

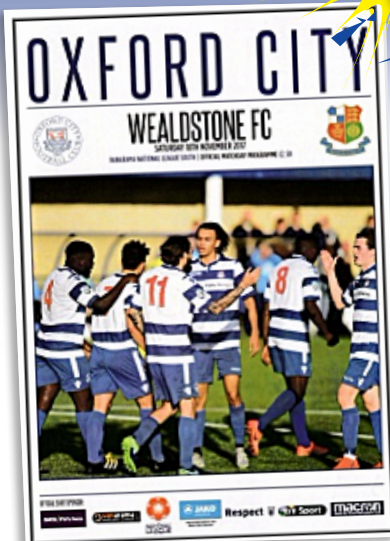
WEALDSTONE v EASTBOURNE BORO ASSESSING OUR RIVALS

For the first time in a couple of years we've decided to revive this 'Progwatch' feature, where we run the rule over our fellow National League South clubs' programmes and decide that ours is much better.

It's a time-honoured format that works!

Stones director (and self-confessed programme buff) Pete Worby, pictured below, has volunteered to provide the words so,

offended officials of our rival clubs, he's the one to seek out and berate this time around!



PROG WATCH 2017-18

Those of us who purchase our home programme will be well aware of its quality and content. We have long been blessed, or should I say spoilt, with a magazine product that delivers week in and week out. It is against the standard of our programme that I measure the offerings produced by other clubs. Tim has asked me to review our away programmes, so here goes..

1 OXFORD CITY I have to say that I was far from impressed by the offering from the cathedral city. A 40-page programme that retails at £2.50 had little by the way of original offering... and had it not been for the fact that City had beaten Colchester Utd in the FA Cup the week before one wonders what on earth the programme contributors would have written about! They gave an entire page (see above, next to the cover) given over to advertising the next two matches - and that

summed up the lack of effort put into this programme.

The highlight of the programme – the Manager's Notes on page 5 !!

SCORE: 5/10.

2 DARTFORD This 52 pager from Dartford that retails at £2.50 certainly flatters to deceive. At first glance it looks pretty good but a closer inspection reveals a distinct lack of content. Lots of photographs and some nice lay-out in parts but sadly, pretty much a complete lack of interesting words to

actually read. With nearly 23 pages of adverts I guess the Commercial Manager might be pleased but it's an uninspiring effort.

SCORE: 7/10 (slightly generous mark due to the £2.50 selling price!).

3 CHELMSFORD CITY A bumper 64 page programme for our replay Trophy trip to Essex – all the more impressive because it was produced at short notice following a 1-1 draw at Grosvenor Vale three days before.

I like the content and lay-out of the stats pages and I also like the large player photo on the 2 centre pages (perhaps something for us to consider at some stage). It's professionally laid out, nicely printed and pretty decent.

It doesn't match a Wealdstone programme for "readability" but it does sell for £2.50 so a thumbs up from me and it gets a high score.

SCORE: 9/10 (would have been 8.5 but the selling price of £2.50 earns the 9!).



WEALDSTONE v EASTBOURNE BORO ASSESSING OUR RIVALS

4 CONCORD RANGERS A massively disappointing programme from Concord Rangers. The one thing to admire is the low charge of £2 for this 44 pager as there is little else to put in the positive column – unless of course you like reading the seven pages devoted to Concord Rangers' Club History and Pen Pics of the Concord players - plus even a Concord Rangers team photo. I imagine that their supporters must love reading this week after week! There's even a full page quiz that has a whole 5 quiz questions (answers the following issue!!) – truly awful. I would happily have gone for a 2/10 but due to the low selling price it earns a **SCORE OF 3/10**.

5 HAMPTON & RICHMOND For a club that's currently getting an awful lot of things right, it's something of a shock for the Hampton programme to be quite such a shocker. At £2.50 for just 40 pages I thought it was simply appalling – there were 12 pages of what you would call original writing but astonishingly the programme editor saw fit to include 3 pages from someone who was giving a round up about how his "imaginary" Hampton side were doing on his Football Manager computer game. Bizarre or what? Yet another programme that leaves the writer distinctly unimpressed – a half page listing Hampton's timeline, an index that fills half a page, a page about the history of local street names, a whole Club Directory page simply listing the names and addresses of

all the participants in National League South. A poor poor effort.
SCORE: 3/10

6 BOGNOR REGIS TOWN The only redeeming feature about the programme issued by the Boggies is the fact that it sells for £2. About 4 pages of readable content including a decent editorial and a decent set of Manager's Notes but that's about it. Due to the low price this 40 page programme, nearly half of which are adverts, scores a 4 rather than a 3. Oh, and did I say how (below) average the cover was? **SCORE: 4/10**

7 TRURO CITY The Truro programme was just 32 pages which makes the cover price of £2.50 seem somewhat excessive. It's yet another pretty unimpressive effort with the highlight being another double

page centre-fold photograph. The lowlight, without question, surely has to be the full page quiz containing a whopping 10 questions. Thanks to a couple of original articles (one on the subject of Bovril and another debating what constitutes a "fan favorite") the programme is just good enough to be classed as average.

SCORE: 5/10

8 BRAINTREE TOWN My initial reaction to the Braintree Town programme was that it was somewhat Mickie Mouse. It's just 28 pages, virtually lacking in colour, devoid of quality photographs and printed on plain, non glossy paper. However, it's actually quite quirky and I like it. It contains an awful lot of information with a very small font size being used – it's crammed full of information. It's a decent read

which isn't something you can say about many of the programmes we come across in National League South. Also on the plus side - it sells for £2.

SCORE: 7/10

More reviews in next Saturday's super Stones programme!

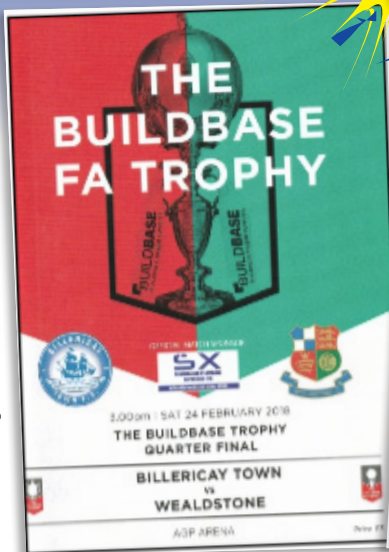
STONES



WEALDSTONE v BATH CITY ASSESSING OUR RIVALS

HERE IT IS! Part Two of our 'Progwatch' feature, where we run the rule over our fellow National League South clubs' programmes and decide that ours is much better.

Let's hope today's visitors, Bath City, aren't too piqued by Stones director PETE WORBY'S critique of their own match magazine. Pete will be concluding this feature (with the last few clubs) in our last home prog when he will also run the rule over our own humble offering. That could be interesting... **FIGHT!!**



PROG WATCH 2017-18 PART TWO

We brought you eight of our opponents' programmes in our last edition.. now here's the next ten.....

9 **BILLERICAY TOWN** The Essex club's programme for our FA Trophy quarter final was a very poor effort given both the occasion and the £3 cover price. The front cover is:

unexciting and there is very little original content; what there is was stretched out as much as possible e.g. the league table taking up an entire page! **Score: 4/10**

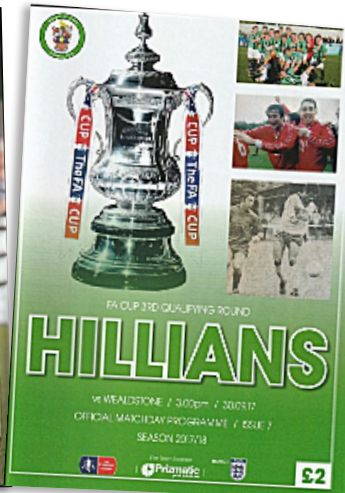
10 I thought the **WELLING UTD** programme was quite a decent effort. It's only 40 pages for your £2.50 but I guess the pages

are slightly larger than the norm so some people might like that. The design and layout is good but strip out the match reports and there wasn't an awful lot of original content if truth be told. Flatters to deceive! **Score: 7/10**

11 **CHIPPENHAM TOWN'S** programme was another one that left me cold. You get a massive 68 pages for your £2.50 but sadly 31 of them were adverts. Probably the highlight for me was a decent cover. I couldn't get too excited about things like a league table filling a complete page and the ground regs similarly filling a page! No colour either inside the programme (apart from on a couple of adverts). Unimpressive. **Score: 5/10**

12 **BURGESS HILL TOWN.** On the plus side - it did cost just £2 for this 40-page programme. However, I didn't like the thicker than normal paper that it was printed on and neither did I like the 18 pages of adverts. Like so many programmes of this ilk, not a great deal to read but it scrapes a 5. **Score: 5/10**

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WEALDSTONE v BATH CITY ASSESSING OUR RIVALS

13 BATH CITY

produce a professional-looking programme although it was a schoolboy error to include a page of profiles on Wealdstone players that - upon close inspection - was in fact 18 profiles of Chippenham Town players!! Even odder was the discovery that Bath had played Chippenham some 6 weeks previously. Quite a hefty advert count though with the 48 page programme containing 22 full pages of advertising plus lots of smaller adverts on other pages. Plenty of statistics but strangely missing the basic list of Bath City appearances and goalscorers.

Score: 7.5/10

14 WESTON-SUPER-MARE.

Admittedly, you do get 60 glossy pages for your £3 but a whopping 30 of these are adverts! The programme lacks substance with few interesting articles and not enough written word to justify a higher score. Quite nice layout though. Score: 6/10

15 EAST THURROCK UNITED

No original content at all apart from half a page written by manager John Coventry and half a page from the ETU secretary. I'm assuming that this 32 pager that sells for £2 is printed "in house" and it is what it is - I quite like the stats and the general layout but the actual written content is simply recycled from elsewhere including the 6 pages on Wealdstone FC.

Score: 3/10

16 EAST-BOURNE BOROUGH.

Another average, at best,



Left to right: Bath City, Weston Super Mare and East Thurrock were a mixed bag

programme retailing at £2.50 for your 44 pages. On the down side, I would cite a lack of basic stat type information plus an over reliance on non original articles. On the plus side, I liked the fact that they devoted a couple of pages to the recently departed Gordon Bartlett. There can't be many programmes though where if you want to check how the home team have been doing.....you simply can't, because that info is missing! How strange. Score: 5/10

17 GLOUCESTER CITY. Let's examine what your £3 gets you at Gloucester City. Pride of place in this 52 page programme must surely go to the 29 pages of advertisements; 4 pages on Wealdstone, 4 pages of stats, 2 pages of match reports covering the last two games, 1 community page, 1 non-league paper page, 1 "history" page,

1 youth page, 1 page player profile, 1 page Chairman's welcome, 2 pages Managers notes (inc full page photo), 1 page supporters club welcome, 1 page about the next away game, 1 page with a couple of photos plus finally the front and rear cover. The Worby verdict - astonishing how little there is to actually read for your £3. Poor. Score: 5/10

18 ST ALBANS. This compact effort from St Albans (just 36 pages) is 50% adverts but the rest is professionally laid out and the programme is better than many others due to a decent player interview (that is closer to a Parky interview than the fare most clubs serve up) and a detailed "From the Vault" article. A decent set of notes from manager Ian Allison plus time and effort spent including an article on Jimmy Gray means that I quite like this programme. Score: 8/10

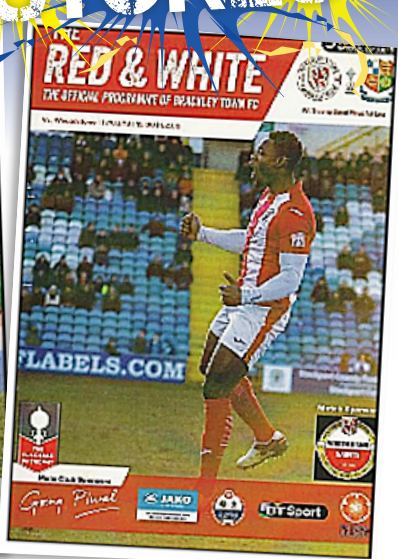
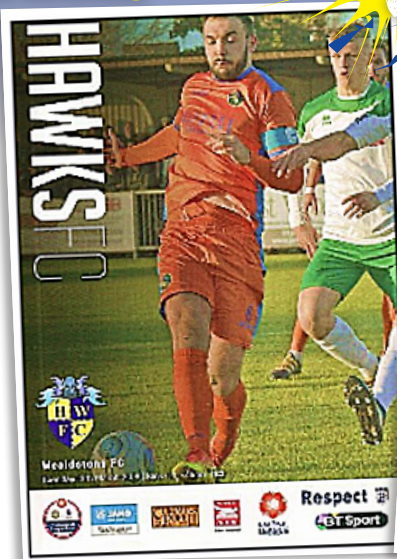


Improving (left to right) Eastbourne, Gloucester and St Albans City programmes

WEALDSTONE v CHIPPENHAM TOWN ASSESSING OUR RIVALS

HERE IT IS! The final part of our 'Progwatch' feature, in which club director PETE WORBY (pictured below) has been running the rule over the publications of our fellow NLS rivals.

In past weeks he has reviewed 18 of those programmes and concludes today with the final few.. including a (totally impartial) look at our own 'Stones News'. I wonder how we'll finish in his final league table of progs?

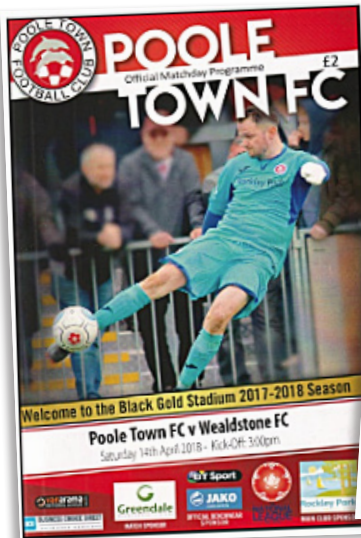


PROG WATCH 2017-18 PART THREE

No.19: HAVANT & WATERLOOVILLE I'm slightly surprised that Havant re-used the original programme with a wrap-around cover given that the re-arranged match was nearly 10 weeks after the postponed game.

Even more surprising was the wrap-around itself - the same front cover (apart from date change) and the same back cover - and no up to date news included apart from a current league table and a short welcome from their manager - how lazy! Looking at the actual programme

now - just 32 pages - but they are big ones as it's one of those annoying (to me at least) larger style issues. The only thing I could get vaguely excited about was the low price of £2 (mind you, that's all it's worth!). Take away the 4 pages covering the 2 previous games and the 4 pages covering Wealdstone would leave the programme almost devoid of content! Not very good I'm afraid.
Score: 4.5/10



No.20 BRACKLEY TOWN I hate to say this but the Brackley programme (52 pages for £2) was reasonably ok. Admittedly, there was quite a bit in the programme about Stockport County but bearing in mind they had just played 3 matches in succession against the Northerners then this was hardly surprising. Highlights in the programme include 3 decent enough player interviews. Slightly disappointing photos imo.
Score: 7.5/10

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WEALDSTONE v CHIPPENHAM TOWN ASSESSING OUR RIVALS

STONES

No.21 POOLE TOWN

With their 44-page programme costing £2, Poole make a spirited attempt to produce the worst effort in the league. The highlight must surely be the four and a half pages devoted to the player profiles of their own Poole Town players - and they managed to get our player/management profiles to cover five pages. Wow, add those 9.5 pages to the 18.5 pages of adverts and if you're the editor you're well on the way to finishing the programme. Even the team line-ups get a whole page each!! Actual articles for reading are a couple of sentences from their captain, a piece from their manager, Boardroom notes, commercial notes, secretary's notes and a piece from the Club Chaplain. Appalling.

Score: 2.5/10

No.22 CHELMSFORD CITY

After singing the praises of their effort that was produced (at short notice) for our FA Trophy replay I was a little disappointed with their programme for our visit in the league. 10 pages devoted to covering 5 previous matches (including the 3 versus Wealdstone earlier this season) seemed some-

LINE UPS

WEALDSTONE v BRACKLEY TN

BLUE & WHITE

Jonathan North	Danny Lewis
Jake Sheppard	Ellis Myles
Ryan Sellers	Alex Gudger
Edie Oshodi	Shane Byrne
Glenn Wilson	Luks Graham
Jerome Okimo	Gareth Dean
Ricky Weir	Glenn Walker
Sam Cox	James Arneson
Mustafa Tiryaki	Lee Ndlovu
Daniel Green	Aaron Williams
Bradley Bubb	Adam Walker
Matthew Whichelow	Matt Lowe
Dan Fitzhugh	Andy Brown
Tariff Omoshore	Ther Stroud
Raven Constable	Steve Diggin
Russell Ogil	Jamie Lucas
	Shepherd Mumbemba

RED & WHITE

REFeree Gavin Ward **ASSISTANTS** Graham Kane and Daniel Cook
FOURTH OFFICIAL Wayne Cartmel
MATCH SPONSORS Evolution Sports Trading Ltd
BALL DONORS Alan Hill & Rose Slater

NEXT HOME GAMES v EASTBOURNE BORO
(League) Monday March 26 2018, KO 7.45pm
v EAST THURROCK (League) Saturday March 31, 2018, KO 3pm

gp flewis

League sponsors
JAKO
BT Sport
vanarama NATIONAL LEAGUE

SHOW WAY THROUGH
Wealdstone's outstanding Jake Sheppard bagged the first goal at Brackley last Saturday, supported by Mustafa Tiryaki. But turning things was Tawar Ali Chigber who ended as the match-winning hero.

Photos by STEVE FOSTER
(www.stevefosterphoto.com)

Wealdstone v Brackley Town
Saturday, March 24 2018, KO 3pm
Buildbase FA Trophy semi-final, 2nd leg

Main club sponsor: gp flewis

Award-winning match programme, sponsored by Healthy Social Club

£3

what excessive, if not a little boring.
Score: 7.5/10

No.23 HUNGERFORD

TOWN Not helped by being a double header but did we really need 7 pages on Wealdstone's history and our players plus 4 pages on Braintree's history and their players? Lowlight of the programme for me surely has to be the matrix grid of the results in National League South that covered 2 whole pages (!!!), closely followed by having 2 pages of Hungerford Town history and a further page showing their progress over the past 8 seasons. Using a whole page for the league table and 2 whole pages simply welcoming the Match Sponsor and Ball Sponsor cement my view that this is the worst programme in the league.
Score: 2/10

No.24 WEALDSTONE Our programme is indeed a mighty effort from the dedicated team of Hyde, Read and Parks with back-up from an awful lot of others. Yes, it costs £3 but it is fantastic value for that outlay compared to what most other clubs produce for either £2 or £2.50. Looking at our programme v Brackley, this

includes a very readable 2-page piece from Elmslie Ender Sudhir Rawal, a 3-page Fan in the Stand profile, an astonishingly brilliant 8-page piece on Charlie Townsend, a 2-page World of Ball comment piece, a 4-page Rewind Special from McKay and Parks plus all the usual stats and a lot more besides. It's very close to a 10 indeed. In fact, I'm going to give it a 9.25 to use a Olympic-Ice-Skating-type score. Where does it miss out on getting the perfect 10? Well, it is the joint highest-priced programme in the league. It also goes, by necessity, to press quite early so it's not always quite as up to date as it could be. I also think it is slightly flimsy - it could do with a slightly thicker cover in my opinion.

Score: 9.25/10

MY OVERALL SCORES

Wealdstone 9.25, Chelmsford City 8.25 (average of 2 scores), St Albans 8, Bath City + Brackley Town (both 7.5), Braintree Dartford & Welling (all 7), Weston S Mare 6, Truro Oxford Chippenham Burgess Hill Eastbourne Gloucester (all 5), Havant + Waterlooville 4.5, Billericay + Bognor (both 4), East Thurrock Concord + Hampton (all 3), Poole 2.5, Hungerford 2, Whitehawk + Hemel Hempstead - not rated.

CRUSADERS
OFFICIAL MATCH DAY PROGRAMME
2017/18 SEASON

Braintree Town
Saturday 14th April 2018 - 12.00pm

Wealdstone
Monday 16th April 2018 - 7.45pm

£2.50

vanarama NATIONAL LEAGUE
BT Sport