

The cost of an all-ticket game

WYCOMBE Wanderers lost £10,000 on gate receipts last Saturday because of the disappointing 4,151 all-ticket crowd.

Swansea brought only 135 travelling supporters to Adams Park, and their bemused supporters were almost outnumbered by police and stewards surrounding the ground.

The match had been made all-ticket because of pitch invasions by Welsh fans last season, who turned up in their thousands to see Swansea reach Wembley in the Autoglass Trophy.

Wanderers marketing director Mark Austin said: "Swansea had never reached Wembley before and their over-exuberance led to them invading the pitch at the end of the game.

"This game was made all ticket because of it, and it was the only all ticket game in the whole of the Football League and Premiership. It stood out like a sore thumb.

"I hope what happened is taken into consideration with future games this season. We've got Leyton Orient this weekend, which is not all ticket, fans can choose to come if they like on the morning of the match, and Orient should bring quite a few.

"We're expecting a 5,500 to 6,000 crowd. Ten grand was a lot of money for the club to loose out on. It was like taking a sledgehammer to smash a nut."

Blues enjoy playing for profit

WYCOMBE Wanderers Football Club are celebrating a profit of £217,379 from their first season in the Football League.

They believe this is the first time a newly-promoted club has managed the transition from part time to full time playing staff without incurring a loss.

A surplus of £100,000 from player transfers, particularly that of Keith Scott who was sold to Swindon for £300,000, and a good return on the club lottery helped to balance operating costs that had risen to nearly 50 per cent.

The general turnover was up by 31 per cent to £2.2million.

The club has since made a promising start to their first season in Division Two with the sale of more than £300,000 of season tickets.

A Blues Super Cashline scheme is set to start next month to offset the expected reduction of lottery ticket sales as a result of the forthcoming National Lottery.

Wycombe fuel fun club image

CHILDREN will be able to get in for just a £1 to see Wycombe in their forthcoming match against York at Adams Park on Saturday, October 29 (ko 3pm).

The club have organised a special day for youngsters with the Kid-A-Quid scheme.

"We want to encourage children who have never been before to come along and have a good day out and see what it's like here," said Blues' marketing manager Mark Austin.

Wycombe's new mascot Bluey the Swan is set to be on hand to dish out sweets and other goodies as it did on its debut last Saturday.



They want you: Volunteers are invited to be Bluey recruits

But the club are currently in dire need of volunteers to wear the Swan costume. "We urgently need some one to do

Bluey," said Austin.

"It is a paid job. It might suit somebody who enjoys doing childrens' parties or something like that.

"I thought it went down very well last week. Alan Parry [Wanderers director] was telling me that all the youngsters were talking about after the game, was wanting to see Bluey again. The mascot is for them."

If a regular Bluey recruit is found, his or her role may be extended to attend open days and charity events.

■ Wycombe's youth team was beaten 2-0 at Colchester in the South East Counties League on Saturday.