

To sell or not to sell out that is the question



BAKER'S BLUES

WITH
IAN BAKER

ADAMS Park will no longer be named Causeway Stadium from the end of the season. Instead Adams Park will be included within the ground name regardless of whether a new sponsor can be found.

The Supporters Trust is currently canvassing opinion as to whether a sponsored name is acceptable. It remains a very difficult debate.

My view is that sponsorship is taking the heart and soul out of a game, which is now based significantly on money and the greed that goes with it.

Frank Adams, a loyal player and administrator for the club, secured the deeds of the old Loakes Park ground and rightly had the new ground named after him.

I wonder what he would have made of the game as it is today. Even former director Alan Parry said at the time that the Causeway deal: "interfered with the very fabric of the game."

But Wanderers are left in a very difficult position. They need money to pay their players. They need money if they are to be successful. They need money to survive. They have to look at alternative revenue streams to keep up with the times.

There are clearly two sides to this argument.

My view is that Wycombe should make a stand, reduce the wage bill and live within our means without having to resort to selling off the name of the ground. This may well be to the detriment of success on the football pitch initially but all football clubs our size are going to experience the same problems sooner or later.

Others won't agree with this view but it is important we discuss the issues. Blues' managing director Steve Hayes is rightly looking for a compromise solution and is assessing all avenues. Please contact the trust if you would like to give your views.

Frank Adams once said that he never wanted Wycombe Wanderers to become professional. He thought that the club should remain an amateur one. Ambition has taken over and the times have changed.

But maybe Frank was right to an extent?

While we are on the topic of finance, thanks to all that helped the trust achieve the £100,000 we needed to finalise our share acquisition and the place on the board that goes with it.

Ian Baker is on the Board of Wycombe Wanderers Supporters Trust. For further details about the Trust and how to join please see www.wwst.org.