

JONATHAN AGNEW



The organisers of the British Grand Prix will be desperately hoping the rain that played havoc with the final of cricket's Champions Trophy keeps well clear of Silverstone this weekend. Last year's chaotic scenes of choked roads and waterlogged car parks are all too fresh in the memory – spectators were turned away from the practice days and 30,000 ticket holders were told to keep clear of the circuit. To prevent this from being repeated the race organisers have invested

in improving the non-tarmacked car parks and expanded the park-and-ride and shuttle services.

However, it doesn't look as if traffic jams will be a problem this year. A spokesman for Silverstone has admitted this week that the sale of tickets has been slow, and this is not simply because neither Jenson Button nor Lewis Hamilton has won a race this season – the spiralling price of tickets has to be a major factor. The cheapest adult ticket on sale for Silverstone on Sunday is an eye-watering £145 with the cheapest entry for children weighing in at £72.50. When you add last year's poor customer experience to the mix, it is hardly surprising that sales have been sluggish.

Spiralling prices are hitting the pockets of live spectators to an increasingly unacceptable extent. With more money than ever being raised by television revenue, there is a strong argument for lowering the admission costs rather than raising them, and only last week,

football fans protested outside the headquarters of the Premier League, which has recently signed a new TV deal worth £5.5 billion. Despite that vast income, ticket prices across the four English divisions rose by 11% last year – five times the rate of inflation. The cost of travelling must also be factored into the overall expense

of a day at a sporting event, but football fans are a loyal bunch and the 10% drop in away attendances last season is more likely to be a sign of dissatisfaction with ticket prices rather than anything else.

There is nothing worse than seeing

images on the television of a deserted stadium – and it is vital for the future that, particularly those sports that have sold their coverage to satellite television, do all they can to make tickets affordable for the majority rather than merely a wealthy minority.

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