

Open letter to Wycombe Wanderers chairman Ivor Beeks

Dear Mr Beeks

MY girl-friend and I live in Bristol and although not season ticket holders, travel at least 100 miles to see more than 20 home and away league games each season.

Other commitments and the distance involved prevent us from seeing all the home games.

Now for the most important FA Cup game for 18 years we are unable to obtain tickets because we couldn't get to Wycombe to join the queue last Sunday.

When I rang the club to plead our case, Mr Goldsworthy told me that I had no proof of regular attendance.

I told him that we each had a 'Blues Club' membership, but he did not consider this to be adequate. But would we really have bothered to purchase this membership at £5 a head if we were not going to attend on a regular basis?

Many League clubs have a club membership scheme that costs a small fee and enables telephone ticket reservations to be made — this is essential for fans that don't live in the vicinity.

Wycombe should do the same — but in the absence of any other proof of regular attendance, why don't you use the 'Blues Club' membership scheme?

Only two weeks ago I received mail from the club asking me to sell raffle tickets for your Christmas draw.

It's strange that you consider 'Blues Club' members important enough to sell your raffle tickets, but not important enough to buy match tickets. Please delete me from your mailing list.

**Glenn Hill,
Baltic Wharf,
Bristol**

Dear Sir

I HESITATE to respond to Mr Payne's somewhat hysterical letter in last Friday's BFP apropos

thanks to Blues supporters, since clearly he is a man of tunnel vision with neither the grace nor the wit to admit to a mistake.

In 'In off the post' he doesn't even hit the corner flag! Correcting one assumption, I am neither a director nor a man having any part in the running of Wycombe Wanderers — a fine club.

He does not remember, he says, Wycombe supporters getting any praise. If it was really worth the trouble I could research back into programme notes and newspaper reports to demonstrate that the manager and club officials have many times acknowledged the worth of Wycombe supporters.

How can Mr Payne have missed them all?

**A H Church,
Desborough Avenue,
High Wycombe**

Dear Sir

IN view of the recent correspondence, reference Wycombe Wanderers FC youth squad, and their availability to represent the Berks and Bucks FA.

As scout for the Berks and Bucks FA covering East Berks, I would like to clear up one point.

I have found Wycombe Wanderers and in particular Jim Melvin extremely helpful and co-operative in releasing players for trials and county duty.

Over the past two seasons, no fewer than 13 players have been selected for the county squad. Last season eight players made the full county squad out of a total of 16 in the squad.

All players were awarded their county badge, with one receiving a silver salver for playing over 12 games, and three a silver tankard for playing over eight games.

**Mike McCarthy,
East Berks Scout,
Berks & Bucks FA,
Wellfield,
Hazlemere,
High Wycombe**

Come on the Blues, you can do it

OVER the last couple of weeks, you have printed a few letters about Wycombe Wanderers. All of them seem to be against the club, in one way or another. Whether it's about ticket allocation, or lack of praise for the fans. This letter is different!

I and my family just want to wish the club, Martin, and the boys in the team, the best of luck on Sunday, December 6, against West Brom. We know you can win.

I hope you will print this letter, as I'm sure a bit of encouragement will be appreciated by all concerned.

**Pam Day & Family
Croftwood
High Wycombe**

Loyal fans are left in the cold

WYCOMBE Wanderers is a very successful football club. The most successful outside the Football League. More successful than many within the League.

But is it a successful business? At the level to which it is aspiring it needs to be. At Football League level it is not sufficient to be successful as a club.

So what makes a successful business?

A good product which is in demand — Wycombe Wanderers is an attractive and successful football team. It regularly attracts crowds of 4,000, so it is also in demand.

A good man manager — this the club has in Martin O'Neill.

Careful and prudent financial management — again Wycombe's financial management would appear to be beyond reproach. It appears to be profitable, but this must be due in no small measure to the original generosity of our patron Frank Adams.

Strong commercial management which attracts additional sources of finance — another area where Wycombe Wanderers scores.

So all the ingredients appear to be present for success. Or are they? Is there not one item missing? What about customer care, which leads to customer loyalty — regrettably Wycombe Wanderers miss out here.

Why is that? Because all those fans who attend home matches week after week are treated no more loyally than those who turn up occasionally, particularly for big matches. So these regular supporters often cannot get tickets for the big matches. This leads to frustration and disenchantment. Ultimately it leads to fans staying away forever.

But this is not the fault of the team, or the players. Or of the Team Manager. The fault sits fairly and squarely at the door of the chairman, Ivor Beeks, and his fellow directors.

Remember directors and Mr Beeks that Wycombe Wanderers have not always been as successful as they are now. Nor will they always be in the future. So who will they depend on then, as at times in the past? The Loyal Fans.

What about a voucher scheme?

1) I failed to get a season ticket, which would have guaranteed a ticket for the West Bromwich Albion game, because of the sudden imposition of a deadline.

2) I failed to get a ticket today, November 29.

3) I had to write to Peterborough to get a ticket for that game. And then stand amongst Peterborough fans.

4) I have supported WWFC for nearly 50 years. I was at Loakes Park when Frank Adams handed over that ground. And when the record gate was set in an FA Amateur Cup quarter final.

5) Due to business commitments I can only normally attend Saturday games, and not always then as I frequently travel abroad. So a season ticket is not really value-for-money for me.

**M A P Dewey
Sedgmoor Road
Flackwell Heath**