



**Southend United Football Club**  
**Financial Update**  
**(FY23/24)**



## A MESSAGE TO SUPPORTERS FROM COSU

**As we publish the audited accounts for the FY23/24 season, we want to take the opportunity to explain the key figures — in plain English — and share how the Club is progressing financially.**

Almost the entirety of the FY23/24 season was played out amidst the backdrop of the protracted takeover, which ultimately completed on 19 July 2024. The Club's losses for the financial year reduced from -£2.75m in FY22/23 to -£2.65m in FY23/24, and are forecast to reduce further, to -£1.92m, in FY24/25.

In addition to the trend of reducing operating losses, the completion of the takeover resulted in a significant improvement to the Club's balance sheet, as well as giving us ownership for the new Training Ground and a path to ownership for Roots Hall.

In this update, we've outlined the audited figures for FY23/24 and compared them with season FY22/23, whilst also providing our current forecast for season FY24/25, which from a financial year perspective concludes on 31 July 2025.

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# FINANCIAL PERFORMANCE OVERVIEW

Metric	2022/23	2023/24	2024/25 (Forecast)
Total Revenue	£2.93m	£2.52m	£3.25m
Cost of Sales	-£3.60m	-£3.32m	-£3.66m
Overheads	-£1.79m	-£1.27m	-£1.50m
Operating Loss	-£2.46m	-£2.07m	-£1.92m
Exceptional One-off loss	£0m	-£0.43m	£0m
Interest receivable	£0m	£0.00m	£0m
Interest Payable	-£0.29m	-£0.15m	£0m
Loss for the financial year	-£2.75m	-£2.65m	-£1.92m



## Exceptional one-off loss

FY23/24's accounts show a loss for the financial year of £2.65m, which includes a one-time accounting loss of £0.43m from the writing down of the "Beckham Dome" from £434k to £1 as part of the takeover transaction with SEL.



## Underlying losses are decreasing

Excluding one-off items, the Club lost £2.22m in FY23/24, significantly less than the £2.75m loss in FY22/23, despite FY22/23 including £0.35m in parachute payments and £0.33m in EFL academy payments, both of which ceased at the end of that season. We are on track to further reduce losses to -£1.92m in FY24/25. The trend is positive, but there is a long way to go before we are financially self-sustainable.



## Revenue is up significantly since the takeover

Revenues increased from FY22/23 to FY23/24 when EFL parachute and academy payments are excluded. Total revenue is forecast to jump from £2.52m in FY23/24 to £3.25m in FY24/25 – an increase of about 29%. This growth is thanks to tremendous fan and sponsor support across all areas since the takeover was formally completed in July 2024.



## No more interest burden

The Club is no longer paying out large interest expenses to service debt. In FY23/24, interest costs were about £151k; in the current year, they have dropped to £0 as all external loans have been cleared.

## REVENUE SOURCES AND TRENDS

Revenue Stream	2022/23	2023/24	2024/25
Gate Receipts (match tickets)	£0.93m	£1.23m ▲	£1.41m ▲
Cup Revenue (gate and prize)	£0.03m	£0.02m ▼	£0.14m ▲
League Participation Revenue	£0.14m	£0.13m ▼	£0.14m ▲
EFL Parachute Payments	£0.35m	£0.02m ▼	£0.00m ▼
TV Revenue	£0.01m	£0.02m ▲	£0.02m —
Commercial Sponsorship (inc. advertising)	£0.22m	£0.55m ▲	£0.71m ▲
Matchday Hospitality (boxes and lounges)	£0.15m	£0.15m —	£0.19m ▲
Matchday Food & Beverage (inside stadium)	£0.22m	£0.22m —	£0.34m ▲
Merchandise (net profit on retail)	£0.07m	£0.05m ▼	£0.09m ▲
Academy Income	£0.33m	£0.04m ▼	£0.00m ▼
Player Trading Revenue	£0.19m	£0.01m ▼	£0.14m ▲
Other Income	£0.28m	£0.08m ▼	£0.07m ▼
<b>Total</b>	<b>£2.93m</b>	<b>£2.52m ▼</b>	<b>£3.25m ▲</b>

### » Crowds increased significantly since the takeover

Average gates were 6,040 in FY22/23, 6,493 in FY23/24, and are 7,300+ in FY24/25.

### » Increased fan attendance driving ticket income

Home attendances have surged, with our gate revenues up ~50% over the last two years.

### » Cup impact

Minimal income was received from cup competitions in FY22/23 and FY23/24, however cup fixtures in FY24/25 contributed approximately £140k in extra prize money and gate receipts on top of league ticket sales.

### » Fans spending more on matchdays

In-stadium food and beverage sales were flat from FY22/23 to FY23/24, but have grown to approximately £340k in FY24/25, up £120k (+55%) from the prior year. This reflects supporters arriving earlier, staying longer, and spending more on refreshments at games – directly benefiting the Club's income.

### » Sponsorship and hospitality on the rise

Commercial sponsorship revenue has more than tripled over the last two seasons. We've attracted new corporate partners and

renewed bigger deals as businesses want to be associated with the Club's progress. Matchday hospitality income was largely consistent in FY22/23 and FY23/24, but has increased in FY24/25 (up ~£40k year-on-year) as more supporters and local companies are using our suites and executive boxes on matchdays, including the popular new D2 Lounge.

### » Merchandise royalties nearly doubled

Retail profits from merchandise (e.g. kits and souvenirs) were down in FY23/24 compared to FY22/23, largely due to stock availability issues because of the uncertainty around the Club's ownership. However, FY24/25 forecast is for merchandise royalties to be double the £46k made in FY23/24. Fan demand for Southend United shirts and gear has been tremendous, showing how much pride supporters have in the Club. Stock issues remained an issue in FY24/25 (albeit much improved on FY23/24), and furthering stock availability in FY25/26 is a priority for the Club and its Club Shop partner, Macron.



# INCREASED FOOTBALL & CLUB INVESTMENT

Area of Investment	2023/24 Spend	2024/25 Spend
First-Team & Football Dept. (squad wages, coaching, player support)	£2.04m	£2.52m ▲
Roots Hall Maintenance (stadium repairs and maintenance)	£0.23m	£0.34m ▲
Insurance	£0.00m	£0.05m ▲



## » Strengthening the squad and football operations

The Club has funnelled much of the new revenue back into the first team. Spending on the football department (players, coaching staff, and related football operations) increased by approximately £480k in FY24/25. This enabled us to invest in a stronger squad, better training resources (e.g. nutrition, sports science), and improved player facilities – all geared towards on-pitch success.



## » Improving Roots Hall

We have also increased expenditure on Roots Hall maintenance and upgrades from £230k (FY23/24) to £340k (FY24/25). This covered a range of much-needed repairs to our stadium – from general maintenance and safety work to fan-facing upgrades that enhance the matchday experience. Addressing these infrastructure needs had been long overdue and is vital for both supporter comfort and operational requirements. (Note: this is separate to the Capital Expenditure projects outlined on page 6).



## » Insurance

We have now insured the Club's key assets and functions.

## » Controlled overheads elsewhere

Outside of the key areas above, the Club kept most other operating costs flat or reduced in FY24/25. This cost discipline ensured that the majority of the extra income went straight into football and facility improvements, rather than being absorbed by overheads.



# GROUP CAPITAL EXPENDITURE SUMMARY (FY24/25)

Capital Project	Investment
New Training Ground facilities	£1.00m
Roots Hall – Redevelopment Consultants	£0.20m
Roots Hall – North West corner back online	£0.14m
Roots Hall – Pitch maintenance equipment	£0.07m
Roots Hall – Other general uplifts	£0.05m
<b>Total Capex Projects (FY25)</b>	<b>£1.46m</b>



## » New Training Ground development (£1.0m)

The Group has invested around £1m this year into our new training facility. This funded major upgrades to the training ground – including pitches, gym/medical areas, and player amenities – to create a high-quality environment for our players. Importantly, the training ground is now an owned asset of the Club (debt-free), which strengthens our long-term foundations.

## » Roots Hall Redevelopment Consultants (£200k)

We have committed £200k to engage various real-estate consultants to assist us with the first phase of our long-term project to redevelop Roots Hall. This piece will commence shortly, and fans will be kept informed of progress.

## » Expanded Roots Hall capacity (£135k)

We renovated/repared the North-West quadrant of Roots Hall, at a cost of roughly £135k. This project opened up additional usable capacity in the stadium and helped us achieve some of our largest crowds in several years. It not only accommodates more fans on matchdays now, but also will help facilitate the eventual redevelopment on the East Stand by providing alternative seating during any construction phases.

## » Upgraded pitch equipment (£70k)

About £70k is being spent on new pitch maintenance equipment. Previously, much of our groundskeeping machinery was outdated or worn out. This investment means our ground staff now have modern tools to maintain high-quality playing surfaces at Roots Hall and the training ground – a crucial factor in player performance and injury prevention.

## » Long-term infrastructure commitment

In total, ~£1.46m has been spent on capital projects during FY24/25. These investments demonstrate the clear commitment to improving Southend United's infrastructure. By rebuilding our physical assets (stadium, training ground, equipment), we are setting the stage for sustained success and stability in years to come.



# GROUP BALANCE SHEET SUMMARY

Balance Sheet	31 July 2023	31 July 2024
SUFC (Balance Sheet Worth)	-£24.12m	-£5.63m
POSU (Balance Sheet Worth)	£0m	£3.00m
COSU (Balance Sheet Worth)	£0m	£1.88m
<b>Total (Group Consolidated Balance Sheet)</b>	<b>-£24.12m</b>	<b>-£0.75m</b>



## Consolidated Group Reserves

The Group's Balance sheet reflects a ~£23.37m swing towards solvency. At July 2023, the Club had negative net assets of £24.12m, reflecting years of accumulated losses and debt, but closed FY23/24 at -£0.75m post the takeover.



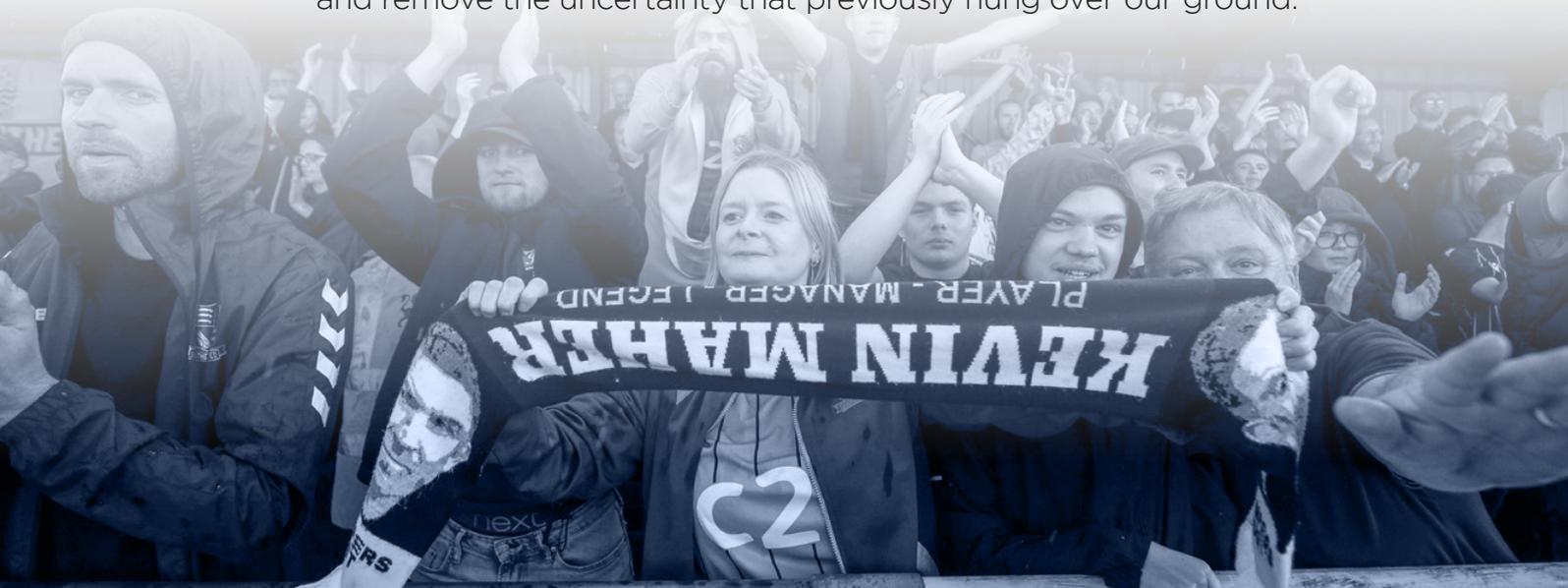
## Legacy creditors cleared

The Group have settled virtually all of the Club's old liabilities. By the end of FY23/24, overdue trade creditors were slashed to £1.6m (from £2.4m in 2023), with further debts cleared at the start of FY24/25 (post takeover). HMRC payments have remained up to date since October 2023 and additionally, the last external loan of £180k was repaid in early FY24/25. In short, the majority of external debts and backlogs have been dealt with – a huge milestone in securing the Club's financial stability.



## Key assets secured for the future

Under the new structure, Southend United controls its key assets. The new training ground property is owned outright by the Group (approx. £3m asset value, with no debt against it). Moreover, as part of the takeover, the Club secured a 125-year lease on Roots Hall at a peppercorn (£1) rent and a contractual pathway to purchase the Roots Hall freehold in the future. This means we have a guaranteed long-term home and the option to fully own our stadium down the line. These arrangements protect the Club's independence and remove the uncertainty that previously hung over our ground.



# COSU INVESTMENT BREAKDOWN TO DATE

(Since October 2023 - up to April 2025)

Application of Funds (COSU Investment)	Amount
Covered SUFC operating losses (cash to fund Club's deficits)	£4.00m
Paid off old debts (loans and liabilities cleared post takeover)	£3.00m
Capital projects (infrastructure improvements - see below)	£1.46m
Due diligence & legal fees (takeover costs)	£0.63m
Working capital reserve (additional cash buffer)	£0.40m
<b>Total Consortium Investment (cash injection to date)</b>	<b>£9.50m</b>

## » **£9.5m invested by new owners so far**

Since taking charge, the consortium (COSU) has injected approximately £9.5m into the Group of which Southend United now sits.

## » **Funding the Club's operating losses**

Roughly £4.0m of the investment has been used to cover the Club's operating losses over the past two seasons, keeping the Club running day-to-day.

## » **Paid off old debts**

A further £3.0m went directly to paying off all historical debts owed by SUFC. This debt clearance was critical - it wiped the slate clean of the crippling loans / debts inherited at takeover, immediately lifting a huge weight off the Club.

## » **Investing in infrastructure**

The consortium has also financed about £1.46m in capital improvements so far - major upgrades to our Training Ground facilities and Roots Hall (detailed on page 6).

## » **Takeover due diligence costs**

£625k was spent on due diligence, legal, and transaction costs during the takeover.

## » **Working Capital**

Around £400k is left in cash at any given time as working capital to ensure the Club can meet its cash needs.



## CHAIRMAN'S CLOSING NOTE

On behalf of the Board and the entire management team, I would like to thank the staff at the Football Club who have worked tirelessly to improve the fortunes of the Club both on and off the pitch. There's a long way to go but the evidence of their hard work can be seen in the trend of improvement across these latest financials.

I also want to express my heartfelt gratitude to our fans and business partners. Your incredible support – filling the stadium, buying merchandise, sponsoring the Club – has made a tangible impact on the Club's finances and morale since the takeover. Thank you for standing by Southend United through this rebuilding period.

As this update shows, we are making real progress. A year ago, our Club was burdened with crippling debts and uncertainty. Today, debts have been addressed, revenues are climbing, and we are investing strategically in the team and our facilities. However, these results also show the state of the rebuild required, with annual losses remaining at high levels, and projected to do so for the foreseeable future. We also have significant capital investment required to redevelop Roots Hall over the coming years, which we see as integral part of ensuring the Club's long-term future.

As fans, we all want to deliver on pitch success, and we have a burning ambition

**“We have a burning ambition to return to the EFL where we feel this Club belongs. As Custodians, our responsibility is to ensure we chase that ambition in a sustainable way”**

to return to the EFL where we feel this Club belongs. As Custodians, our responsibility is to ensure we chase that ambition in a sustainable way. Our strategy is to invest in our facilities for long-term growth, whilst sensibly investing in the squad where possible. As these financial results show, the support of the fanbase and business community is vital in helping us propel the Club forward financially, which directly helps us push forward on the pitch.

Thank you for your trust, patience, and unwavering support.

Up the Shrimpers!

Justin Rees,  
Chairman, Southend United Football Club