

Mark hopes to boost soccer club's crowds

by Emma Wilkinson

WYCOMBE Wanderers' new signing Mark Austin hopes to attract so many fans that Adams Park's seating will have to be enlarged.

Mark has been appointed Wycombe Wanderers' sales and marketing manager and he is looking forward to the new challenge.

"At the moment the club's average gate is 4,000, but I would like to see it at 10,000. Considering 25,000 went to Wembley to see the FA Trophy I do not think that is asking too much."

The father-of-two added: "I want to do a good job for the supporters and directors of the club and promote the family image."

Mark, 29, said the club has good foundations and he wants to build on them.

"The club has not raised its profile enough in the town. It has facilities people do not know are there," he said.

Mark, of Maxwell Road, Beaconsfield, joined the Blues yesterday and says it is an exciting time for the club which is currently second in the Vauxhall Conference League.

He told The Star: "I am going to help people to come to the club with parking schemes and encourage people to come in cars with four or five other people. I want to make it as easy as possible for people to come and enjoy themselves."

He was born and bred in the High Wycombe area and his other hobby-horse is Wye FM - a radio station bidding for the community radio franchise for the High Wycombe area.

Wycombe's first home game with Mark at the promotion helm is on Monday night. The Blues are playing Farnborough Town, who are third in the conference league, and kick off is 7.30pm.

"This will be my first opportunity to get the town involved with the club. So many people have not been to Adams Park. If they came they would be looked after and would come again I am sure," he explained.



Mark joins his favourite team



New man at the Blues

WYCOMBE RADIO buff Mark Austin has taken a seat at Wycombe Wanderers as the new sales and marketing manager.

Mark, 30, who is one of the Wye FM radio group battling for the radio franchise which will cover Wycombe, joined the Blues yesterday.

Father-of-two Mark will be responsible for promoting the amenities at the ground, advertising in the programme, sports dinners and other promotional work at the Conference club.

Former John Hampden Grammar schoolboy Mark has helped Wycombe Hospital Radio with their sports coverage for the last couple of games. He said: "It's like a dream come true. The club is

gathering momentum and I will be joining a team."

Mark, who has worked and lived in the area all his life is a keen Wycombe fan. He added: "I'm 100 per cent behind Wycombe Wanderers. There's a really friendly family atmosphere. If people come along and see the facilities I'm sure they'll be impressed."

The Blues are set to take on third place Farnborough Town on Monday night at Adams Park.

Wycombe are currently second in the Conference table with three games in hand over leaders Colchester. Farnborough are following Wycombe in the league. Kick-off is at 7.30pm.

Mark said: "We must keep up the pressure on Colchester and put Farn-