

Town's attendance problem 'historical'

THE article written by John Tebbit in last week's 'Observer' admirably summed up the position and problem of Slough Town FC.

The club is the most successful non-league club, bar one, at present and has average crowds barely above 1,000.

The problem of Slough Town's low crowds is not in fact down to apathy but in my view historical.

I have watched Slough Town for over 10 years since moving from the North. I am from Burnley which regularly has crowds 10 times those at Wexham Park. Its support and that of other clubs such

as Sunderland, Barnsley and Huddersfield Town, is based on a long football tradition.

In these towns the football club and the town are synonymous.

The club is part of the town's culture and it has wide appeal to the community.

Slough is not as yet a football town. Vast sections of the population neither care nor know about the club. Others support the London Premier League clubs which are easily accessible from Slough.

The club faces a difficult task in building support to that enjoyed by Wycombe W, but it has made an enormous

effort in recent months.

I do feel that free entry for under 14s, if they are accompanied by a paying adult, is a good idea.

More advertising by the club may also help.

It is interesting to note John Tebbit's comment on Slough Town's high crowds in the pre-war days.

In those days few alternative attractions were available and amateur cup finals attracted 100,000 at Wembley.

Sadly Slough Town is now having to build its support from a low base – barely above the crowds it had in the Isthmian League.

On the optimistic side the club should benefit from the growing popularity of non-league soccer.

The Premier League, increasingly run for the benefits of television, has suffered lower crowds than the old First Division. With any luck Slough Town will pick up support from the over-priced soccer available in higher divisions.

The club has had a marvellous season and it deserves more support than it has been getting recently. Crowds of 2,000 at Wexham Park should be the norm not the exception. – R S Nutter, Langley.