

# Blues set to reveal £455,000 deficit

WANDERERS will report a net trading loss of £455,000 to their members at next month's AGM.

But the loss for the year ending May 31, 2000, is much better than anticipated. Blues began the year expecting to lose in the region of £750,000 but improved attendances coupled with off-field activities trimmed the loss.

Operating costs for the year rose by £570,000 to £4.8 million and approximately 40 per cent of this increase related to wages and salaries.

But the commercial team continued to outperform.

Revenue from commercial and general merchandising activities was up by 20 per cent.

The club's overall turnover was £4,561,088 which was down on the previous year's £4,630,852 when the club reached the FA Cup semi-final.

Commercial and marketing activities continue to easily outstrip turnstile income.

Last year, despite home league crowds being up by approximately 900 to 5,878, turnstile receipts only accounted for £1,533,790 while commercial and marketing activities brought in £2,803,177.

The commercial team's work managed to pay the club's wage bill of £2,670,966 with a little bit to spare.