

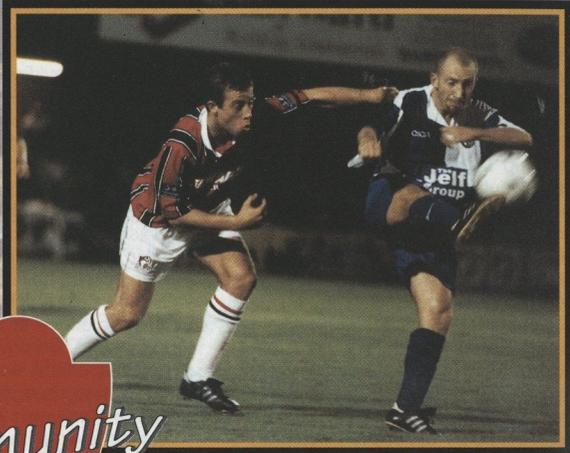
HOME SHIRT SPONSOR



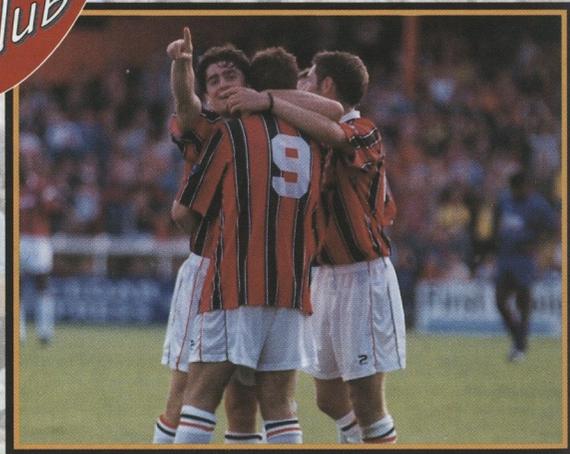
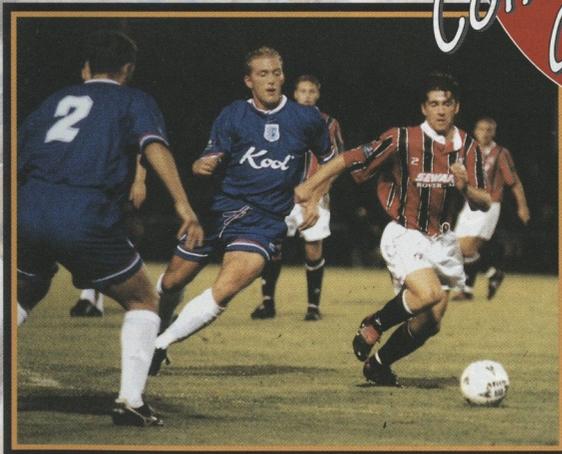
# AFC Bournemouth

versus **Luton Town**

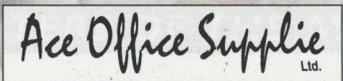
Saturday 13th September 1997 Kick-off 3.00pm  
Nationwide League Division Two



*The Community Club*



MATCHDAY SPONSOR



AWAY SHIRT SPONSOR



# Chairman's Notes



*Both before our last game here and then on Friday at Gillingham the silences were perfectly observed in the cool still evening we all stood and remembered Diana, Princess of Wales.*

At the prematch-meal in Kent the whole team and management had stood in silence listening to the Queen's speech to the nation. The games themselves paled into insignificance. Watching a ball being kicked in anger the night before the funeral seemed strange, unreal if not wrong. On behalf of the Club and you all we have written to express our deep regret, particularly to Fulham where Mr. Al Fayed is chairman.

Now the season goes on. We lie within the top 10, a position that at season end would be a tremendous improvement on last year; that we are not satisfied, that the team are hungry to get back to the top having tasted it twice already this year shows the latest talent that is now beginning to show itself here. Many managers of higher league clubs who have seen us play in those last two games have commented on the high level of quality football that we are playing with essentially the same side as last season. We are improving as the months go by, down to the tireless endeavours of the management.

It is pleasing to see the media highlighting the football we play. Sky featured the Bristol Rovers game on their midweek review. We hope to persuade them to come for a live game. That will depend on the floodlights being improved. The other side of the press that has been highlighted so sadly is its constant desire to have a story. That is shown in football by the endless speculation of who might be bought or sold by whom, 85% of it is just that - hype! Our local chaps, particularly Neil Perratt and Tony Mitchener do actually treat us well, if you have not read Neil's account of the Blackpool game, please buy and treasure a copy - its a vivid illustration.

We are delighted to be able to hold a celebration game here on October 8 with West Ham and guests coming to play. With an opportunity to celebrate

survival the prices will be at "C" levels with season ticket holders being able to come for £5 or £3 concession. It will be a special evening and I hope that if you would like to play a part you will contact the Club.

Things are beginning to motor. I am especially pleased that the likes of McDonalds are now joining in, Telecom 2000 are providing free a much needed telephone exchange with Nynex as the service providers so the lounges and Supporters Club will have all soccer games on other nights. It is also good to see Bells supporting the "Man of the Match" with a bottle of whiskey as the prize.

All in all, the first three months since being saved have been a success; we are still here much, I presume, to the surprise of one or two (who we all know) that had predicted our imminent downfall. I think we can now go from strength to strength. It was a pleasure to see Alan Lewis at both our last two games, even if he was able to collect the last cheque we had to pay him! There is still much to be done, particularly with the Supporters Club which remains undecorated and not refurbished. It is disappointing that we have still not been able to go ahead with the complete refurbishment it badly needs (not for lack of endeavour!) That will include a new widescreen tv, more events and still a good and varied, and an impressive bar.

We now need to secure the progress made to date. It has taken some time but we have been able to consider in detail a number of cv's for the position that will shortly be filled for looking after the day to day running of the Club. That process has involved speaking to many of the applicants informally rather than in an interview setting. Whilst the Board have had input it has been more important to ensure that whoever we appoint here will have the full confidence of the manager and players. As soon as we

## DIRECTORY

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**CHAIRMAN**  
Trevor Watkins  
**VICE CHAIRMAN**  
Andrew Kaye  
**DIRECTORS**  
Ian Griffiths  
Peter Aldersey  
Martin Jones  
Ken Dando  
**MANAGER**  
Mel Machin  
**ASSISTANT MANAGER**  
John Williams  
**YOUTH TEAM MANAGER**  
Sean O'Driscoll  
**CLUB CAPTAIN**  
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**ADMINISTRATION, JUNIOR CHERRIES & TICKET OFFICE**  
Tel: (01202) 395381  
Fax: (01202) 309797  
**COMMERCIAL DEPARTMENT**  
Tel and Fax: (01202) 397777

have concluded that process we will let you know and introduce you. There will always be 4000 opinions on how things should be done, that I am learning quickly. We have had to stand and make final decisions and are grateful to you for your support to date. We are here to protect our children's inheritance, to ensure stability and prosperity for the longterm. It is a heavy task but one that we bear contentedly. Thank you for coming and please do enjoy the match and come back in a couple of weeks when Grimsby travel to see us on the 27th. With all best wishes  
**Trevor.**

# Mel's Message



Mel Machin

*This afternoon I would like to welcome Lennie Lawrence and his Luton Town team to Dean Court for what promises to be an excellent fixture between two sides who like to play good football.*

## THERE OR THEREABOUTS

I realise that Luton haven't made the sort of start that many expected, but I still believe that they will be there or thereabouts come the end of the season. I saw them at Northampton on Tuesday and although they only had ten men for half of the game, I felt they played well and were a little bit unfortunate not to get something from the game.

## ADDED PRESSURE

Whether being pre-season favourites for promotion puts added pressure on a team is something I've never really felt. You look at Luton last season and they were scoring a lot of goals and had the divisions top goalscorer, yet this season, they are finding goals hard to come by. These things come in cycles though and I'm sure you'll find that Luton will be up there in May.

## GREAT ADVERTISEMENT

The last home game here

against Bristol Rovers was a great advertisement for Division Two football. It was end to end stuff and both teams could have won the game, but I think it would have been an injustice if either side did. Over the 90 minutes, 1-1 was a fair result.

## EXCELLENT FIRST HALF

We had an excellent first half showing at Gillingham last Friday and we could have quite easily gone in at half time 2-0 up and would have deserved to be leading by that score. That is not being biased because on our general play, we were better than them. In the second half, Gillingham closed us down well and they had more of the play. At the wrong time, we gave a penalty away. We certainly realise now that we must learn by our mistakes in that department.

## GREAT SUPPORT

I would like to thank you for your support at Bristol Rovers game.

## DIFFICULT TRIP

I'd also like to thank our supporters who made the difficult trip to Gillingham on Friday. I know that a lot of you were unable to make it

due to the heavy traffic around the London area and the fact that many of you couldn't take time off at short notice. It would have been better for the game to have been played on Sunday or even the Tuesday night. We were given no choice in what day it was to be played.

## EXCITING MONTH AHEAD

The eight-day break since the last game has not been too disruptive and possibly came at a good time when you look at our fixtures coming up next month. We have trips to Chesterfield, Preston and Burnley and home matches against Fulham and Millwall. All of these teams have either been tipped to do well or are actually doing well, so it will be a difficult month, but also an exciting one. Give the lads your full support today and I'm sure we are in for exciting 90 minutes. Enjoy the game.

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PRINTERS OF THE MATCH DAY PROGRAMME

# Welcome to The Hatters



## LUTON TOWN 1997-98

Back row left to right: Robert Kean, Sean Evers, Stuart Douglas, Steve Augustine, Andrew Barr, Paul McLaren, Simon Davies, Gary Doherty, Matthew Spring, Ian Jones, Andrew Fotiadis, Richard Harvey, Dwight Marshall.  
Standing: Bob Bird (financial controller), Cherry Newbery (club secretary), Clive Goodyear (physio), Paul Lowe (youth development officer), Wayne Turner (first-team coach), Paul Showler, David Oldfield, Mitchell Thomas, Nathan Abbey, Ian Feuer, Kelvin Davis, Marvin Johnson, Chris Willmott, Graham Alexander, John Moore (youth team coach), Trevor Peake (reserve team coach), Kathy Leather (commercial manager), Les Shannon (scouting co-ordinator).  
Seated: Liam George, Tony Thorpe, Steve Davis, Nigel Terry (director), David Kohler (chariman), Lennie Lawrence (manager), Cliff Bassett (director), Chris Green (director), Gary Waddock, Julian James, Terry Sweeney.  
Front row: Jimmy Cox, Russell Lawes, Stuart Fraser, Darren Howe, James Ayres, Daniel Tate, Nick Webb, Emerson Boyce, Moses Jerry, Michael McIndoe, Andre Scarlett, Delroy McKoy.

*This afternoon, we welcome pre-season promotion favourites Luton Town to Dean Court. Although things haven't started quite as well as they would have liked, the league campaign is a marathon, not a sprint and it would take a brave person to bet against Luton being there or thereabouts at the season's end.*

### PLAY-OFF WOE

Last season they missed out on automatic promotion by just four points. After the long hard season they finished in third

place and faced sixth placed Crewe in the play-off semi finals. They made the ideal start at Gresty Road by taking a third minute lead and despite losing 2-1, they were still favourites for a Wembley appearance. That seemed a certainty when two goals from David Oldfield put them firmly in the driving seat. It all went wrong though as Crewe hit back to draw 2-2 on the night and left the Hatters to reflect on what might have been.

### NOT AS PLANNED

Lennie Lawrence now has to pick his side up from that extreme disappointment. It hasn't gone as planned so far this season. On the opening day of the season they lost 1-0 at Blackpool, but picked up their first win at home to Southend. The 1-0 was witnessed by Sky TV viewers. A credible 0-0 draw at Fulham was followed by a 1-1

draw at home to Oldham. In their last home match, they lost 2-0 to Millwall and on Tuesday night there was more disappointment as they lost 1-0 at near rivals Northampton.

### CUP SUCCESS

There has been success in the Coca-Cola Cup though. They won 1-0 at Colchester and eased through on aggregate after a 1-1 draw at Kenilworth Road.

### QUALITY TEAM

Last season's fixture here was one of the highlights, and in Luton Town, we have a team of quality who are capable of giving the same sort of entertainment. They may not have made the start that many people were expecting them to have, but they are a good side and the Cherries will have to be at their best to gain a positive result this afternoon.

# Pen Pictures

## MEET THE MANAGER



Lennie Lawrence

**NAME:** Lennie Lawrence  
**PREVIOUS CLUBS AS PLAYER:** Croydon, Carshalton, Sutton United.  
**PREVIOUS CLUBS AS COACH/MANAGER:** Plymouth, Lincoln, Charlton, Middlesbrough, Bradford.  
**HONOURS AS COACH/MANAGER:** Promotion to Division 3 1980-81, Promotion to Division One 1985-86  
**FACTS:** Lennie was appointed manager of Luton in December 1995 and although he was too late to avoid relegation, he has built up an excellent squad which just missed out on promotion last season. Lennie has built himself a fine reputation as a manager and coach despite having no league football experience as a player.

**NAME:** Ian Feuer  
**POSITION:** Goalkeeper  
**PREVIOUS CLUBS:** Los Angeles Salsa, West Ham United, Peterborough (loan).  
**FACTS:** Las Vegas born goalkeeper who at 6' 7" tall, is an imposing sight to the opposition. Ever present in the league last season, he has enjoyed great success since moving to Luton in 1995 from West Ham for a £580,000 fee. Dominating in the air and an excellent shot saver with a long throw and kick to match. Was voted the Young Supporters Player of the Year last season.

**NAME:** Kelvin Davis  
**POSITION:** Goalkeeper  
**PREVIOUS CLUBS:** Torquay (loan)  
**FACTS:** Bedford born goalkeeper who progressed through the ranks at Luton. Was understudy to Feuer last season after being the number one keeper at the start of the 95-96 season. He has recently added more first team appearances to his record and he has also represented England at Under-21 level.

**NAME:** Richard Harvey  
**POSITION:** Defender  
**PREVIOUS CLUBS:** Blackpool (loan)  
**FACTS:** Long serving full back who has recovered from injury after missing virtually the entire 96-97 campaign. He signed professional forms with the club in 1987 and has since made nearly 200 first team appearances for the club.

**NAME:** Mitchell Thomas



Mitchell Thomas

**POSITION:** Defender  
**PREVIOUS CLUBS:** Luton, Tottenham, West Ham United  
**FACTS:** Luton born, Mitchell started his career with the club before commanding a combined total of over £750,000 in transfer fees. He left the club in 1986 and returned in 1993. He enjoyed a tremendous 96-

97 campaign at left back and made many impressive forays up-field. This highly experienced pro adds excellent dimension to the Luton team.

**NAME:** Julian James  
**POSITION:** Defender  
**PREVIOUS CLUBS:** Preston (loan)  
**FACTS:** Reliable right back who missed just two games last season. He signed professional forms at Luton in 1988 and was rewarded with a testimonial match last season. He has now made over 300 first appearances for the Hatters. He scored one goal in the league for Luton last season, the equaliser here at Dean Court.

**NAME:** Steve Davis  
**POSITION:** Defender  
**PREVIOUS CLUBS:** Southampton, Burnley, Notts County (loan).  
**FACTS:** Steve started his career as an apprentice at Southampton and made six appearances for the Saints before moving to Burnley in 1991 for a £60,000 fee. Luton paid £750,000 for his services in 1995 and he has certainly excelled at Kenilworth Road. He was voted by his fellow professionals in the PFA Division Two Eleven last season and as well as being rock solid in defence, he also weighed in with nine goals to make him the club's second highest scorer.

**NAME:** Marvin Johnson  
**POSITION:** Defender  
**PREVIOUS CLUBS:** None  
**FACTS:** A favourite with the crowd, Marvin signed professional forms with Luton in 1986 and is now approaching 300 senior appearances for the club. Good in the air and a strong tackler, he made 44 league appearances last season.

**NAME:** Gavin McGowan  
**POSITION:** Midfielder  
**PREVIOUS CLUBS:** Arsenal  
**FACTS:** Currently on loan from Arsenal, he has also represented England at youth and schoolboy level. He made one appearance for Arsenal last season before joining Luton on loan. A pacey player who can operate at either the centre of defence or in midfield. A strong tackler and excellent passer of the ball, he has been unlucky with injuries in his short career.

**NAME:** Gary Waddock



*Gary Waddock*

**POSITION:** Midfield  
**PREVIOUS CLUBS:** QPR, Charleroi, Millwall, Bristol Rovers, Swindon Town (loan)  
**FACTS:** Highly experienced midfielder who is the Luton captain. Renowned for his tenacity and ball-winning skills, he reads the game well and led the side to the play-offs last season. He has now made over 125 appearances for Luton, including 39 in the league last season when he scored twice.

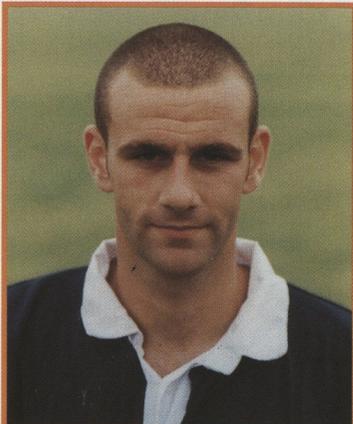
**NAME:** Sean Evers  
**POSITION:** Midfield  
**PREVIOUS CLUBS:** None  
**FACTS:** Clever midfielder who signed professional prior to last season. Good form in reserves earned him two first team appearances and he has been involved heavily in the squad this season.

**NAME:** Paul Showler  
**POSITION:** Midfield  
**PREVIOUS CLUBS:** Sheffield Wednesday, Sunderland, Colne Dynamos, Altringham, Barnet, Bradford  
**FACTS:** Experienced left-footed attacking midfielder who joined Luton from Bradford for £50,000 in August 1996. His first season at the club didn't go too well though as he had a cartilage operation which restricted his appearances to 23 league games in which he scored six goals.

**NAME:** Paul McLaren  
**POSITION:** Midfield  
**PREVIOUS CLUBS:** None  
**FACTS:** Neat midfielder who is a product of the Luton Youth scheme. He has shown excellent ball control and movement and established

himself last season as a vital member of the squad, making 24 league appearances.

**NAME:** Simon Davies



*Simon Davies*

**POSITION:** Midfield  
**PREVIOUS CLUBS:** Manchester United, Exeter (loan), Huddersfield (loan)  
**FACTS:** Talented midfielder with exceptional skill and vision. He signed for the Hatters prior to the season from Manchester United for whom he made 20 first team appearances and was a regular team mate of Graeme Tomlinson in the reserve side. He has also gained experience with loan spells at both Exeter and Huddersfield.

**NAME:** Graham Alexander  
**POSITION:** Midfield  
**PREVIOUS CLUBS:** Scunthorpe  
**FACTS:** An industrious, hard tackling midfielder who is an important part of the Luton line up. Joined the club in 1995 from Scunthorpe and has rarely missed a game since. Although he scored just two goals last season, he is always a danger when shooting from distance and combines well to set up others.

**NAME:** David Oldfield  
**POSITION:** Forward  
**PREVIOUS CLUBS:** Luton Town, Manchester City, Leicester City, Millwall (loan)  
**FACTS:** Born in Perth, Australia, David completed his apprenticeship at Luton in 1986 and developed further as a player when Mel Machin signed him at Manchester City for £600,000 in 1989. He rejoined Luton from Leicester in 1995 and formed an outstanding partnership with Tony Thorpe. He scored all three of Luton's goals in the play-off semi-finals last season.

**NAME:** Tony Thorpe



*Tony Thorpe*

**POSITION:** Forward  
**PREVIOUS CLUBS:** Leicester City  
**FACTS:** Tony signed from Leicester City juniors and has been a revelation at Kenilworth Road with many fine performances that have seen the scouts flocking to see him. Enthusiastic and skilful, he really came to the fore last season with 31 goals, making him the second highest scorer in English football. Included in that total were both goals in Luton's 2-0 win over the Cherries at Kenilworth Road. His form earned him a place in the PFA Division Two team and he also won the Luton Supporter's and players "Player-of-the-Year" awards.

**NAME:** Dwight Marshall  
**POSITION:** Forward  
**PREVIOUS CLUBS:** Grays Athletic, Plymouth, Middlesbrough (Loan)  
**FACTS:** Exciting attacking player who came back from a broken leg last season to score three league goals in three games including the one that gave Luton the lead just before half time at Dean Court. A crowd favourite at Kenilworth Road, his ability to attack from wide positions can unsettle defences.

**NAME:** Stuart Douglas  
**POSITION:** Forward  
**PREVIOUS CLUBS:** None  
**FACTS:** Promising attacking midfielder who signed professional forms with the club after completing his YT prior to last season. Fast and tricky, he received few chances last season but remained an important member of the squad and is earmarked for a more prominent role in the future.

# Statistics

**AFC BOURNEMOUTH v LUTON TOWN**  
**DIVISION THREE (SOUTH)**  
30-31 H 0-0 A 3-2  
31-32 H 1-1 A 0-1  
32-33 H 0-2 A 2-1  
33-34 H 4-3 A 0-2  
34-35 H 1-3 A 0-4  
35-36 H 2-1 A 0-0  
36-37 H 2-1 A 0-1  
**DIVISION THREE**  
63-64 H 3-1 A 0-1  
64-65 H 4-0 A 1-0  
68-69 H 0-2 A 1-1  
**DIVISION TWO**  
96-97 H 3-2 A 0-2

**FA CUP**  
1969-70 First Round H 1-1  
1969-70 First Round Replay A 1-3  
**LEAGUE CUP**  
95-96 First Round First Leg A 1-1  
95-96 First Round Second Leg H 2-1  
**LUTON TOWN LEAGUE RECORD**  
1897-00 Division Two (Failed re-election)  
1920-21 Division Three  
1921-37 Division Three (South)

1937-55 Division Two  
1955-60 Division One  
1960-63 Division Two  
1963-65 Division Three  
1965-68 Division Four  
1968-70 Division Three  
1970-74 Division Two  
1974-75 Division One  
1975-82 Division Two  
1982-92 Division One  
1992-96 Division One (New)  
1996- Division Two  
**HONOURS**  
1936-37 Division Three South Champions  
1967-68 Division Four Champions  
1981-82 Division Two Champions  
1987-88 League Cup winners

## LUTON TOWN TRIVIA

- In the League Cup, Luton had great success in the late eighties beating Arsenal at Wembley in 1988 and in 1989 they were runners up when they lost 3-1 to Nottingham Forest in the final. The following season, they beat Mansfield 11-5 on aggregate in the Second Round before losing to Everton in the Third Round. That win over Mansfield proved to be their last for seven years. In the 90-91 season they drew 1-1 with Bradford twice before losing 5-4 on penalties, the following season they drew 2-2 at home to Birmingham and lost the second leg 3-2, in the 92-93 season they recorded the same scores against Plymouth. The 93-94 season saw them lose both first round legs 1-0 to Cambridge and that was followed in the 94-95 campaign by a penalty shoot-out defeat at the hands of Fulham after two 1-1 draws. Bournemouth were their opponents in the 95-96 season and as you will remember it ended 1-1 at Kenilworth Road and 2-1 to Bournemouth at Dean Court. There must have been a great celebration last season as the duck was finally broken when Bristol Rovers were beaten at home 3-0!
- Former Cherries Boss Alec Stock who was manager here from 1979 to 1980, was also the manager of Luton Town from 1968 to 1972 and led them from Division Four to Division Two.
- On April 13 1936, Luton Town beat Bristol Rovers 12-0 in a Division Three (South) match, a divisional record. Joe Payne scored 10 of the goals for the Hatters that day.
- In the 1987-88 season, Luton played a total of 58 first team competitive matches. As well as 40 matches in Division One, they also played 8 League Cup ties, 6 FA Cup matches and four games in the Simod Cup.
- On 28 January 1961 in an FA Cup Fourth Round tie, Manchester City's Denis Law scored six goals against Luton Town. Unfortunately for Law, the game was abandoned with City leading 6-2 and Luton won the rematch 3-1. City's goal that night was scored once again by Law.
- Luton Town FC were formed by an amalgamation of two leading local clubs in the town, Wanderers and Excelsior.
- The last player that Luton signed from Bournemouth was Richard Cooke. He signed for the Hatters in 1988 and made 17 league appearances, most as substitute, scoring one goal. He is also the last player that Bournemouth signed from Luton when he returned to Dean Court in April 1991. Other players who have appeared for both clubs includes Steve Claridge and Trevor Aylott.

# Commercial Notes

## GREAT ACHIEVEMENT!

*We have all achieved a great deal over the past eight months, and when I say all, I mean all. Directors, Trust, Management, Players, Administration team and everyone connected to the club, but mostly, YOU our brilliant supporters.*

I think it is too easy to sit back and forget what we have been through, and whilst I feel it would be wrong to keep harping back to the past, we should all take time out every now and then to reflect and be grateful that we are all still together supporting this great club of ours.

## CELEBRATION MATCH

In order to achieve this, we decided it would be a good idea to arrange a Celebration Match where everyone could come and enjoy the atmosphere of a big game without the pressure that comes with the league or cup.

We just happened to mention the idea to Harry Redknapp and he said "If you want us to come, we would be delighted". This gesture is typical of the feeling that still exists between Harry and the Club.

During our troubles he was a regular caller, always following our progress and giving us moral support. We jumped at the chance and the game has now been arranged for Wednesday 8th October.

## CUT PRICE TICKETS

Now I am sure you will all agree that as far as entertainment value is concerned this match would warrant a Category A, but by way of thanks to all of you, we have set it at Category C prices, and that's not all. Season ticket holders will pay just £5 wherever they sit in the ground and the normal concessions for children under 16, those in full time education, adults over 65 or anyone with an unemployment certificate will apply, subject to proof of entitlement.

If by any chance you are not a current season ticket holder, why not take the

opportunity of purchasing one now. There are various tickets available for all parts of the ground at a discount of 20% and you will then qualify for a £5 ticket for West Ham.

## CHEERS TO BELLS

It seems when you are doing well, you start to attract the big names. We are already proud to be involved with major companies such as Swards, Chase Manhattan Bank and McDonalds, and now our Man-of-the-Match award is to be sponsored by Bells Whisky, through United Distillers. We are absolutely delighted they have agreed to undertake this important function, but slightly upset there isn't a Director of the Match award, perhaps this is something we can look in to.

Remember, sponsorship is not just available to the big companies, anyone can sponsor AFC Bournemouth, there are opportunities from as little as £1. For details telephone Diane on 397777 or call into the Club shop which is open between 10am and 4pm each weekday and from 12.30pm on matchdays.

Enjoy today's match and have a good weekend.

**Andrew Kaye**  
Vice Chairman



Melanie Matthews of Matchball sponsors Cedar Press for the Blackpool game, receives the presentation ball from David Town and Owen Coll.



Neil Hagger and Godfrey Rawlings of Rawlings BNG, matchball sponsors v Bristol Rovers receive the presentation ball from Steve Fletcher.

## TODAY'S MATCHBALL SPONSOR

*Sporting Media*  
Mick Cunningham - Photographer

Exclusive photographic coverage for the AFC Bournemouth programme of every Cherries home and away match. All photos may be purchased. A donation will be made to the Community Club for each sale. Please ask for details in the Club Shop.

## TODAY'S MATCHDAY SPONSOR

**OUR BUSINESS IS JUST LIKE ANY SUCCESSFUL FOOTBALL TEAM !**  
**MOVING FORWARD WITH PURPOSE..... STAYING SOLID AT THE BACK....**

*Ace Office Supplies Ltd.*

**MOVING FORWARD**  
- with the expansion of the Stationery, Furniture & Business Machines Divisions

**STAYING SOLID**  
- Family run business, supporting the community through sponsorship

**Emberton House,  
Yeomans Way,  
Bournemouth,  
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# Cox's Comments



*This afternoon we face tough opposition in the shape of Luton Town. They have a good team with some outstanding players and are the pre-season favourites for promotion. We know what our capabilities are and if we play to our strengths, then we know a good result is possible.*

We have just had two very tough, physical games against Bristol Rovers and Gillingham. We didn't do badly against either side but we are certainly disappointed to just get one point from the games. At Gillingham, I felt I let the side

down a bit with the penalty, but overall we certainly did enough to have earned a point. We matched them in all areas, but they got the breaks. It was a good game here against Bristol Rovers. We were

disappointed when the penalty was given against us, but in those situations, you just have to get on with it. These things do tend to even themselves out by the end of the season - we'll have to wait and see!

In games so far this season, we have conceded three penalties and that is definitely something we must work on. After the hectic start to the season, we have had a long break since the last game. It has given us chance to recover from any small knocks and also to work on things at the training ground, building up to today's game.

On behalf of the players, I would like to thank you for your tremendous support both numerically and vocally in the last game here and also for all of you who made the difficult Friday night trip to Gillingham. It is very much appreciated.

**IAN COX**  
Club Captain.

## League Table

### Nationwide League Division Two

	P	W	D	L	F	A	Pts
Watford	6	5	0	1	9	4	15
Chesterfield	6	4	2	0	9	4	14
Northampton	6	4	1	1	7	3	13
Bristol Rovers	6	3	3	0	8	3	12
Oldham	6	3	2	1	8	6	11
Fulham	6	3	2	1	6	3	11
Wycombe	6	3	1	2	13	10	10
AFC Bournemouth	6	3	1	2	6	5	10
Preston	6	3	1	2	8	5	10
Blackpool	6	3	0	3	9	12	9
Gillingham	6	2	2	2	5	6	8
Wigan	6	2	1	3	9	10	7
Bristol City	5	2	1	2	7	5	7
Brentford	6	2	1	3	7	10	7
Southend	6	2	1	3	7	10	7
York City	6	2	1	3	6	8	7
Millwall	4	2	0	2	8	5	6
Luton	6	1	2	3	2	5	5
Wrexham	5	1	1	3	8	9	4
Walsall	6	1	1	4	6	11	4
Plymouth	6	0	4	2	5	8	4
Grimsby	6	0	4	2	4	8	4
Carlisle	6	1	1	4	4	10	4
Burnley	6	0	3	3	0	3	3

## Player Stats

	Appearances			Goals		
	League	CCC	Total	League	CCC	Total
	Apps	Apps	Apps	Goals	Goals	Goals
John Bailey	5	2	7	0	0	0
Russell Beardsmore	4	1	5	0	0	0
Jason Brissett	(4)	(2)	(6)	0	0	0
Ian Cox	6	2	8	0	0	0
Steve Fletcher	4	2	6	2	0	2
Jimmy Glass	6	2	8	0	0	0
Justin Harrington	(1)	(1)	(2)	0	0	0
Eddie Howe	2(1)	1(1)	3(2)	0	0	0
Robert Murray	(2)	(1)	(3)	0	0	0
John O'Neill	6	2	8	0	0	0
Mark Rawlinson	6	2	8	0	0	0
Steve Robinson	6	2	8	3	0	3
Franck Rolling	6	2	8	1	1	2
Graham Tomlinson	3(1)	0	3(1)	1	0	1
David Town	0	(1)	(1)	0	0	0
Jamie Vincent	6	2	8	1	0	1
Neil Young	6	2	8	0	0	0

# Trust us to help the game

The Football Trust has been providing support for the game at every level throughout the UK for over 22 years. Its present priority task is to help League clubs to complete the implementation of the Taylor Report recommendations.

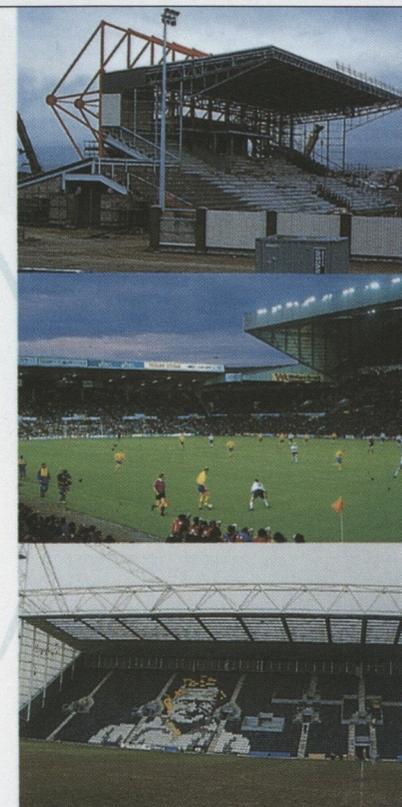
Thanks to the Government and to the Football Association, the FA Premier League and the English Sports Council, a major new funding package to secure the future of the Trust has been put in place.

These funds will be in addition to income derived from the football pools companies Littlewoods, Vernons and Zetters, and will enable the Trust to complete its Taylor task, carry on its essential safety work and continue to grant aid football at every level. The Government's commitment to the Trust has the support of everyone who cares about our national game.



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# Dean Court Diary

Area	Match Day Prices					
	£ A		£ B		£ C	
	Ad conc	Ad conc	Ad conc	Ad conc	Ad conc	Ad conc
Family Premium	10	6	9.5	5	8	4
Value	8	5	7	4	5	3
Bolton "F"	11.5	8.5	10.5	7.5	8.75	6.5
McDougall "E"	12.5	9	11.5	8	9.5	7
Newsham "Centre"	15		13.5		11	
Redknapp "B"	12.5	9	11.5	8	9.5	7
Norris "A"	11.5	8.5	10.5	7.5	8.75	6.5
South End	9.5	5	8.5	5	7	5
New Stand	10	5	9	5	7.5	5
Away seating "A"	11.5		8.5		for all matches	
Brighton Beach End	9.5		5		for all matches	

We are currently in the process of installing a synchro-ticketing system as used by many major Premiership Clubs to enable you to purchase your match tickets with ease.

#### TICKET APPLICATIONS IN PERSON

On each matchday you are welcome to leave with the office your application for the next match. If you decide to do this please enclose a stamped addressed envelope for the tickets to be returned during the week prior to the game. Or you may decide to obtain the tickets direct from the office. Visa and Mastercard are accepted from personal callers up to the day prior to the fixture. **NOT ON A MATCH DAY.** Details relating to forthcoming fixtures are stated. The ticket office is situated in the Club Shop. Remember we are open through lunchtime.

#### TICKET APPLICATION BY POST

You may purchase tickets by post. Please send to Ticket Office, AFC Bournemouth, Dean Court, Bournemouth, BH7 7AF. A stamped addressed envelope would be appreciated or you may ask for tickets to be reserved for your collection on the day of the match. Please make cheques or postal orders payable to "AFCB Community Club". Please do not send cash.

#### TICKET APPLICATIONS BY TELEPHONE

You may book match tickets via the telephone using your credit card. This facility will be available one week prior to each match - up to the day prior to the fixture . . . **NOT ON A MATCH DAY.** Just phone the ticket office (01202) 395381 between 10.00am - 4.30pm. Place your order, quoting your Visa or Mastercard details, and your tickets will then be reserved ready for collection on arrival at Dean Court.

**THE DATE:** Saturday 20 September 1997

**THE MATCH:** Bristol City v AFC Bournemouth

**THE COMPETITION:** Nationwide League Division Two

**THE VENUE AND TIME:** Ashton Gate, kick-off 3.00 pm

**AFC BOURNEMOUTH TRAVEL CLUB:** Depart Dean Court 11.30 am. Members £7, Non-Members £9.

**ROUTE:** Take the A338 to Ringwood, then the A31 eastbound. Rejoin the A338 to Salisbury. From Salisbury take the A36 signposted Warminster. Continue on the A36 to Bath and then take the A4 to Bristol. Once in Bristol, follow signs to Avonmouth M4 for 5.5 miles. When you pass the Robins pub on your left, the ground is approximately 500 yards on your right.

**PARKING:** It's side street parking only. If you turn left just before the Robins pub, you will find plenty of spaces or if you are early enough, take your first right after the Robins pub and park on that road.

#### TRAVELLING SUPPORTERS INFORMATION:

Cherries supporters should use the all-seated Database Computer Wedlock Stand on Winterstoke Road (capacity 1,683). Cost is £11 Adults, £8 Senior Citizens and Students (valid student I.D. must be produced) and Juveniles £6. Programmes are £1.80.

#### DISABLED SUPPORTERS INFORMATION:

Disabled supporters can use the GWR fm Family Enclosure. Cost is free to disabled supporters and full price for helpers. Booking is essential by contacting 0117-9666666.

#### MATCH CHAT:

City were one of the pre-season favourites for promotion after just

missing out last season. They have started the season well and it will be a game no Bournemouth fan will want to miss. Few Bournemouth fans will ever forget the magnificent performance from the Cherries at Ashton Gate last season when against all the odds, the team won 1-0.

**THE DATE:** Saturday 20 September 1997

#### THE MATCH:

AFC Bournemouth v Wimbledon

**THE COMPETITION:** South East Counties League Division Two

**THE VENUE AND TIME:** Chapel Gate, kick-off 11.00 am

**THE DATE:** Saturday 27 September 1997

#### THE MATCH:

AFC Bournemouth v

Grimsby Town

**THE COMPETITION:** Nationwide League Division Two

**THE VENUE AND TIME:** Dean Court, kick-off 3.00 pm

**MATCH CATEGORY:** B

#### TICKET INFORMATION:

Tickets for home supporters seating areas go on sale from Monday September 22 10.00 am - 4.30 pm. Thereafter, Tuesday - Friday 10.00 am - 4.30 pm, matchday 10.00 am kick-off.

**MATCH CHAT:** Grimsby make their first visit to Dean Court since 1991 when Bournemouth triumphed 2-1 in a Third Division match. Grimsby still made it to Division Two that year and they enjoyed a long spell at the higher level. They have struggled so far this season but as soon as they find their feet, they should challenge strongly.

#### THE DATE:

Saturday 27 September 1997

#### THE MATCH:

Swindon Town v AFC Bournemouth

#### COMPETITION:

South East Counties League Division Two



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A.F.C. BOURNEMOUTH



# Introducing The Trust

## TREVOR WATKINS

*Of all the members of the Trust, Trevor Watkins is easily the best known. Throughout the months of struggle, he kept all supporters aware of the situation. We've heard and read his refreshing views on the game and we've seen an honesty from him that you would rarely associate with a Football League Chairman.*

### OPEN ON ALL ASPECTS

As Chairman, Trevor has been as open as possible on all aspects of the club. He is now certainly far from an unknown at Dean Court and through the media, he is now well known in the south and throughout football. All of this has come around in a short space of time since January. Not only did no-one know of Trevor, but Trevor didn't even know his board members! "That's right, I used to see Ken Dando and Andy Kaye in the VP's lounge. Peter Aldersley actually works a couple of hundred yards from me in London, but we've never given each other the time of day before."

### LONG TIME SUPPORTER

What many people want to know is how Trevor came to chair that momentous meeting at the Winter Gardens "I've watched the club for about 25 years and I worked as a lawyer. I went to Reading University and got a law degree and then went to Leeds and did my mandatory extra year study and since then I've been lucky enough to work with a good practice in London getting very good experience.

When you see something that has been part of your life going down the pan for what didn't seem a very good reason then you want to act. Every day I'm working with companies and businesses that want something and although they owe, they reach compromise. I couldn't believe that Lloyds Bank were going to put Bournemouth out of business, so I contacted the club. I spoke to Terry Lovell at the Rotherham match on January 8 and offered my help to the board. No-one rang back so I pressed the point a week and a half later and eventually I got a call from Roy Pack asking me to go to the Berkley Hotel. I went to a very long meeting and it was made very clear that they wanted a big fight with Lloyds Bank, they weren't interested in compromise, they had no new plans and no money. With all my experience with mitigation I knew that it was a recipe for disaster. One lucky step was when the receiver was called in, Roy Pack called me in a panic and told me that we had a meeting on the Saturday morning and they needed an independent witness. So I went to the club, Alan Lewis, Paul Whitehead from

Arthur Andersen, Norman Hayward, Brian Willis and Roy Pack were there. I sat and listened and heard about bringing the bank down; nothing constructive and at the end of it all, Alan said 'this is ridiculous, if you want to save the club, you've got to do something'. We do a lot of work with Lloyds Bank at my firm, and I thought we could get a compromise with them. Everybody was off to Bristol City while I stayed and did an interview with Richard Williams from Radio Solent, Brian Willis asked me to chair the meeting on the Sunday, the committee was formed and that was it!" The actions of the last few months has certainly changed Trevor's life and he explained how it has changed him and how momentous these months have been for AFC Bournemouth, "We had a fantastic show of support from the town and I think when people look back at this in 50 or 100 years time, it will be known as the deciding time in the club's history. One thing I've had to do is to ignore the emotion and the passion. Since January 26 onwards, it's been 'forget that I love AFC Bournemouth, just put your head down, look at the facts and look to the future and to make sure that whatever route was being planned, it was one that would end up with the club being saved."

### NATURAL SPOKESMAN

I asked Trevor if when the Trust was formed, was it a conscious decision to make him the spokesman and to take pressure off the other members? "I found myself chairing the meeting on the Sunday after the Bristol City game, so the natural consequence of that was to chair the first committee meeting on the Monday. I'd already spoken to Radio Solent as we agreed that we'd have one spokesperson and that was me. I was prepared to take that responsibility. If you asked me now would I still have done it, then yes I would, because of the effect it's had on the thousands of people in this region."

### TREVOR THE FAN

So what about Trevor the fan? Well, talking to him could be like looking in a mirror! His thoughts and love for the club run deep and are exactly the same as all Cherries supporters, "I used to stand on the Brighton Beach End with my Dad for

about 25p!

Then I went into the New Stand. I remember in 1981 I did a school project on "My career as..." and I chose footballer. I came here and met everybody which was superb and it just went on from there. I used to write down all the facts and figures, wrote charts, doing mathematical sums on the whole team."

### STRANGE BUT TRUE!

As we spoke outside the ground, it was where Trevor would have walked as a young lad supporting his local team, so thinking back to then, has it really sunk in that he is now Chairman? "Strange but true!! I still don't believe it and I still behave in just the same way as I did on the terraces. I don't care either because I passionately support this football club. I still shout all through the games and I know that we've got 11 people on the pitch and the same number off who all put their hearts in to this."

### REFRESHING VIEWS

All Cherries fans have to admit that there is a great deal of openness around Dean Court now. Trevor shows that he will always be a supporter as he presses on the point that everybody should know what is going on, "One thing I have got is a lot of views, and the rest of the Trust Committee will tell you that! People want to know things, people want to know why it takes so long to sign a player, people want to know everything and I want to give as much information as I can, because this is everyone's club and everyone should be involved."

### THE RIGHT DIRECTION

The one thing that everyone wants to be assured of is that the same situation never happens again, "It certainly won't happen again because of anybody causing it. If we don't get the support, then it could because in all business, there is income and expenditure. The income has to be more or we sell players.

We will only sell if it's for the greater good of the club and we will always explain when we sell, why we sell. If we sat back now, didn't do another thing, then in three years we'd probably run out of money again. On the field, off the field, everything has to be a success. There are still areas we have to put right, but we are moving in the right direction and every day we are getting stronger. The past is very much entrenched in what we have here, but slowly, we are taking every brick down so that we have a fresh building with a new way of doing things from the bottom to the top."

### THE TOWN'S CLUB

It's been a long hard struggle at Dean Court, but with light at the end of the tunnel, Trevor finishes by giving praise to everybody who helped save the club, "It's the town's club, it's the region's club. A lot is owed to the 20 supporters who put up most of the money to save the club, but also to the people who put their money in the buckets and raised money. At the end of the day, we have a football club."

# Relax

## now the club is really motoring!

# SEWARD

## ROVER - MG

### Good luck for the new season from Seward of Highcliffe



# Cherries In Action

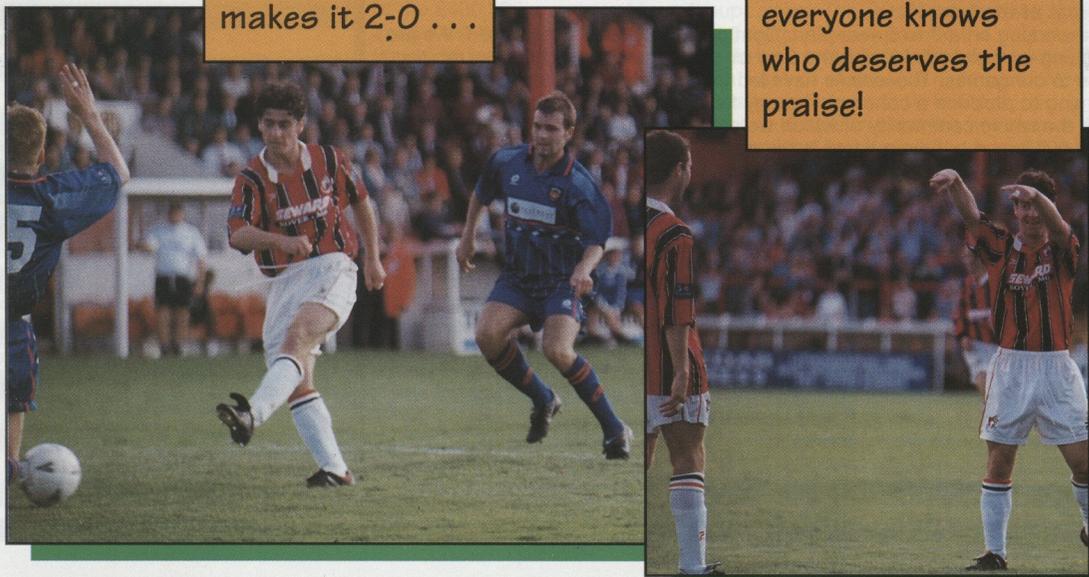
© Photographs  
Mick Cunningham -  
Sporting Media

Graham  
Tomlinson  
gives the  
Cherries the  
lead ...



... and  
salutes the  
South End.

Steve Robinson  
makes it 2-0 ...

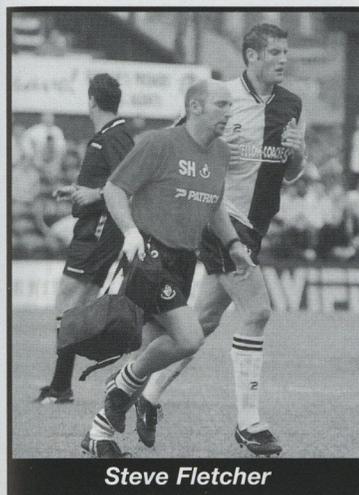


... and makes sure  
everyone knows  
who deserves the  
praise!

THE DATE: 30 August 1997  
THE VENUE: Dean Court  
THE COMPETITION:  
Nationwide League  
Division Two  
THE MATCH AND RESULT:  
AFC Bournemouth 2(1)  
Blackpool 0(0)  
ATTENDANCE: 4,196  
LINE UPS:  
AFC Bournemouth  
1 Glass  
2 Young  
3 Vincent  
4 Rolling  
5 Cox  
6 Bailey  
7 Beardsmore  
8 Robinson  
9 O'Neill  
10 Tomlinson (Brissett)  
11 Rawlinson  
12 Brissett  
13 Murray  
14 Howe  
GOALSCORERS:  
Tomlinson, Robinson  
Blackpool  
1 Banks  
2 Bryant  
3 Rogan  
4 Butler  
5 Lydiate  
6 Brabin  
7 Bonner (Malkin)  
8 Clarkon (Bent)  
9 Mellon  
10 Ellis  
11 Preece  
12 Malkin  
13 Carlisle  
14 Bent  
BOOKINGS:  
Butler, Brabin, Mellon

# Physio's Notes

*A month has passed since my last notes in which we've had mixed fortunes both with results and injuries.*



Steve Fletcher

**STEVE FLETCHER** received a nasty head wound at Boundary Park which needed attention on the field both from myself and John Williams as we were down to nine men with **MARK RAWLINSON** carried off with a badly bruised foot. Subsequently, Mark was fit enough to play at Torquay the following Tuesday with plenty of padding and strapping. Unfortunately, Fletch suffered another injury in that game straining the ligaments in his left foot and missed the Blackpool and Bristol Rovers games. He

came through at Priestfield with heavy strapping. After a horrendous tackle at home to Bristol Rovers, **JOHN BAILEY** has come on extremely well. We thought he had received a nasty fracture in his foot, but after missing the Gillingham match, he should be back in the frame today. **RUSSELL BEARDSMORE** had an unusual injury to his abdominal muscles at Northampton after being out for two weeks prior to that with a thigh-strain. He then went on to miss the Torquay and Wigan games, but returned to the bench for the away game at Oldham. All of the above have been the mainstream injuries, but on the treatment couch, we have had Owen Coll, Eddie Howe, Robert Murray, Mark Rawlinson, Steve Robinson, Neil Young and even 'Willo'. Keep up your excellent support and stay healthy.

**STEVE HARDWICK**

## JOIN OUR TEAM

We are looking for a number of additional team members both full and part time in our new promotions department, including:

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- Canvassers
- Couriers
- Commercial Representatives
- Matchday Staff

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AFCB Community Club  
Promotions Department  
Tel: (01202) 397777

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**Mrs M Vallier** from Ferndown won £100.00 (Agent Mr B McCan)

**MRS J WOODCOCK FROM SOUTHBOURNE WON £500.00**

(Agent Tuckton News)

**PLUS!!** Mr Terry, Daniel Carey, Mrs Turner, Mr Pruden, Mrs Bonnell, Mrs Cousins, Mrs Lockhart, Mrs Short, Mrs Fairs, F Bailey, K Drury, Mr Pitts, Mrs Townsend, Mr Gutteridge, P Wigham, Mr & Mrs Rockett, Hilary Boyce, Mrs Talbot, G Saunders and Mr Payne **ALL WON £10.00 EACH!**

You too can become a winner on Cherry Aid. Membership is just £1 per week. If you are already a member, why not increase your chances of winning by getting another seven numbers! Call 01202 397777 or call in at the Club Shop for all information on how to join Cherry Aid or how to become an agent.

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# On The Road

## GILLINGHAM

*If only some games could last for 45 minutes! Our excellent form in the first half at Gillingham deserved more than a one-goal lead, while they had the second half. A draw would have been the fair result on balance, but in the end, it were no points for the Cherries.*

## DIFFICULT TRIP

With the game hastily re-arranged as a mark of respect, it made it one of the more difficult matches for Cherries supporters to attend. With the notorious M25 en route, many decided that time wasn't on their side. Many left quite early for a 150 mile trip and made it in plenty of time while others risked the trip and just made it on time. As it was, the kick-off was delayed for 15 minutes to let home fans in despite the fact that the crowd was under their average gate.

## LABYRINTH

The Gillingham ground can be one of the hardest to find no matter how many times you go there. The town itself is a labyrinth of terraced streets, all interlinked with alleys, certainly not a typical southern town. The ground sits uncomfortably in the middle of all this, but with so many streets around, parking is not a real problem. Problems can arise afterwards though when trying to find your car as all the roads look the same!

## POOR VIEW

Cherries fans were again housed in the exposed corner section of the ground. This does give you an excellent view of part of the pitch, but a dreadful view of the other end as a huge post is right in your line of sight. Unfortunately (or fortunately!) all three goals were scored at the obscured end.

## LOP-SIDED

The home-uncovered end at Priestfield has an incredible slope on it meaning that supporters at one end are at pitch level and at the other end they are raised above the field! They now have a new stand on the far side and this seems to have the same feel to it. There are white seats picking out the words, "THE GILLS". At one end the letter T finishes with many rows of blue seats behind, and at the other end the S is just about squeezed in! It is certainly a vast improvement on their old stand but it certainly won't win any design awards. With building work still going on, it will probably blend in better as the ground is redeveloped.



## NOTHING WRONG WITH GOAL

It really was a good first half from Bournemouth and from my privileged position behind the goal, I certainly saw nothing wrong with a Steve Fletcher effort that was disallowed. You can always tell by player's reaction whether they felt it was a goal or not and they certainly believed it should have counted. He made up for the disappointment of that with a tremendous finish to put Bournemouth in the driving seat.



## ALWAYS A PENALTY

It all hinged though on the penalty decision in the second half. As soon as the Gillingham forward made his run on the half way you could almost sense that it was going to be a penalty. It was, they scored and they then had the initiative. It was still an awful feeling when they did score the winner though as we seemed to be coping very well at the back and looked good value for a point.

## DISAPPOINTING

Although disappointing to lose, there was still good heart to be taken from all aspects of the Cherries play, the first half particularly. Gillingham is always a difficult place to go to both on and off the field! Not many teams will get anything from Priestfield this season, it's just a pity we're one of those teams now!



# Youth Team News

**Saturday 30 August 1997**  
**South East Counties League**  
**Division Two**

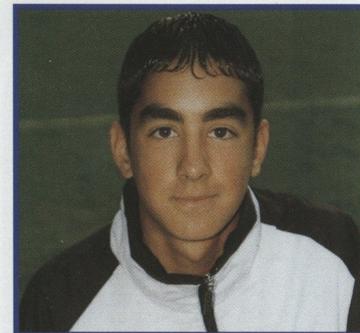
## **AFC BOURNEMOUTH 3** **BRISTOL ROVERS 3**

The Cherries had to be content with a point after twice leading by two goals in this highly entertaining match at Chapel Gate. Both sides contributed to the spectacle and in a very even first half, Rovers would have felt hard done by going in to the half time break two goals down. The first goal came from a well worked corner. Ishmael Dodds, who had an excellent game up front, slotted the ball home from a Dave Birmingham set piece.



**"Dave Birmingham, excellent corner"**

The next goal came from a mix up in the Rovers defence and Ricky Fernandez nipped between two defenders and finished well.



**"Ricky Fernandez - second goal"**

## **ROVERS HIT BACK**

Rovers hit back with a goal almost immediately after the break, but they were again caught out by Bournemouth. Ishmael Dodds made an excellent run through the middle and he played a clever ball to Carl Fletcher who struck the ball home. Rovers put on an extra striker and dominated the rest of the game and deservedly gained a draw.

## **FAIR RESULT**

Sean O'Driscoll agreed that a draw was a fair result, "3-3 was a fair result. Both sides played good football and I was pleased with the lads efforts, though if we had won, we probably wouldn't have deserved it." AFC Bournemouth: Davey, Nash, Coupland, Broadhurst, Birmingham, Fletcher, Chavez-Munoz, Johnson, Saunders (Hughes), Fernandez (Jenkins), Dodds.

**Tuesday 9 September**  
**Southern Junior Floodlit Cup**  
**Round One**

## **BRISTOL CITY 2 AFC** **BOURNEMOUTH 2**

It took a tremendous second half display by the Cherries on Tuesday night to earn a replay after a 2-2 draw with Bristol City at Ashton Gate.

Despite creating some clear cut chances, Bournemouth found themselves 2-0 down at half-time and seemingly out of the competition.

It was all change after the break though as the Cherries dominated the match. Two goals from Jody Jenkins earned the replay, but there were certainly enough chances created to have won through on the night.

After the game manager Sean

## **AFC BOURNEMOUTH SOUTH EAST** **COUNTIES LEAGUE DIVISION II** **SEASON 1997/98**

Date	Opponents	K.O.
Aug 9	Southampton	1-5
Aug 12	Southampton (SJFC)p	2-2
Aug 16	Colchester Utd.	3-3
Aug 19	Southampton (SJFC)p rep	2-0
Aug 23	Tottenham Hotspur	0-2
Aug 30	Bristol Rovers	3-3
Sep 9	Bristol City (SJFC)1	2-2
Sep 13	Bristol Rovers (LC Round 1)	A
Sep 17	Bristol City (SJFC)1	H
Sep 20	Wimbledon	11.00am H
Sep 27	Swindon Town	A
Oct 4	Oxford Utd.	11.00am H
Oct 11	Barnet	A
Oct 18	(LC Round 2)	
Oct 25	Brighton & Hove Albion	11.00am H
Nov 1	Bristol City	A
Nov 8	Brentford	11.00am H
Nov 15	Southampton	A
Nov 22	(LC Round 3)	
Nov 29	Luton Town	11.00am H
Dec 6	Reading	A
Dec 13	Reading	11.00am H
Jan 3	Colchester Utd.	12.00 H
Jan 10	Tottenham Hotspur	11.00 H
Jan 17	Bristol Rovers	A
Jan 24	Wycombe Wdrs	11.00 H
Jan 31	Wimbledon	A
Feb 7	Swindon Town	11.00am H
Feb 14	Oxford Utd.	A
Feb 21	Barnet	11.00am H
Feb 28	Brighton & Hove Albion	A
Mar 7	Bristol City	11.00am H
Mar 14	Brentford	A
Mar 28	Luton Town	A
TBA	Wycombe	A

O'Driscoll had mixed feelings on the side's performance, "I was disappointed with the first half performance which was way below the standards we have set. We re-organised at half time and the boys went out with the resolve to put some pride back in their performance." AFC Bournemouth: Davey, Nash, Coupland, Broadhurst, Holland (Birmingham), Fletcher, Johnson, Chavez-Munoz, Saunders (Hughes), Dodds (Fernandez), Jenkins. The replay will take place at Dean Court on Wednesday September 17th kick-off 7.30pm

# Nostalgia

## **A FORMER CHERRY** **AND HATTER -** **TREVOR AYLOTT**

Eleven years ago today, there was an explosive game here at Dean Court. The Cherries were 10th in Division Two after winning one and drawing two of their opening matches. Bolton Wanderers were the visitors that day and they were deservedly leading 1-0 at half-time. It all changed in the second half though as Bournemouth took over and Bolton simply 'lost it'. A huge influence on the side that day was Trevor Aylott. He was a newcomer to the side after signing from Crystal Palace. He was fouled late in the half in the area and Bobby Savage scored the spot kick. By the time Paul Morrell scored a late winner, Bolton were down to nine men and Bournemouth were heading to the top of the table.

### **TARGET MAN**

In his time at Dean Court, Trevor Aylott proved to be an excellent target man. His immense contribution to the championship winning team often went unnoticed although he wasn't a prolific goalscorer, he set up countless chances.

He started out in football with Fisher Athletic before moving into the professional game as an apprentice at Chelsea. After scoring the winner on his debut against Bristol City, he repeated the trick in the next game against Nottingham Forest in 1977.

### **NORTHERN MOVE**

Those two goals were to prove to be his only ones for the London club and in November 1979, he moved to Barnsley. He spent three years at Oakwell and was a consistent goalscorer before moving back to London to Millwall for a £150,000 fee. His stay at the

Den lasted for less than a year though, and he was on his way for £65,000 to today's visitors Luton Town.

### **LUTON DEBUT**

He made his Hatters debut on March 26 1983 against Sunderland and scored his first goal for the club on April 4 in the local derby against Watford. The following season saw him make 20 league appearances for the side and he gave an excellent return of 8 goals including braces against Southampton, Notts County and Ipswich.

### **SELHURST SWITCH**

Before the start of the following season, he was on the move again, this time to Crystal Palace. He made a total of 61 appearances, scoring 14 goals in a two-year spell at Palace, a spell that proved to be an unhappy time in his career as he was subjected to the terrace boo boys. He moved back to Barnsley for a loan spell but was recalled to Selhurst Park and played against the Tykes, scoring his final goal for Palace.

### **BARGAIN FEE**

He moved to Dean Court in August 1986 for what proved to be a bargain fee of £15,000. He immediately struck up a deadly partnership with David Puckett and Carl Richards as the side took the league by storm. Regarded in the game as a journeyman, Trevor quickly settled at Dean Court and enjoyed his best spell in the game. He won a championship medal in his first season and was a part of the team that played in their historic first season in Division Two. The sweetest day possible in our Division Two days was surely when he netted against Crystal Palace

after enduring non-stop barracking from the Eagles, followers!  
**FIGHTING PERFORMANCES**  
 He was one of the many players who were injured in the 89-90 season, returning to the side as they were down on their luck and heading for relegation. He inspired the make-shift side to some fighting performances including the famous game at Barnsley in 1990 when Trevor Aylott's goal won the game for Bournemouth against his old club, and almost sent Mel Machin's men down!

### **LAST GOAL**

That goal proved to be the last one in the league in Trevor's time with the Cherries. Back in Division Three, Trevor was still a regular in the side, but it seemed that his days were numbered at the club. His knack of scoring against his old sides came true again as he scored his final goal for Bournemouth with a deft header at Millwall. After making 169 appearances, scoring 33 goals for Bournemouth, he moved to Birmingham for £40,000 in October 1990. Not only had the Cherries had four superb years service from Aylott, they had also made a £25,000 profit!

### **BACK TO NON-LEAGUE**

From Birmingham, he moved to Oxford before returning to where it all started in non-league. He linked up again with Carl Richards at ICIS League club Bromley. Trevor Aylott enjoyed a long career in football, the clubs he served were rewarded by a whole hearted servant who was one of the best target men in the game.



**Trevor Aylott**

# Cherries In Action

© Photographs  
Mick Cunningham -  
Sporting Media

**THE DATE:** 2 September 1997  
**THE VENUE:** Dean Court  
**THE COMPETITION:** Nationwide League Division Two  
**THE MATCH AND RESULT:** AFC Bournemouth (1)1 Bristol Rovers (1)1  
**ATTENDANCE:** 5,550  
**LINE UPS:**  
**AFC Bournemouth**  
 1 Glass  
 2 Young  
 3 Vincent  
 4 Rolling  
 5 Cox  
 6 Bailey (Murray)  
 7 Beardsmore  
 8 Robinson  
 9 O'Neill  
 10 Tomlinson (Brissett)  
 11 Rawlinson (Howe)  
 12 Brissett  
 13 Murray  
 14 Howe  
**GOALSCORER:** Robinson (Pen)  
**BOOKINGS:** Young, Vincent, Rolling, Bailey, Rawlinson  
**Bristol Rovers**  
 1 Collett  
 2 Perry  
 3 Pritchard  
 4 Penrice  
 5 Gayle  
 6 White  
 7 Holloway  
 8 Bennett (Ramasut)  
 9 Alsop (Beadle)  
 10 Cureton  
 11 Hayles  
 12 French  
 13 Ramasut  
 14 Beadle  
**GOALSCORER:** Cureton (Pen)  
**BOOKINGS:** Perry, Penrice, Cureton.

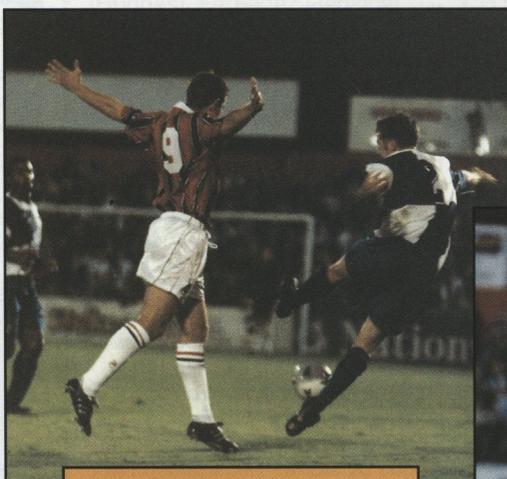
Steve Robinson puts the Cherries ahead from the spot.



Graeme Tomlinson in an aerial battle.



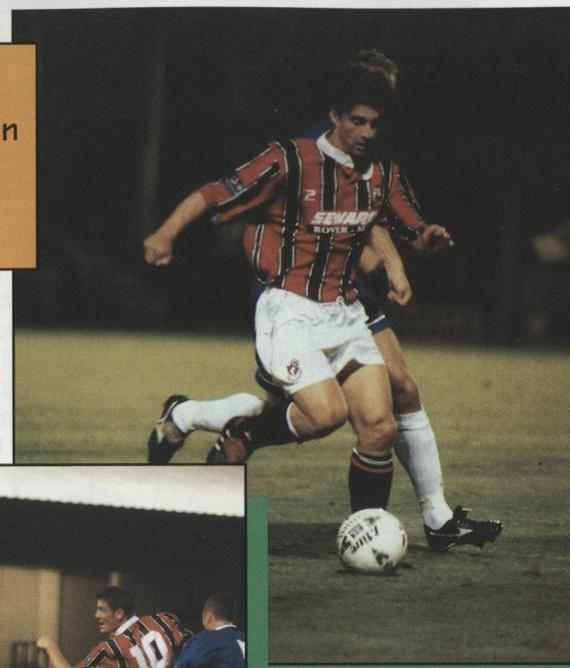
Jamie Vincent plays an excellent through ball.



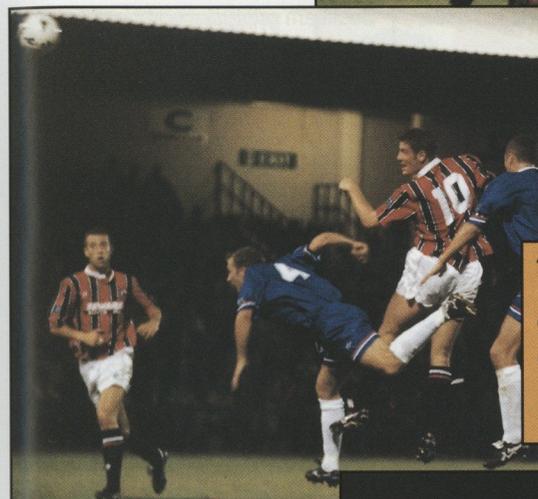
"I never touched him ref!!" John O'Neill plays the innocent party.



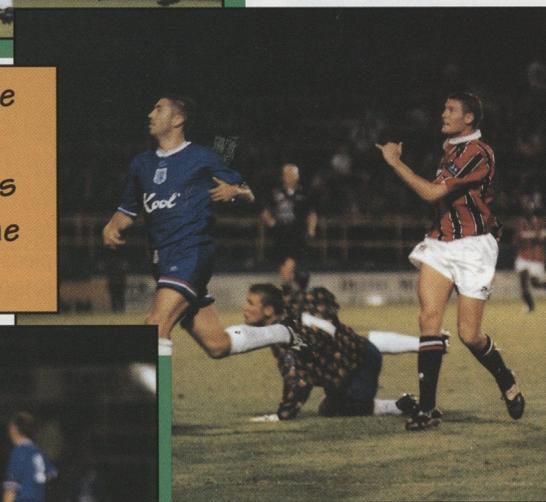
Great determination from Steve Robinson.



This excellent headed goal by Steve Fletcher was mysteriously ruled out . . .



. . . but this one wasn't as his superb lob gives the Cherries the lead.



Fletch takes it all in his stride!



**THE DATE:** 5 September 1997  
**THE VENUE:** Priestfield Stadium  
**THE COMPETITION:** Nationwide League Division Two  
**THE MATCH AND RESULT:** Gillingham 2 (0) AFC Bournemouth 1 (0)  
**ATTENDANCE:** Gillingham  
**LINE UPS:**  
**Gillingham**  
 1 Moss  
 2 Ratcliffe  
 3 Butters  
 4 Smith  
 5 Ashby  
 6 Galloway  
 7 Hessenthaler  
 8 Statham  
 9 Bailey (Green)  
 10 Akinbiyi  
 11 Butler  
 12 Bryant  
 13 Green  
 14 Piper  
**GOALSCORERS:** Butters (pen), Butler.  
**BOOKINGS:** Ashby, Hessenthaler.  
**AFC Bournemouth**  
 1 Glass  
 2 Young  
 3 Vincent  
 4 Rolling  
 5 Cox  
 6 O'Neill  
 7 Beardsmore  
 8 Robinson  
 9 Tomlinson (Murray)  
 10 Fletcher  
 11 Rawlinson  
 12 Harrington  
 13 Murray  
 14 Howe  
**GOALSCORER:** Fletcher.  
**BOOKINGS:** Rolling.

## TODAY'S NATIONWIDE LEAGUE DIVISION TWO FIXTURES

AFC Bournemouth v Luton Town  
 Bristol Rovers v Gillingham  
 Fulham v Grimsby Town  
 Millwall v Southend United  
 Oldham v Northampton  
 Plymouth v Brentford  
 Preston v Walsall  
 Watford v Chesterfield  
 Wigan v Blackpool  
 Wrexham v Bristol City  
 Wycombe v Carlisle  
 York City v Burnley

## MANAGERS OF THE MONTH

The first Managers of the Month have been named for the August. The winners of a magnum of champagne are;

Division One - Dave Bassett (Nottingham Forest)  
 Division Two - Graham Taylor (Watford)  
 Division Three - Barry Fry (Peterborough United)

## LIVE FOOTBALL ON SKY

League Division Two is featured on this week's Sky's Friday Night Football when Brentford entertain Wycombe. Kick off is 7.45 and the game can be seen in the Dean Court Football Supporters Club. Other Division Two action currently scheduled is Carlisle v Preston on Friday 12 October and Fulham v Gillingham on Friday 21 November.

## A406 BACK ON THE SCREEN!

The A406 is back for your complete football round-up with the big names of the game and the stars that follow it. The show goes out on Meridian at 23.15 every Thursday starting 2 October, and is repeated on Saturday lunchtimes.

## PEN PALS REQUIRED

We have received the following letter from Bulgaria, "My name is Veselin Shishkov and I'm 15 years old. AFC Bournemouth is my favourite team in England. I have supported AFC Bournemouth for one year and I'm a big fan from Bulgaria. I write to you because I want to correspond with AFC Bournemouth fans". If you would like to write to Veselin, the address is, Plovdiv 4623, Tzakia, BL211 FL12, Bulgaria.

## CHERRIES EVERYWHERE!

Loyal Cherries supporter Alan Hawkins from Blandford Forum is seen here proudly displaying his colours on the Greek island of Kos. He is spotted here inside the Kos Football Ground and at the old castle overlooking the harbour. Keep the photo's coming in please!



## RAFFLE TICKETS FOR SALE

At half time today, raffle tickets are on sale for the Homefield School Disabled Children Fund. Tickets are just £1 each and there are some quite staggering prizes including an England 1966 World Cup Winners football signed by the entire squad, an autographed Pele book, and autographed Mahomed Ali book, and signed Eric Cantona and David Beckham print, signed books from George Best, Jimmy Greaves, Gordon Banks and many more.

## WELCOME TO A NEW SUPPORTER

A junior Cherry on the day she was born, we would like to welcome Aimee Robins to the fold. She is the daughter of proud parents Michelle and Mike Robins.



## ACCOMMODATION REQUIRED

We have young professionals looking for accommodation. If you can help please contact John Williams on (01202) 395381.

## THOUGHT FOR THE DAY

Before you decide to throw paper in the air when the team comes on the pitch, please remember the volunteers who come in on a Monday morning to clear it up. This takes many, many hours, so please have a thought for the people who clear up after you and use your vocal chords to show your appreciation of the team and not pieces of paper. Thank your vocal chords to show your appreciation of the team and not pieces of paper. Thank you.

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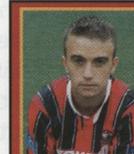
**Michael Dean**



**Steve Fletcher**  
 IAN BRYANT



**John O'Neill**



**Steve Robinson**  
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**Franck Rolling**  
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# Ian Cox

## What Will Be, Will Be

When Ian Cox signed for the Cherries on transfer deadline day 1996, most Bournemouth supporters said, "Ian who?". That is certainly a question no-one would dare ask now as Ian has established himself as not only an outstanding Cherries player, but one of the most promising players in the division.

### ALL ACTION

It was last season that Ian really came to the fore. His all action performances after Mel Machin made an inspired positional switch won him a host of admirers and also a clean sweep of the season's awards. The subject of transfer speculation, Ian is one of the most level headed individuals ever to have graced Dean Court and he has never let the paper talk affect him. This thoughtful man has a simple philosophy of 'what will be, will be'. He was rewarded prior to the start of the season with the captain's armband, making him the natural successor to Matt Holland.

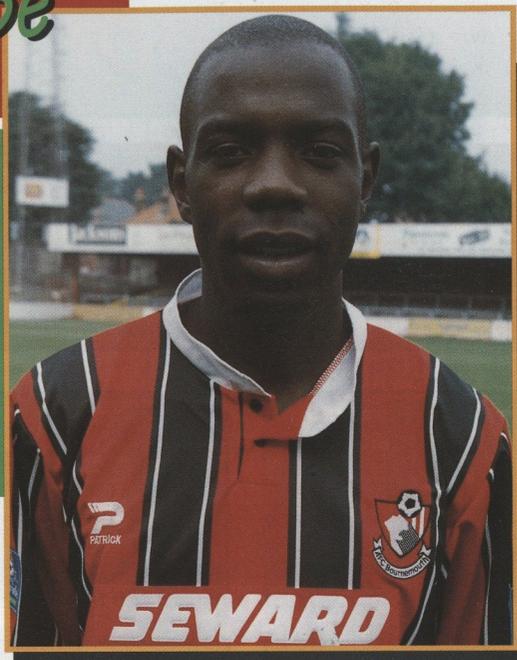
### HIGH GOALS

Ian has always set himself high goals and despite the excellent form he is showing, he is still searching for more, "To be honest, I think I can play better. I don't think I've started off the season very well, but no matter what you do, there is always room for improvement." Given those comments, I put it to Ian that he has certainly been improving which each game

this season, "Maybe, slowly but surely. I feel a lot more confident now than when I started at Bournemouth. Even though I don't think I started off this season too well!"

### CRITICS CONFOUNDED

With players like Ian in the side, Bournemouth have confounded the critics so far with an excellent start, something that has helped to spur the side on, "We just have to go out and prove them wrong don't we?. I know it's still very early in the season and although no-one will give sides who have a good start much credit, you still have to get the points. It's always good to have a solid start. We will look to continue this now and if we do have a bad patch, then at least we have the cushion of a few points. The only thing that we might lack is consistency, but we're all there for each other to help us through those times. We have already proved that we lack consistency when during the excellent league start, we lost



to Torquay. It's something we know we must work on, but we all know the fact and can overcome it."

### CAPTAIN COX

For Ian Cox the player, it has been nothing but upwards since he joined the Cherries from Crystal Palace and I asked him if he ever thought it would go as well at Dean Court as it has done? "I'm really pleased with the way it's going. Never in my wildest dreams did I ever think that I'd make club captain, but the manager must see something there that he thinks I can offer the whole team."

### SPECULATION

Every week you can pick up a paper and read about another club interested in Cox. The speculation has now been rife for many months, but on the field, it hasn't affected Ian as he continues to show superb form. If it is on his mind, it certainly doesn't show, "To be honest, I don't really think

about it and I think that's the best way because if something is meant to be, then it will be regardless of all the obstacles thrown in your way. I don't think it has affected me that much, because although it's flattering and it does make you feel good, you have to push it to the background. If I let it affect me, then no-one would watch me because I'd be playing badly! They'd just watch someone else then, it's a catch 22 situation. The only thing on my mind is AFC Bournemouth. I am a Bournemouth player and that is that. All I want to do is my best for the club. All professional footballers look to better themselves by playing at the highest level possible and that goes hand in hand with the fact that you have to show ambition to make it in

the game. I just take every day as it comes. I am really enjoying myself at Bournemouth which is so important to me. If I didn't enjoy myself here, then it would show on the pitch."

### PRAISE FOR FANS

Ian enjoys playing here as much as the supporters enjoy watching him play. He is almost embarrassed by the adulation that he receives from the Dean Court faithful! "The supporters here have been great and I couldn't have asked for any more. Bournemouth supporters have supported the club so well through all the trials and tribulations. Throughout those times they helped to lift me and the whole team through everything that was thrown at us." There is certainly no talk of the transfer

speculation when Ian talks about the future here at Bournemouth, "I don't see why there's any reason we can't go forward. We've got a great bunch of players here and I think that all of them could play at a higher level. We all need to be a little more focused and apply ourselves. If you do that then there are no limits to what you can achieve."

### LATE DEVELOPER

Ian could be regarded as a late developer in the game, but you can tell that the future is bright for Ian Cox. Cherries fans can be assured that his mind is completely on matters at AFC Bournemouth, as he says, 'what will be, will be' and the way he and the rest of team are performing, that may be something special!



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# Junior Cherries

We have had many enquiries recently about becoming a Ball-Boy/Girl for our home matches. We

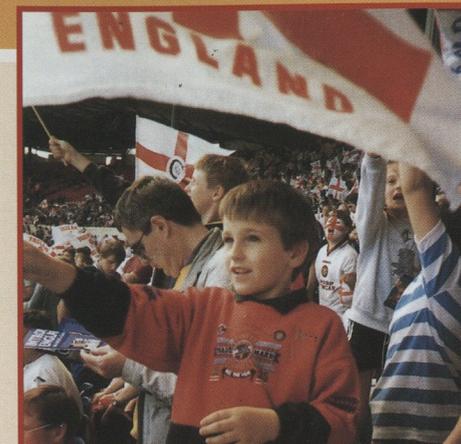


have a regular team and they are chosen at trials held during July. The team members for this season are; Ryan Clarke, Simon Dunn, Richard Sainsbury, Daniel Stockley, Steven Titchener and Carl Filer. Welcome today to a party of Junior Hatters who are our guests for the match, we hope you enjoy your visit to Dean Court. 'Bye for now, SHIRLEY.



## PLAYERS WANTED

We still require a few players for our very successful Under 14's and Under 15's teams. Vacancies occur because so many of our lads are chosen for the School of Excellence!! Please contact Shirley for further details.



*J.C.'s enjoying themselves at a recent trip to Wembley.*

## COMPETITION

To win a signed photo of your favourite player, simply answer the following question and send your entry to 'World Cup Contest, Junior Cherries Club, AFC Bournemouth, Dean Court, Bournemouth, BH7 7AF', before 16 September.

**Q. IN WHICH COUNTRY WILL THE NEXT WORLD CUP TAKE PLACE?**

## DATES FOR THE DIARY

Saturday 20 September - Coach trip to Bristol City. Tickets £7 Juniors, £11 Adults.

Sunday 30 November - Coach trip to Highbury (Arsenal v Liverpool). Tickets £10 Juniors, £15 Adults, available after 18 October.

## MEET THE MASCOTS

**NAMES:** Adam and Ben Uraszewski.

**AGES:** Adam 9, Ben 7.

**HOME:** Boscombe East, Bournemouth.

**SCHOOLS:** Adam - Stourfield Junior. Ben - Stourfield First.

**INTERESTS:** Adam - Swimming, football and fishing. Ben - Football, reading and fishing.

**FAVOURITE PLAYER:** Adam - Ian Cox. Ben - Ian Cox.



**WELCOME BABY** A special 'welcome' to the newest Junior Cherry - Emelia Beardsmore, many congratulations to Caroline and Russell.

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# TEAM LINE-UPS



## AFC BOURNEMOUTH

## LUTON TOWN

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Kelvin Davies



Neil Young



Gavin McGowan



Jamie Vincent



Bryan Small



Franck Rolling



Gary Maddock



Ian Cox



Steve Davis



John O'Neill



Marvin Johnson



Russell Beardsmore



Sean Evers



Steve Robinson



Paul McLaren



Graeme Tomlinson



Stuart Douglas



Steve Fletcher



Dwight Marshall



Mark Rawlinson



David Oldfield



### MATCH OFFICIALS

**REFEREE NAME:** Clive Wilkes (Gloucester) **OCCUPATION:** Car Trader

**FACTS:** Clive commenced refereeing in 1974 and progressed through the Gloucestershire League and the West Midlands League. He was appointed to the Football League as a referee in 1990. He was the referee in the 1995 Division Two play-off final and last season he was reserve official for the First Division final at Wembley. In his spare time his interests include conversation material arts and all sports.

**ASSISTANT REFEREE'S** M.A.J. Hawken (St. Austell) Red and Yellow Flag D.R. Spicer (Totton, Hants) Yellow Flag

**RESERVE OFFICIAL** - N. Clarke

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