Raincheck activities with unlimited access to our indoor heated wet & wild pools

● **Action-packed Family Activities...**
Check out Pontin's dawn to dusk activities
- Go Karts, Quad Bikes, Abseiling,
Zip Wire, Human Table Football
..... bring on the fun!

To book call us now on
08705 331199 quoting FT65

For more information visit www.pontins.com

Fantastic selection of bars and restaurants

FROM £79*
PER FAMILY OF 4

*Price based on four sharing a one bedroom Budget Apartment at Southport during 2007/2008

M A N A G I N G TO S U C C E E D

Football historian **LEIGH EDWARDS** profiles ten leading Luton Town managers...

NED LIDDELL

Ned Liddell managed Luton Town to the Third Division (South) title in 1936-37. A former centre-half, he played for Whitburn, Southampton, Gainsborough, Clapton Orient, Southend United and Arsenal before rejoining Southend as manager in April 1919. He was appointed QPR's boss in April 1920 and guided them to the FA Cup quarter-finals in 1922-23, then scouted for Fulham before becoming their manager for two years in May 1929. After a period scouting for West Ham, he managed Luton from August 1936 until February 1938, then scouted for Chelsea, Portsmouth, Brentford and Spurs. He died in November 1969.

DALLY DUNCAN

Former Scotland international winger Dally Duncan managed Luton Town to the top-flight in 1954-55. Signing professional for Hull City in August 1928, he moved to Derby County in March 1932 and featured in their 1946 FA Cup final success. He became Luton's player-boss in October 1946 and steered them to eighth place in the top-flight in 1957-58. Appointed Blackburn Rovers' manager in October 1958, he led them to the 1960 FA Cup final and remained in charge at Ewood Park until sacked in June 1960. He later scouted for Luton and ran a guest-house in Brighton, residing there until his death in January 1990.

SYD OWEN

Long-serving England international centre-half Syd Owen was both a player and manager at Luton Town. Signing professional for Birmingham City in October 1945, he moved to Luton in June 1947 and starred in their 1951-52 FA Cup run, 1952-53 promotion near-miss and 1954-55 promotion success. He was voted 'Footballer of the Year' as Luton were FA Cup finalists in 1959 and netted three goals in 388 League games before becoming manager for a year in May 1959. Later Leeds United's chief coach under Don Revie until October 1975, he then coached at Birmingham, Hull City and Manchester United. He died in August 1998.

ALLAN BROWN

Ex-Scotland international inside-forward Allan Brown managed Luton Town to the Fourth Division title in 1967-68. He was a Scottish cup finalist with East Fife shortly before joining Blackpool in December 1950



and moved to Luton in February 1957. Appearing in the 1959 FA Cup final, he netted 51 goals in 151 League games for the Hatters prior to joining Portsmouth in March 1961. He helped win the Third Division title in 1961-62, then had a spell as Wigan Athletic's player-boss and was Luton's manager from November 1966 until December 1968, later managing Torquay, Bury, Nottingham Forest, Southport and Blackpool.

ALEC STOCK

Alec Stock managed Luton Town to promotion in 1969-70. He was a forward with Charlton and QPR before becoming Yeovil Town's player-boss, plotting their epic 1948-49 FA Cup run. Appointed Leyton Orient's boss in August 1949, he led them to the FA Cup sixth round in 1953-54 and Third Division (South) title in 1955-56, returning from spells at Arsenal and Roma. He became QPR's boss in August 1959, taking them to the top-flight and League Cup glory, then managed Luton from December 1968 until April 1972. Guiding Fulham to the 1975 FA Cup final, he later managed AFC Bournemouth and died in April 2001.

HARRY HASLAM

Popular manager Harry Haslam guided Luton Town back to the top-flight in 1973-74. Initially with Rochdale, the full-back played for Oldham Athletic, Brighton, Leyton Orient, Guildford City and Hastings United, then managed Eastbourne United, Barry Town and Tonbridge before becoming Fulham's chief scout. He assisted Alec Stock at Luton prior to succeeding him as manager in May 1972, remaining in charge of the Hatters until leaving in January 1978 to manage Sheffield United. He scouted for England under Bobby Robson and died in September 1986. His son Keith is now Mansfield's managing director.

DAVID PLEAT

Articulate manager David Pleat (pictured) managed Luton Town to the Second Division title in 1981-82. A former winger, he played for Nottingham Forest, Luton, Shrewsbury, Exeter and Peterborough

before becoming Nuneaton's player-boss. He rejoined Luton as coach in July 1972 and became manager in January 1978, guiding the Hatters to the FA Cup semi-finals in 1984-85. Taking charge of Spurs in May 1986, he led them to the 1987 FA Cup final, then managed Leicester City before rejoining Luton in June 1991. He took the Hatters to the FA Cup semi-finals again in 1993-94, leaving in June 1995. Now working in the media.

RAY HARFORD

Ray Harford plotted Luton Town's 1988 Littlewoods Cup final triumph. A centre-half with Charlton, Exeter, Lincoln, Mansfield, Port Vale and Colchester, he was appointed youth team coach at Layer Road. He joined Fulham in a similar capacity in June 1981 and was manager for two years before moving to Luton as assistant-boss in July 1986. Becoming manager in June 1987, he also guided them to the Simod Cup final and FA Cup semi-finals in 1987-88, then the 1989 Littlewoods Cup final. Sacked in January 1990, he later managed Wimbledon, Blackburn Rovers, West Brom and QPR. He died in August 2003.

JOE KINNAR

Former Republic of Ireland international right-back Joe Kinnear plotted Luton Town's 2001-02 promotion success. Signing professional for Spurs in February 1965, he helped them win the FA Cup in 1967, League Cup twice and UEFA Cup in 1972. He moved to Brighton in August 1975, then coached overseas before assisting Dave Mackay at Doncaster. Joining Wimbledon as coach in September 1989, he became manager in January 1992 and led them to the semi-finals of both the FA Cup and League Cup in 1996-97. He left after a heart-attack, then managed Luton from January 2001 until June 2003 and later Nottingham Forest.

MIKE NEWELL

Ex-England U-21 striker Mike Newell managed Luton Town to the League One title in 2004-05. Initially with Liverpool, he moved via Crewe to Wigan Athletic in October 1983 and scored in their 1985 Freight Rover trophy final triumph. He played for Luton, Leicester City and Everton prior to joining Blackburn Rovers in November 1991, helping win promotion in 1991-92 and the Premiership title in 1994-95. Later with Birmingham City, he became Hartlepool's boss in November 2002, plotting their 2002-03 promotion success. He rejoined Luton as manager in June 2003 and remained in charge until sacked in March 2007.

CONTACT BLUES 4 KIDS

Blues 4 Kids Co-ordinator: Nina Drew

Telephone: 01702 304147

Email: nina.drew@southend-united.co.uk

BLUES 4 KIDS CORNER

JOIN UP NOW!

Not only is membership for the rest of the Season only £5, but we also have our next monthly competition - to win a signed 1st team photograph. So if you are aged 8-16 years, or know a Blues fan who is, why not sign them up to our exclusive Blues Fan Club - The Junior Blues!

JB MEMBERSHIP INCLUDES:

- JB Membership Card
- Goody Bag (SUFC Mini-Rucksack, Mousemat, Pencilcase & Ruler)
- Birthday Card from First Team
- Exclusive Offers on Official Club Shop Merchandise
- 10% off Soccer Schools & Holiday Clubs
- 10% off Birthday Parties at Southend Utd
- Regular Newsletters
- 'Junior Blues' section on official website and in Matchday Programme (with birthday messages etc)
- Chance to be mentioned in matchday programme
- Monthly competitions (including signed memorabilia & much more)

All this for only £5!*

* Special 'half season' price. Membership to be renewed each Season. Additional charges may apply for Seasonal Events. Existing JB Members will automatically be entered into the competition. The Junior Blues Team can also be contacted on: 01702 304147.



HOMEMASCOT

Name: Hannah Sharpe
Age: Ten
Favourite Player: Lee Barnard
Hobbies: Netball and Football



AWAYMASCOT

Name: Harry Evans
Age: 11
Favourite Player: Dean Brill
Hobbies: Football, PS2 and Music



LEWIS' EASTER EGG HUNT

Get in the Easter Spirit at our Swansea City home game (Friday 21st March, 1pm kick off) with 'Lewis' Easter Egg Hunt'. We will have a cartoon competition in the Blues 4 Kids section, and we will be hiding Crème Eggs in the stands here at Roots Hall (so look out for them).

As an extra competition we will put a picture of an Easter Egg on five pages in the Swansea matchday programme. The first person to find all five and come with their programme and answers to the main reception will win a giant Easter Egg. So remember to buy your Swansea matchday programme on the day.

BIRTHDAY PARTY!



We would like to say happy birthday to Thomas Kelley, who is having a Blues Party Package at our match today.

We would all like to wish him a very happy birthday, and we hope he has a great time!



BIRTHDAY MESSAGES

We would like to wish a very happy birthday to:

- Jason Leigh (10)
- Ryan Pinchback (9)
- Christopher Halton (11)
- Martin Shields (10)
- Freddy Miglec (15)
- Daniel Blockley (9)
- Daniel Beckwith (10)
- Thomas Kelley (8)

WITH THANKS...

We would like to say thank you to the following companies who have kindly donated to today's Blues Bonanza Goody-Bags:

- Makro Rayleigh
- Bookers
- Haart
- RBS
- Guide Dogs Association
- Southend Radio

PROUD SPONSORS OF THE FAMILY ENCLOSURE, JUNIOR AND MINI BLUES.

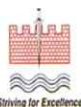
Betterview

Windows & Conservatories



COMMUNITY AND
EDUCATIONAL TRUST

EASTER SOCCER FUN



WE HAVE COURSES RUNNING AT BOTH

SHOEBURY HIGH SCHOOL AND BLENHEIM PRIMARY SCHOOL

THE ONLY OFFICIAL SOUTHEND UNITED SOCCER SCHOOLS



FOR MORE INFORMATION OR TO RECEIVE A BOOKING FORM THEN PLEASE CONTACT US

E-mail - s.fowler@southendunited-cet.co.uk

01702 341 351

WWW.SOUTHENDUNITED-CET.CO.UK



FOOTBALL IN THE COMMUNITY FOOTBALL IN THE COMMUNITY FOOTBALL IN THE COMMUNITY FOOTBALL IN THE COMMUNITY

FOOTBALL IN THE COMMUNITY

The final countdown to the end of the season is well underway. There are still plenty of points to play for though and we wish Steve, Paul and the team all the very best today and over the coming weeks.

This season continues to be an exciting one for the Community Trust as we continue to expand our work with partner organisations in the areas of Education, Healthy Living, Social Inclusion and Recreation. It is also a great time for local companies to be involved as sponsors or friends of the Trust.

For more information contact Steve Goodsell on 01702 34 13 51 or email s.goodsell@southendunited-cet.co.uk



● All the coaches have an up to date Emergency First Aid Certificate, been on a relevant Child Protection course and have been checked by The Police and Criminal Record Bureau

Coaching sessions are held every morning by our team of qualified coaches. These sessions include technical advice and encouragement on passing, dribbling, turning, shooting and heading.

Three competitions are held during the course on different skills: Penalty Shoot Out, Accuracy Test and Shooting Test. All competitions are based on ability.

Every child is nominated a group by their age and sometimes their ability. Every child who participates on the course will receive a trophy or medal.

Mini Soccer Matches are held every afternoon for every age group, although they only play against their own age group. These matches are all geared to the final afternoon when all parents can come along and support their child play in a final.

The course concludes with the overall presentation where pictures of the child are shown on a slideshow whilst the coaches present the competition winners, the achievers and everyone else in their group with their awards.

For more information call Stuart or Lesley on 01702 34 13 51.

If you would like to receive our Soccer School Brochure and Booking Form posted direct to your door or receive via email then please contact Stuart Fowler at s.fowler@southendunited-cet.co.uk with your name and address and we will add your details to our mailing list.

Southend United Community and Educational Trust
contact details:

TELEPHONE: 01702 341351

STEVE GOODSSELL
Chief Executive

s.goodsell@southendunited-cet.co.uk

STUART FOWLER
Community Manager:

s.fowler@southendunited-cet.co.uk

BEN DUNCAN
Community Officer for Disabled Football:

b.duncan@southendunited-cet.co.uk

LESLEY VINCENT
Administrator:

l.vincent@southendunited-cet.co.uk



ESSEX COUNTYWIDE

BUSINESS AWARDS 2006
WINNER

EASST the charity for sport
essexandsouthendsportstrust www.easst.org.uk Reg No: 1092238

HI-TEC®



LESS WEIGHT - MORE PERFORMANCE

The new V-Lite Radar features an ultra lightweight seamless upper and V-Lite rubber compound in the sole unit. An industry first. They are made to weigh less and perform more. If that isn't enough they have an Event® fully waterproof and breathable membrane. Perfect.

BUY NOW & GET YOUR EXCLUSIVE 15% DISCOUNT AT
www.hi-tecdirect.co.uk

SIMPLY TYPE IN PROMOTIONAL DISCOUNT CODE SUFC15



V-LITE RADAR EVENT
 ORANGE/GREY/BLACK



learning with the blues... study support centre



TALKING TO...

One of the things the pupils at the Study Support Centre most look forward to is a chance to interview one of the players or backroom staff.

Last week pupils from Earls Hall Junior School had the chance to interview Blues Kit Man, Steve Parmenter.

Steve often meets groups from the Centre when they tour the stadium as he is often in the kit room but it was his first

time in the classroom facing a whole range of questions about his role as kit man and his own playing days with Queens Park Rangers, Bristol Rovers and Canvey Island.

The article below was produced by one of the pupils, Lucy Brown aged 10.

• Pictured right is Lucy hard at work while below right we see Steve getting a grilling!

About the Kit Man Steve Parmenter

At the SUFC study support centre we had a special visitor come in and tell us about his past football career and how his job as Kit Man is so important. Did you know that Steve Parmenter used to play for Southend when he was young but the old Chairman said that he was not needed any more so he joined QPR then to Bristol and then to Canvey for 6 years? He now is the kit man for Southend and has been from September 2007. He had only finished playing last year.

Did you know that after each match the players throw all their kit in a big tub and then, Steve gets it washed, then, once its dry he gets the shorts, socks and tops lays them out neatly in a towel then rolls them up and places it in the changing room. There are 3 changing rooms at the Training Ground and 24 players so 8 players are in each room.

As a player Steve was superstitious and he put on every thing on the left side first, so that means the left shin pad then the right, the left sock then the right the left side of his top then the right etc, because he was left handed footed.

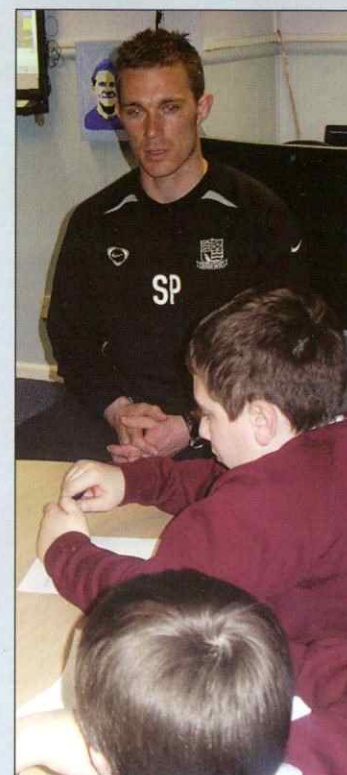
When he was younger playing football.

By Lucy Brown, from the Study Support Centre.



Speaking to us about his job

[extra time] @sufc
 study support centre



a packed programme of exciting events

special events at southend-on-sea



New and exciting events, exhibitions and shows are being added to the programme all the time. Keep up-to-date by regularly checking 'What's On' at www.visitsouthend.co.uk

FARMERS AND CRAFTS MARKET
Saturday 22nd March

ART ON THE RAILINGS AT PIER HILL
Saturday 22nd and Sunday 23rd March

EASTER ON THE ESTUARY AT SOUTHEND PIER
Saturday 22nd and Sunday 23rd March

FRENCH MARKET
Saturday 22nd, Sunday 23rd and Monday 24th March

ACE CAFE SOUTHEND SHAKEDOWN
Easter Monday 24th March

VISITING TALL SHIP 'SEDOV' AT THE PIER
Wednesday 30th April to Monday 5th May

SOUTHEND GARDEN SHOW
Saturday 3rd, Sunday 4th and Bank Holiday Monday 5th May

THE MAXIMS CASINO SOUTHEND AIRSHOW
Sunday 25th and Bank Holiday Monday 26th May

12TH ANNUAL LEIGH ART TRAIL
Saturday 14th to Saturday 21st June

LEIGH FOLK FESTIVAL
Thursday 26th to Sunday 29th June

'RPO' CONCERT IN THE PARK
Saturday 28th June

JOOLS HOLLAND IN THE PARK
Sunday 29th June

MARKETS OF THE WORLD
Thursday 3rd July to Sunday 6th July

LONDON TO SOUTHEND BIKE RIDE
Sunday 20th July

JAZZ ON THE PIER WALKWAY
Saturday 26th and Sunday 27th July

LONDON TO SOUTHEND CLASSIC CAR RUN
Sunday 27th July

THE ESSEX AUTOGROUP SOUTHEND CRICKET FESTIVAL
Wednesday 30th July to Sunday 3rd August

GRAND PUPPET FESTIVAL AT THE PIER
Friday 1st, Saturday 2nd and Sunday 3rd August

SOUTHEND CARNIVAL WEEK
Friday 8th August to Saturday 16th August

SOUTHEND CARNIVAL PROCESSION & FIREWORKS SPECTACULAR
Saturday 16th August

FREE FIREWORKS SPECTACULARS

On Saturday nights from 4th October until 8th November

Every effort is made to ensure accuracy but please note it is possible that events may have to be cancelled or dates changed without notice. Check with Southend Visitor Information Centre on 01702 215120 for confirmation of dates and times before your visit.



JOE SIBLEY

It is with great sadness that we announce the death of one of the Blues' favourites Joe Sibley, who died at the age of 86 a fortnight ago.

Joe made his debut for the club back in 1937 and went on to make 226 appearances for the Blues in two separate spells.

In fact, despite being born as Albert Sibley on October 6th 1919, he was known by everyone as Joe.

He was a great servant and popular character, as well as being a right winger with an eye for a goal, having scored a total of 44 goals for the club.

His football career was put on hold due to the Second World War, where he served in the RAF at Ruislip in Middlesex, but he eventually joined Newcastle in 1947.

With the Geordies, he played alongside the great Jackie Milburn before returning to Roots Hall three years later.

He was a member of the Southend side, who enjoyed a wonderful run in the FA Cup in the 1951/52 season by reaching the fifth round of the competition.

Joe announced his retirement in 1956 and sadly passed away on February 20th 2008. He leaves behind his wife of 66 years Phyllis.

Joe's funeral took place on Friday March 7th at Southend Crematorium. Our condolences go to Joe's wife, Phyllis and all of his family.



COLLECTORS DON'T MISS

FPD

THE FOOTBALL PROGRAMME DIRECTORY

THE ANNUAL SOUTHEND UNITED FOOTBALL MEMORABILIA & PROGRAMME FAIR

SUNDAY 30TH MARCH 2008

11am to 2pm

The New Shrimpers Club Southend United F.C.

Light Refreshments & Bar Facilities

Admission 50p

Includes a free draw for a new F.P.D. member

THE EVENT IS ORGANISED BY THE FOOTBALL PROGRAMME DIRECTORY IN CONJUNCTION WITH THE FOOTBALL CLUB AND THE NEW SHRIMPERS CLUB

RUBBISH REMINDER

Southend United would like to remind supporters to please use the bins at the ground to keep the area tidy.

Bins are situated throughout Roots Hall, around the entrance to the ground at Shakespeare Drive and on all the turnstiles.

NOTICEBOARD

BLUES

THE Shrimpers TRUST

TO BOOK YOUR TRAVEL EITHER POP INTO THE THE SHRIMPERS BAR ON ALL HOME MATCH DAYS, VISIT WWW.SHRIMPERSTRUST.CO.UK, OR CALL THE DESIGNATED TRAVEL PHONE-LINE ON... **07892 905338**

The last home match here against A.F.C. Bournemouth not only saw the Shrimpers collect three points in their promotion push, but also Shrimpers Trust representatives on the Roots Hall pitch for a couple of important pre-match presentations.

Before kick-off, Trust vice-chairman Bryan Woodford marked Kevin Maher's ten-year's service at Southend United by presenting him with a glass decanter set depicting the wording: Presented to Kevin Maher for A Decade of Loyal Service to Southend United 1998-2008.

The Shrimpers club captain was overwhelmed with the set, later telling the Trust in an exclusive interview, "It was brilliant. A player spending ten years at one club doesn't happen much these days. Because it's from the supporters, this means a lot to me; I really appreciate it. The recognition of the fans is a big thing."

He also spoke to the Trust about his highlights from the last decade, what had changed since his debut against Burnley in January 1998 and those two wonderful promotions. For the full interview, please visit our website at www.shrimperstrust.co.uk.

The Trust website, in conjunction with Southend United's official website, www.southendunited.co.uk, was also the place that announced the supporters club's latest backing for

the Shrimpers' youth team.

In addition to the £10,000 given to the Centre of Excellence to help fund the highly-successful European Tour Programme, the Trust have stepped in with a donation which will see 'Shrimpers Trust' emblazoned on the shirts of the Under-18 team for the next 18 months.

The deal, which was promoted by Trust trio Bryan Woodford, chairman Paul Fitzgerald and Robert Craven receiving a youth team shirt from Head of Youth Ricky Duncan, comes after the scholars further enhanced their reputations with a magnificent run to the last sixteen of the F.A. Youth Cup.

Youth

Unfortunately, it has yet to lead to success on the pitch in the League, with Blues' Youths losing 2-0 at home to Luton Town and 4-1 at Brighton & Hove Albion, as well as picking up a 0-0 draw at Barnet. You can read match reports, player profiles and interviews with key individuals, as well as learning all about the Shrimpers Trust SUFC Youth Team Player of the Month awards by visiting www.shrimperstrust.co.uk.

Discussing the Trust's backing, Duncan said, "I've said since day one that I wanted the supporters to feel apart of what we are doing. It's their Football Club's future and I'm delighted that the Trust are playing a part in its development; this donation will play its part in helping us produce a conveyor belt of talent for Steve Tilson's team."

To celebrate the announcement, Duncan, Centre of Excellence Manager Luke Hobbs, Fitness & Conditioning Coach Lawrence Bloom and Physiotherapist Ben Clarkson attended a Question & Answer session with Trust members and Southend United supporters in the Shrimpers Bar. You will be able to read more about that in our programme notes for Tuesday night's fixture with Nottingham Forest.

travel news...

HUDDERSFIELD TOWN

Saturday 15th March 2008

Adult Members £25.00

Non Members £30.00

Junior Shrimpers &

Concessions £20.00

Non Members £25.00

departing from...

ROOTS HALL: 08.00

THE ELMS: 08.15

TARPOTS CORNER: 08.25

THE WATERMILL: 08.40

SWINDON TOWN

Monday 24th February 2008

Adult Members £17.00

Non Members £25.00

Junior Shrimpers &

Concessions £15.00

Non Members £20.00

departing from...

ROOTS HALL: 10.15

THE ELMS: 10.30

TARPOTS CORNER: 10.40

THE WATERMILL: 10.55

You will also be able to find out how successful our Bowling Night was on Thursday, when we held the latest instalment in our 'Bowling With The Blues' series after a season's sabbatical. Five squad members were expected to attend, as well as 75 supporters at the Kursaal Bowl on Southend seafront.

You can find out more about upcoming activities by visiting our website, and we also have regular columns not only here in Southend United's matchday programme, but in Blues News, the latest edition of which is due out. We would also like to thank Southend United and the Southend Echo for their additional publicity throughout the year.

Enjoy this afternoon's match - let's hope for an important victory against Luton, a result that has eluded us in recent meetings between the teams.

Up the Shrimpers!

Rob Craven
Shrimpers Trust committee



QUID-A-GOAL

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, the money raised from the "Quid a Goal" scheme will be used to help fund Ricky Duncan's Youth Team set up. The following are some of pledges we have received so far for the 2007/08 Season. The total raised so far is: £3511.90

First Team Goals

Peter Moorhouse, Paul Richards, Roy O'Sullivan, Peter & Berry Beach, Trevor Bashford, Alan Perry, Brian Cornell, Phil Truscott, Richard Cunningham, Simon Whybrow, Paul Fitzgerald, Michael Markscheffel, Kitty Butler, Karl Butcher, Derek Reeves, Graham Trueman, John Walton, Norman Sale, Robert Wright, Bruce James, Graham Cooper, Dave Cooper, Linda Kidd, Dominic Rooney, Paul Haines, Mark Haines, Graham Levett, Winstonmead Plc, Alan Willis, Stephen Michaels, Andrew Styles

First Team Clean Sheets

David Mason, Jevon Stammers, Joanna Warren, Mark Folwell, Duncan Sheekey, Mike Roles, Sheila White, Cathy Miles, Michael Markscheffel, Simon Woolmer, Graham Hilder, Karl Butcher, John Walton, David Matthews, Francis Evans, Cara Lough, Robert Wright, Martin Brooks, Linda Kidd, Winstonmead Plc, Stuart Brown, Jay Lawrence, Tom Moran, Lewis Warburton, Nick Hammond, Carl Graham, Matthew Stiffman

Daryl Flahavan Clean Sheets

Elliott Muncey, Chris Pipe, Pauline Currell, Kier Parker

Goals scored by Kevin Maher

Reg Burton, Mike Davies, Barry Ardley, Ken Page, Mark Griffin, Paul Stratford, Mark Folwell, Graham Muncey, Tony Leverett, Jon-Paul Fitzgerald, David Chandler, Joan Walton, Kingsfield Casuals, James Iredale, Peter Kadesh, Lisa Bright, The Gilbert Family

Home Wins

Claire Kadesh, Amy & Matt Pryce, Away League Wins Jonathon Humphrey, Nick Green, Peter Cowell, Peter Kadesh

Away Goals

Andrew Moorhouse
Away Clean Sheets Trevor Bashford

Away League Wins by two Clear Goals or more

Bryan Woodford, Natalie Wollendale

Seasons Points Tally

M. Mitchell, Terry Cornwell, Mark Gilbert, Linda Kidd

Goals scored by Mark Gower

Peter Woodfield, Claire Kadesh, Martin Rutter, Ted Gunn, Ron Thompson, Samuel Johnson, Lara McSweeney, Dave Burgess, Anthony Cameron, Steven Krzoska, Ruth Jenkinson, Tom Parker, David Healy, Alan Hale, Lee Medlock, James Cooper, John Ticehurst, Loretta Haines-Gilbert

Goals scored by Adam Barrett

Reg Burton, Duncan Sheekey, Maureen Palmer, Claire Kadesh, Paul Smith, Jim Smith, Steven Day, S. Harold, Charles Barrett, Bryan Woodford, Tony Leverett, Dean Allum, Anthony Wilcox, The Touring Kings, John Freemantle, Peter Davies, Glen Scanlon, Linda Kidd, Caroline Ticehurst, Dave Bishop, Bryn Martin

Goals scored by any midfielder

Steve Raker

Goals scored by Matt Harrold

Brian Green, Dave Nichols, Keith Overall, Gary Myers, Brian Colgrove, Dave Paul, Lee Bird, Mr & Mrs Cave, Peter Cowell, Stuart Copus, Ben Clarkson, Mike Schooley, David Oldbury

Goals scored by Alan McCormack

Elliott Muncey, Martin Rutter, Paul Smith, Karl Butcher, Graham Reed, Robert Smith, Adam McKenna, Janet Walton, Tom Johnson, Peter Ticehurst

Penalties scored

Cathy Miles

Goals scored by Steven Hammell

Ron Mackenzie, F.C. Potter, Grace Ticehurst

SUFC Reach League One Play Offs

Ron Mackenzie, Dave Paul, James Iredale

First Team starts by Gary Hooper

Chris Smith

Goals scored by Gary Hooper

Ron Mackenzie, Mark Coates, Mark Francis, Lee Bird, David Oldbury

Match bans for Kevin Maher

Jim Smith

Four or more Goals Scored in a Game by SUFC

Darren Posnack, Dave Paul

Five or more Goals Scored in a Game by SUFC

Scott Peters

SUFC Gain Automatic Promotion

Scott Peters, Dave Paul, Peter Kadesh=

Steve Collis Clean Sheets

Liam Scanlon

Goals Scored by Charlie MacDonald

Paul Boreham, Bob Mays, Ron Alexander, Dean Overall, Jon-Paul Fitzgerald, Andrew Perry, Benjamin Cowell, Jack Douglas, George Hullyer, Doug Watson, Roy Rice, Andrew Wright, David Oldbury, Richard Donnithorne, Dave Bishop

Goals scored by Tommy Black

Clive Skingley, Mark Lawrence, Connor Iontton

Goals Scored by Simon Francis

Adrian Greene

Goals scored by Lewis Hunt

Daniel Chester

Goals scored by Che Wilson

Zoe Greene, Colin Harris, Frank Hullyer

Kevin Maher Yellow Cards

Graham Smith

Hat Tricks Scored

Colin Harris, Connor Iontton

Goals scored by Leon Clarke

Mark Gilbert, Claire Kadesh, Tony Walkington, Bob Dale

Goals scored by Franck Moussa

Elizabeth Cook, April Smith

Goals scored by Peter Clarke

Lisa Graham, Rhys Ellingham

Goals scored by Nicky Bailey

Brian Denton, Peter Douglas, Claire Kadesh, Peter Kadesh, Ian Patmore, Roy Rice, Danyelle Nicholls

Goals scored by Damian Scannell

Tiffanie Nicholls

Goals scored by Chaires Ademeno

Brian Denton

Goals scored by James Lindie

(First Team or Reserves)

Richard Smith

First Team Appearances by James Lindie

Richard Smith

Reserve Team Goals

Brian Denton

MAKING A PLEDGE

If you are interested in supporting our "Quid a Goal" scheme please complete the attached form and send to the address below. Forms are also available from any committee member or the Shrimpers Trust Information Stand in the Shrimpers Bar.

If you would like more information do not hesitate to phone Alan.

Alan Perry, QAG 07/08, Shrimpers Trust, PO Box 5830, Southend on Sea, Essex, SS1 9FD. Tel No: 01702 476458 Email: alanperry4@hotmail.com

Name:

Address:Postcode:

Home Tel No:Email:

Clean Sheets: £..... Team Goals: £.....

Player Goals (Please specify name and amount) :

Other Pledge (Please specify type/name and amount) :

I wish to pledge my support for the above amounts in the Shrimpers Trust "Quid a Goal" scheme. At the end of the season you will be contacted informing you of the amount your pledge has raised, and then Cheques should be made payable to the "Southend United Supporters Club Trust" for the total amount. If you do not wish your name to appear in Southend United Programmes please tick box ☐

Signature:

FORTHCOMING EVENTS...

QUIZ NIGHT
Saturday 29th March 2008
in the Shrimpers Bar
Contact: Alan Perry

RACE NIGHT
Saturday 12th April 2008
In the Shrimpers Bar
Contact: Paul Yeomanson

Further details on our website:
www.shrimperstrust.co.uk

WIN A SIGNED BALL

Check through today's matchday programme, as one lucky Blues' supporter could be winning a signed Southend football!

Inside one copy of today's matchday magazine will be the signature of a random Southend player. Listen out for our announcer Brian Wheeler confirming which page of the programme has been signed, along with by which player. If you find the lucky edition then simply pop along to the main reception after the game along with your programme to claim your prize. For the remaining home games of the season, a player will be signing 'one' lucky programme, so make sure you buy your copy to be in with a chance of winning a prize.



CHELTENHAM TOWN 1 SOUTHEND UNITED 1

Nicky Bailey's 10th goal of the season helped Southend battle back for a point in a 1-1 draw at Cheltenham Town.

Playing a day earlier than the rest of League One, this Friday night clash saw the Blues miss the chance to climb into the play-offs after struggling for long periods to stamp their authority on a match that never really sparked into life.

Charlie Mulgrew lined up the first serious chance of the night with a 20 yard free kick, which had goalkeeper Shane Higgs stretching and scrambling down to his left to push the ball around the post.

James Walker had a sight of goal when the ball bounced kindly to him outside the box, but he could only fashion a low strike straight at Higgs.

Yet it was Cheltenham who opened the scoring inside 25 minutes with their first meaningful attack, following a marauding run from Steven Gillespie down the left wing.

The striker bypassed a series of challenges on his way into the box before cutting the ball back across goal, where Mulgrew miss hit the ball in an attempt to clear on the line, allowing Steve Brooker to tap into an unguarded net at the far post.

The rest of the first half was short of incident; the Blues struggling to force the issue with a distinct lack of cohesion in the final third against dogged opponents.

A snap shot from Lee Barnard drifted over the crossbar from 15 yards after the interval, but it was not a pattern of play to instantly kick-start the motions.

Block

Instead, after Darryl Flahavan palmed away a cross, the timely interventions of Adam Barrett were needed to block Michael D'Agostino's goalbound strike from long range.

A succession of corners followed, with Flahavan making a fine save at his near post to push a powerful header from Brooker around the post.

But Southend eventually found their way back into the match when Bailey fired home in the 74th minute.

Walker's shot deflected into Bailey's path on the edge of the box and the midfielder did the rest in arrowing a low shot past Higgs and into the net off the right-hand post.

Barrett headed a corner narrowly over the top, before a free kick threaded to Alan McCormack to cross caused late panic in the penalty area, but with the

STEVE TILSON SAID:

"It is not the ideal result we would have wanted, but we did well to battle back for a point in the second half.

"It was a great strike from Nicky and Cheltenham seemed to settle for a point at the end, whereas we wanted all three.

"Unfortunately, that wasn't the case, but we were better in the second half and certainly wanted to win.

"There was a tricky wind that affected both sides and that made it difficult at times."

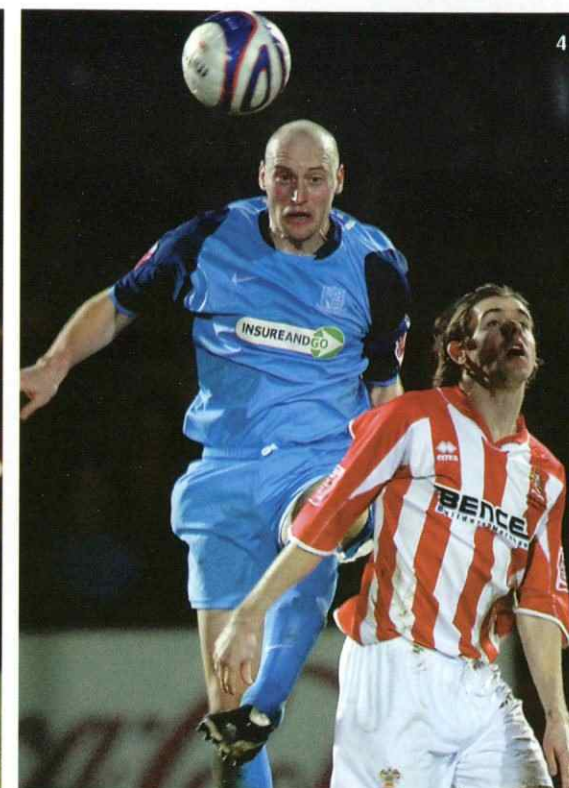


final whistle coming seconds later, Southend had to settle for a share of the spoils at Whaddon Road.

Southend: Flahavan, Francis, Clarke, Barrett, Mulgrew, Black (Harrold 79), McCormack, Bailey, Gower, Walker, Barnard.

Cheltenham Town: Higgs, Gill, Duff, Gillespie, Spencer (Lindgaard 89), Bird, Vincent (D'Agostino 60), Gallinagh, Wright, Armstrong, Brooker.

Above: Nicky Bailey celebrates levelling the scores.



CHELTENHAM TOWN 1 SOUTHEND UNITED 1

CHELTENHAMTOWN



Scorer:
BROOKER

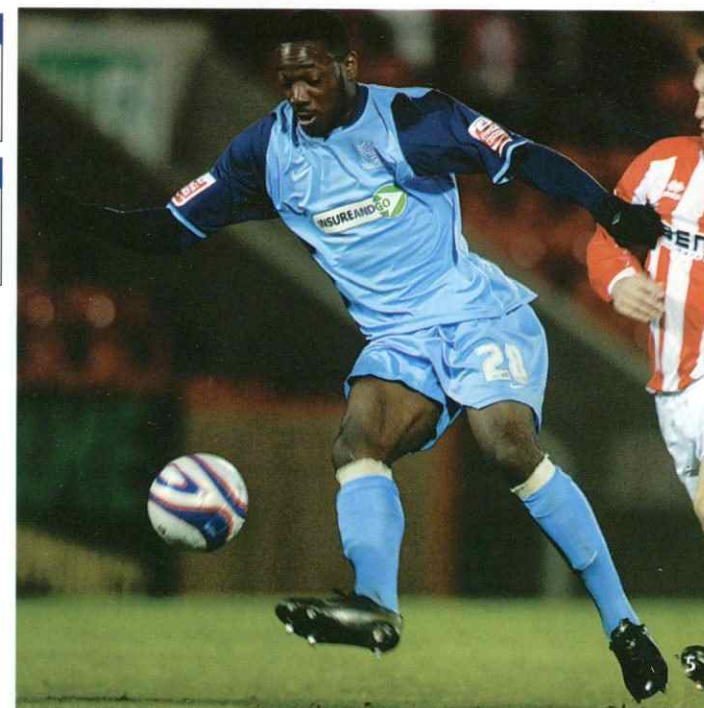
SOUTHEND UNITED



Score: **BAILEY**

ACTION STATIONS...

1. Nicky Bailey gets to the ball first.
2. Mark Gower winces as he blocks this clearance.
3. Alan McCormack is booked for the tenth time this season.
4. Adam Barrett rises highest to head clear.
5. James Walker gets his shot away.





TEL:01702 382741
FAX:01702 382749

Phone and Retail
Shop open
9am - 5pm
Monday - Saturday

Computer Repair Centre

All Repairs and Upgrades
Software and Hardware
Supply Components
Virus removal Service
Full Diagnosis

AUT House
Unit 5 Towerfield Close
Shoeburyness SS3 9QP



FREE COMPUTER PRIZE DRAW

To launch our partnership with Southend United FC, AUT Direct Ltd are pleased to give away a custom pc to a lucky supporter



Each week one winner will be drawn out from the list and added to the grand draw which will take place and announced live on match day in the Southend vs Oldham Athletic match, 22nd December 2007

Visit www.autdirect.co.uk to Enter the Free Draw

TICKETS PLEASE!

SOUTHEND UNITED v NOTTINGHAM FOREST

COCA-COLA LEAGUE ONE TUESDAY, MARCH 11 2008 KICK-OFF: 7.45PM
Tickets are on general sale to all Southend United supporters via online and telephone sale and in person at the Southend Box Office.

SOUTHEND UNITED v SWANSEA CITY

COCA-COLA LEAGUE ONE FRIDAY, MARCH 21 2008 KICK-OFF: 1.00PM
Tickets are on general sale to all Southend United supporters via online and telephone sale and in person at the Southend Box Office.

SOUTHEND UNITED v WALSALL

COCA-COLA LEAGUE ONE SATURDAY, MARCH 29 2008 KICK-OFF: 3.00PM
Tickets are on general sale to all Southend United supporters via online and telephone sale and in person at the Southend Box Office.

HUDDERSFIELD TOWN v SOUTHEND UNITED

COCA-COLA LEAGUE ONE SATURDAY, MARCH 15 2008 KICK-OFF: 3.00PM
Ticket information for Southend's trip to Huddersfield has been confirmed. Blues travel to Galpharm Stadium on Saturday, March 15 (kick-off 3pm). Tickets are now on general sale. Blues have been sent an initial allocation of 500 tickets all of which are unreserved seating. Prices are:
• £16.50 Adults £9 Senior (Over 60) £9 Student (with ID) £5 Junior (Under 16)
To purchase your ticket phone the Blues Box Office on 08444 77 00 77 or pop into the Ticket Office.

SWINDON TOWN v SOUTHEND UNITED

COCA-COLA LEAGUE ONE MONDAY, MARCH 24 2008 KICK-OFF: 3.00PM
Ticket details for our Bank Holiday Monday away match at Swindon Town have been confirmed to the Club. Blues travel to the Robins Country Ground on Monday, March 24 (kick-off 3pm). United have been sent an initial allocation of 400 reserve seating tickets in the Arkells Stand. Tickets are now on general sale. Prices for this game have been set as follows:
• £18 Adults £13 Senior £13 Student (with ID) £7 Junior (15 and Under)
Wheelchair Disabled need to contact the Swindon Town Ticket Office on 0871 2232300. To purchase your ticket phone the Blues Box Office on 08444 77 00 77 or pop into the Ticket Office.



ticketing information

BOX OFFICE OPENING TIMES

Day	Open	Close
Monday	9.30am	5.00pm
Tuesday	9.30am	5.00pm
Wednesday	9.30am	5.00pm
Thursday	9.30am	5.00pm
Friday	9.30am	5.00pm
Saturday	10.00am	3.00pm
Sunday	Closed	Closed

TICKETING PRICES & CATEGORIES

Southend Echo	Match Day	Advanced
East Stand		
Adult	£22.00	£20.00
Seniors	£15.00	£13.00
Young Person	£14.00	£12.00
Students	£14.00	£12.00
Juniors	£11.00	£10.00

Hi-Tec	Match Day	Advanced
South Upper		
Adult	£22.00	£20.00
Seniors	£15.00	£13.00
Young Person	£14.00	£12.00
Students	£14.00	£12.00
Juniors	£11.00	£10.00

Essex Auto Group	Match Day	Advanced
West Stand		
Adult	£22.00	£20.00
Seniors	£15.00	£13.00
Young Person	£14.00	£12.00
Students	£14.00	£12.00
Juniors	£11.00	£10.00

Betterview Windows & Conservatories	Match Day	Advanced
Family Enclosure		
Family Ticket*	£22.00	£20.00
Additional Child	£5.00	£4.00
Additional Adult	£17.00	£16.00

NB: Students will be required to provide proof that they are in full-time education to qualify for the concessionary rate.

* Family Ticket consists of 1 adult and 1 child

STATS & FACTS

coca-cola league one
2007/08 table

	P	W	D	L	F	A	W	D	L	F	A	Gd	Pt
Swansea City	33	12	3	2	28	11	10	4	2	33	14	36	73
Doncaster Rovers	34	9	3	4	24	14	9	5	4	26	15	21	62

Carlisle United	33	13	1	1	29	9	5	6	7	18	22	16	61
Nottm Forest	33	10	5	2	28	8	5	6	5	19	16	23	56
Walsall	34	6	7	3	20	14	8	6	4	22	13	15	55
Tranmere Rovers	35	9	4	5	24	14	5	6	6	15	18	7	52

SOUTHEAST UNITED	34	9	2	5	26	16	6	4	8	27	31	6	51
Leeds United	34	11	3	3	31	13	8	5	4	22	16	24	50
Leyton Orient	35	7	5	2	21	20	6	6	6	19	25	25	50
Brighton & H.A.	33	9	6	3	30	19	4	4	7	14	18	8	49
Oldham Athletic	35	9	6	6	18	17	7	5	6	21	15	7	47
Swindon Town	35	9	4	5	28	20	3	7	7	17	23	2	47
Northampton Town	35	8	6	4	27	15	4	5	8	15	27	0	47
Bristol Rovers	32	5	7	4	21	20	6	4	6	14	14	1	44
Hartlepool United	35	8	5	4	31	20	4	2	12	18	30	1	43
Huddersfield Town	34	8	3	6	20	17	5	1	11	14	32	15	43
Yeovil Town	35	7	3	7	15	20	2	6	8	14	22	13	42
Millwall	35	8	2	8	26	22	2	5	10	9	28	15	37
Cheltenham Town	35	7	6	4	17	17	2	3	12	12	31	19	37
Crew Alexandra	35	7	5	6	19	22	2	7	9	12	28	19	36

Gillingham	34	7	7	3	20	14	2	2	13	13	39-20	36
AFC Bournemouth	35	5	4	9	22	33	5	2	10	24	28-15	26
LUTON TOWN	34	8	4	6	22	20	1	4	11	11	27-14	25
Port Vale	35	3	5	10	17	28	2	2	13	14	33-30	22

coca-cola league one
2007/08 fixtures

TODAY

Carlisle v Brighton, 15:00
Crewe v Nottm Forest, 15:00
Doncaster v Port Vale, 15:00
Hartlepool v Gillingham, 15:00
Leeds v Bournemouth, 15:00
Leyton Orient v Huddersfield, 15:00
Oldham v Tranmere, 15:00
Southend v Luton, 15:00
Walsall v Northampton, 15:00
Yeovil v Cheltenham, 15:00

TUESDAY, 11 MARCH 2008

Carlisle v Luton, 19:45
Crewe v Port Vale, 19:45
Doncaster v Lillingham, 19:45
Hartlepool v Huddersfield, 19:45
Leeds v Cheltenham, 19:45
Leyton Orient v Swindon, 19:45
Oldham v Bournemouth, 19:45
Southend v Nottm Forest, 19:45
Swansea v Tranmere, 19:45
Walsall v Brighton, 19:45
Yeovil v Millwall, 19:45

WEDNESDAY, 12 MARCH 2008

Bristol Rovers v Northampton, 19:45

DATE	OPPONENTS	COMP	RES	ATT (AWAY)	PTS
AUGUST					
Sat 1	Leyton Orient	FL1	L1-2	9,828 (2,095)	19
Tue 14	Cheltenham Town	LC1	W4-1 (net)	3,084 (110)	23
Sat 18	Leeds United	FL1	L1-4	24,036 (638)	23
Sat 25	Millwall	FL1	W1-0	8,758 (1,876)	17
Sat 28	Watford	LC2	W2-0	5,554 (1,108)	17

SEPTMBER

Sat 1	Brighton & HA	FL1	L2-3	5,652 (758)	19
Tue 4	Dagenham & Redbridge	JPT1	D2-2 ^h	5,215 (528)	
Sat 8	Gillingham	FL1	W3-0	7,348 (726)	12
Sat 15	Oldham Athletic	FL1	W1-0	5,151 (300)	8
Sat 22	Doncaster Rovers	FL1	W3-2	8,117 (356)	9
Tue 25	Blackpool	LC3	L1-2 ^{act}	5,022 (205)	9
Sat 29	Port Vale	FL1	W2-1	3,969 (400)	

OCTOBER

Tue 2	Bristol Rovers	FL1	D1-1	5,762 (295)	3
Sat 6	Tranmere Rovers	FL1	L1-2	7,619 (305)	7
Sat 13	Crewe Alexandra	FL1	W3-0	6,927 (242)	4
Sat 20	Walsall	FL1	W2-0	5,661 (502)	2
Sat 27	Carlisle United	FL1	L0-1	9,281 (650)	0

NOVEMBER

Sat 3	Northampton Town	FL1	W1-0	6,646 (1,040)
Tue 6	Nottingham Forest	FL1	L1-4	26,094 (832)
Sat 10	Rochdale	FAC1	W2-1	5,180 (224)
Sat 17	Cheltenham Town	FL1	D2-2	7,158 (112)
Sat 24	Luton Town	FL1	L0-1	6,820 (921)

DECEMBER

Sat 1	Oxford United	FAC2	D0-0	5,162 (1,024)	
Wed 5	Huddersfield Town	FL1	W4-1	6,844 (205)	
Sat 8	Swindon Town	FL1	W2-1	7,403 (373)	
Tue 11	Oxford United	FAC2R	W3-0	2,740 (342)	
Sat 15	Swansea City	FL1	L0-3	12,629 (374)	
Sat 22	Oldham Athletic	FL1	L0-1	7,388 (182)	
Wed 26	Gillingham	FL1	D1-1	8,268 (1,280)	
Sat 29	Doncaster Rovers	FL1	L1-3	7,163 (756)	

JANUARY

Tue 1	Bristol Rovers	FL1	10-1	7,664 (289)	1
Sat 5	Dagenham & Redbridge	FAC3	W5-2	6,393 (1,222)	1
Sat 12	Yeovil Town	FL1	D1-1	7,352 (304)	1
Sat 19	AFC Bournemouth	FL1	W4-1	5,419 (540)	1
Tue 22	Hartlepool United	FL1	L3-4	3,217 (113)	1
Fri 25	Barnsley	FAC4	10-1	7,212 (890)	1
Tue 29	Leeds United	FL1	W1-0	9,819 (1,700)	1

FEBRUARY

Sat 2	Leyton Orient	FL1	D2-2	6,886 (2,004)
Sat 9	Hartlepool United	FL1	W2-1	7,436 (266)
Tue 12	Millwall	FL1	L1-2	7,425 (1,029)
Sat 16	AFC Bournemouth	FL1	W2-1	7,474 (tbc)
Sat 23	Yeovil Town	FL1	W3-0	4,820 (tbc)
Fri 29	Cheltenham Town	FL1	D1-1	3,859 (462)

MARCH

Sat 8	Luton Town	FL1	KO 3.00pm
Tue 11	Nottm Forest	FL1	KO 7.45pm
Sat 15	Huddersfield Town	FL1	KO 3.00pm
Fri 21	Swansea City	FL1	KO 1.00pm
Mon 24	Swindon Town	FL1	KO 3.00pm
Sat 29	Walsall	FL1	KO 3.00pm

APRIL

Sat 5	Crewe Alexandra	FL1	KO 3.00pm
Tue 8	Brighton & Hove Albion	FL1	KO 7.45pm
Sat 12	Northampton Town	FL1	KO 3.00pm
Sat 19	Carlisle United	FL1	KO 3.00pm
Sat 26	Tranmere Rovers	FL1	KO 3.00pm

MAY

Sat 3	Port Vale	FL1	KO 3.00pm
-------	-----------	-----	-----------

1. DARRY FLAHAVAN
2. SIMON FRANCIS
3. CHE WILSON
4. LEWIS HUNT
5. PETER CLARKE
6. ADAM BARRETT
7. MARK GOWER
8. KEVIN MAHER
9. RICHIE FORAN
10. CHARLIE McDONALD
11. ALEX REVELL
12. DAMIAN SCANNELL
13. STEVE COLLIS
14. HAL ROBSON-KANU
15. ZOLTAN LIPTAK
16. ALAN MCCORMACK
17. TOMMY BLACK
18. CHARLIE MUGLREW
19. LEE BARNARD
20. MATT HARROLD
21. GARY HOOPER
22. FRANCK MOUSSA
23. NICKY BAILEY
24. CHARLES ADEMEHO
25. ANTHONY GRANT
26. JOHNNY HERD
28. JAMES WALKER
30. PEGGY LOKANDO
- DEAN MORGAN
- LEON CLARKE
- KERREA GILBERT
- ERIC DIAMBO
- JAMAL CAMPBELL-RYCE
- LEE BRADBURY
- GARRY RICHARDS
- STEVEN HAMMELL

A large grid of 100 small, colorful, abstract patterns arranged in a 10x10 grid. Each pattern is a unique arrangement of colored squares (blue, green, yellow, red, black) on a white background, resembling a stylized letter or symbol. The patterns are organized into four groups of 25, each group having a distinct color theme (blue, green, yellow, red).

next up...



A quick glance of the fixture list will give off the clear impression that we are at the business end of the season, as Southend prepare for their promotion push with two games in the space of a week.

In fact, just four days after today's encounter, the Blues are back at Roots Hall to host high flyers Nottingham Forest before just a further four days later, comes the trip up north to Huddersfield Town.

Forest stand fourth in the League One standings and have their eyes firmly fixed on an automatic promotion spot.

After losing in the play-off semi-finals to Yeovil last season, manager Colin Calderwood (pictured) is under heavy pressure to make sure the club return to the Championship, with a repeat of their past disappointment unlikely to be tolerated.

An injury to star striker Nathan Tyson would not have gone down well, but Forest seemingly appear to have overcome their past inconsistent

form to battle their way to three wins from five games, to continually make serious headway at the top end of the table.

It should be remembered that Forest got the upper hand over Southend already this season, after coming from behind to win 4-1 at the City Ground back in November.

Double

Yet, it was that same scoreline which helped Southend beat Huddersfield at Roots Hall at the beginning of December and the welcome need to secure what would be only their second double over opposition this season, will come into play.

Huddersfield may have been forgiven for being sidetracked in the league, after they set up a glamour tie in the fourth round of the FA Cup with a trip to Chelsea.

They won three of their four league fixtures, before eventually losing out at Stamford Bridge in such a money-spinner for the club.

Currently placed in midtable, Huddersfield may still feel confident about making the play-offs, but they know that they cannot afford to rest easy when it comes to looking further down the table.

Still, nine points from the top six and with two games in hand, there is always one side who can make a late charge for promotion and Huddersfield will see no reason why it shouldn't be them.

Despite a recent 1-0 defeat at home to Swansea, manager Andy Ritchie admitted: "We have a big month coming up, with nine games throughout March."

"The players still believe we can make the play-offs, but we all know it's going to be a tall order.

"We'll probably have to win nine or 10 games, which is a possibility, but it doesn't leave us with a big margin for error."

"10 wins would give us 73 points and I think we would be unlucky not to make the play-offs with that total."

INSUREANDGO

are proud to be main sponsors of



As a Blues fan you
save 5%
when you buy your travel insurance with us!

Call **0844 888 3241** now
and quote SUTL5 for instant cover

Single Trip

£6

Annual Multi Trip
from

from

£30

**With InsureandGo
you get more:**

 Up to **THREE** kids go free per adult

 **Over 40 adventure sports covered as standard**

 **Winter sports automatically included on ALL Annual Multi Trip policies**

For more details on our policies visit insureandgo.com or call 0844 888 3241

Premium paid will depend on individual circumstances. Authorised & regulated by the FSA. Calls may be recorded and/ or monitored. All prices from, pp, per policy. An administration fee may be payable.

THE LINE-UPS... THE SQUADS

SOUTHEND UNITED



Manager: Steve Tilson
Colours: Blue & White

1. Darryl FLAHAVAN
2. Simon FRANCIS
3. Che WILSON
4. Lewis HUNT
5. Peter CLARKE
6. Adam BARRETT
7. Mark GOWER
8. Kevin MAHER
9. Richie FORAN
10. Charlie MacDONALD
11. Alex REVELL
12. Damian SCANNELL
13. Steve COLLIS
14. Hal ROBSON-KANU
15. Zoltan LIPTAK
16. Alan McCORMACK
17. Tommy BLACK
18. Charlie MULGREW
19. Lee BARNARD
20. Matt HARROLD
21. Gary HOOPER
22. Franck MOUSSA
23. Nicky BAILEY
24. Charles ADEMENO
25. Anthony GRANT
28. James WALKER

LUTON TOWN



Manager: Mick Harford
Colours: All Orange

1. Dean BRILL
3. Alan GOODALL
4. Don HUTCHISON
5. Chris PERRY
7. Dean MORGAN
8. David BELL
9. Sam PARKIN
10. Darren CURRIE
11. Paul PESCHISOLDO
12. Richard JACKSON
14. Steve ROBINSON
15. Stephen O'LEARY
17. Lewis EMANUEL
19. Drew TALBOT
20. Calvin ANDREW
21. Keith KEANE
22. Richard LANGLEY
24. Paul UNDERWOOD
25. Matthew SPRING
26. Sol DAVIS
28. Paul MCVEIGH
29. Paul FURLONG
32. Ryan CHARLES
35. Marlon BERESFORD
37. George BEAVAN



next here...

NOTTINGHAM FOREST

Coca-Cola League One
Tuesday 11th March 2008
Kick-Off 7.45pm

SWANSEA CITY

Coca-Cola League One
Friday 21st March 2008
Kick-Off 1.00pm

next away...

HUDDERSFIELD TOWN

Coca-Cola League One
Saturday 15th March 2008
Kick-Off 3.00pm

SWINDON TOWN

Coca-Cola League One
Monday 24th March 2008
Kick-Off 3.00pm

the officials...

REFEREE:

Mr R.L. Lewis

ASSISTANT REFEREE:

Mr R. Beevor

ASSISTANT REFEREE:

Mr D. Buck

FOURTH OFFICIAL:

Mr D.K. Rock



2007 2008