

Blues are going up! — upstairs that is



Open: BFP editor Steve Cohen opens the new Blues shop with Graham Peart, Brian Kane and Wasps' Andrew Lane

WYCOMBE Wanderers celebrated going up this week ... as they moved their club shop onto the first floor of the Octagon Shopping Centre.

Wanderers in Town has relocated to upstairs in the High Wycombe centre after their old premises was shut to make way for the town's new Phoenix development.

And the club are now sharing the new, larger shop, as well as the cost of the venture, with groundshare partners Wasps.

Wanderers director Brian Kane said the partnership between the two clubs was great for the area's residents, and he hoped there would be other commercial tie-ins.

"It makes commercial sense for both clubs to link together. Sharing costs allows more money to be invested in the teams," he said.

Andrew Lane, Wasps Financial Controller, said: "It makes good commercial

sense for a facility like the shop to be shared."

Meanwhile, Kane warned that the local community need thriving sports clubs, for people to attach themselves to.

"There's a pride in having a football club and a rugby club that's successful, and if we have two clubs which are successful, that's great for the town," he said.

"I came from a town (Workington) where the football club died, and the town died too. Visitors stopped going and the whole atmosphere of the town changed."

Kane stressed that the groundshare partnership was working well. "I've talked with a number of Wasps players. They love the atmosphere — they think the pitch is great."

The shop was officially opened by Free Press Editor Steve Cohen who cut the tape during a champagne reception on Wednesday.