

WYCOMBE Wanderers are looking forward to bumper crowds in Division Two next season after making efforts to keep the admission costs down.

Prices have gone up across the board to accompany the club's surge up the Football League ladder.

But the scale of the increases for admission and season ticket charges vary from eight per cent for terrace tickets – which have gone up just 50p to £6.50 (similarly concessions from £3.50 to £4) – to 33 per cent for adult seat season tickets which have risen by £44 to £180.

"We have done a survey of Division Two prices. These are on a par or even below par of last year's prices in Division Two," said Blues' marketing manager Mark Austin.

"When we told people that

By **CLAIRE NASH**

there would be just a 50p increase in ground admission, they asked 'is that all?'"

Austin added: "I think the directors have really tried to think of the fans."

He agreed that the cost of sitting at Adams Park appears to have risen sharply. A stand ticket has gone up £1 to £9. There are no concessions for pensioners and children.

But he explained that the price reflects that more than 1,000 of the club's 1,282 seats, less than a quarter of the ground's 9,000 capacity, are already taken up by current holders and sponsors. Only 200-300 seats are left.

"We have fewer seats, even fewer this year than last year. There are more season tickets holders and more sponsors. The premium on the seats left

is greater," he said.

Austin believed people will be getting their money's worth with attractive fixtures against clubs such as Birmingham and 'derbies' against Oxford, and London clubs Brentford and Leyton Orient. There will be two more home league fixtures than last year.

Wycombe have introduced season tickets for their family stand which has 180 seats. An adult ticket is £180 and £92 per child (up to a maximum of three children.)

One enticement to buy is a new free hotel voucher.

It will entitle two people to free accommodation for three nights in a specified hotel, leaving just breakfast and evening meals to be paid for.

Terrace tickets now cost £130, £28 more than last year. There are reductions for most season tickets if paid by July 8.

Blues' success gives town's economy a lift

WYCOMBE'S success is presently being used to attract new businesses and industry to the area.

A quarter page advertisement, placed by Wycombe

District Council, appeared in the Daily Telegraph's business section on Saturday under the heading Discover Wycombe.

A photograph of Matt

Crossley in action was featured with the caption In Business to Win: Wycombe Wanderers promoted to Endsleigh League Division Two 1994.