

Wanderers sign Robbo

Wycombe Wanderers have signed up the most famous name in British football to help them in their quest for League Football.

The name is Robson but before you leap out of your seats, it is neither the England manager Bobby nor his favourite player Bryan.

No, the man in question is Allan Robson, a 32-year-old business-minded livewire who has taken charge as the club's new commercial manager.

And he goes to make as big an impact with Blues as his more famous namesakes have elsewhere.

"There is a marvellous opportunity to make things happen at Wycombe Wanderers," he said. "It is exciting because there is so much potential here.

"My aim is to keep the club in the spotlight and obviously make it a commercial success."

Allan spent 12 years as a Chartered secretary and had a short spell in recruitment before setting up his own sports distribution business naerly a year ago.

He was signed by Cambridge as a youth player but never made the big time. He is a keen football fan and is player-manager of Chalfont St Giles A team.

He one of dozens of applicants who replied to adverts in a national newspaper.

Wycombe Wanderers is a tremendous advert for non-League football and already has a sound basis commercial-ly thanks to the efforts of Paul Birdseye. I want to try and bring in some new ideas and perhaps branch out into different areas.

"Obviously what goes on on the field helps me but I also need the backing of the people of Wycombe."

He is currently looking for part-time sales agents for the popular Lottery Fund and hopes to boost advertising through the Lottery tickets.