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**Bridge News November 2025**

1 message

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**Nicky** <bridgeforpleasure@79572582.mailchimpapp.com>

12 May 2026 at 15:11

Reply-To: bridgeforpleasure@gmail.com

To: Nicky <nickyrbainbridge@gmail.com>

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May  
2026



Bridge.com  
Aylesbury



[www.bridgeforpleasure.co.uk](http://www.bridgeforpleasure.co.uk)

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Aylesbury The 39 Counties  
EBU Calendar Management  
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Thanks to everyone who gives feedback about the newsletter!

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#### NEWS

This newsletter launched in August 2020 during the pandemic to provide information and support for duplicate bridge clubs. Back editions on the web site.

#### CLUB DATA

Bridge club data is collated to provide a picture of life, and trends, in club life. Analysis. Taster below. Full analysis on the web site.

#### TEACHING SCHEME

A teaching scheme is available, entirely free of charge.

#### DISCUSSION

For almost four years we held monthly Zoom meetings to discuss anything of interest to clubs. Recordings on the web site.

WEB SITE (Hosted by BridgeWebs)

<http://www.bridgeforpleasure.co.uk>

Please forward the letter to anyone in the bridge world who might be interested. Anyone can subscribe for free, no adverts.

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A NOTE FROM MASTER POINT PRESS

# A new home for *Bridge* lovers! ❤️

After all these years sharing books with you, we're delighted to introduce something we think you'll genuinely enjoy: **Bridge.com**, a brand-new digital hub built for our community.



Dear Bridge Friends,

## [Bridge.com](https://www.bridge.com)

This web site has launched recently. I got this news in three of my five email addresses. Someone is seriously investing in telling us.

I subscribed to take a look.

Someone has invested heavily in a well designed site with a framework that implies it is going to cover all topics about bridge from teaching to expert columns, from directories of clubs to social play, and it is available in both English and French intending a global reach. It is one click to switch between the languages. It cites the World Bridge Federation as a partner.

You can see much of the site without registering. Take a look for yourself: Click above.

One indication of the cost of just the domain name (see below). Who is putting in so much money?

The owners are "French Tech Company" 52 Entertainment. 52 Entertainment owns and runs a large number of online games. Of most interest to our community are Bridge Base Online and FunBridge.

I am told that the EBU has written to clubs asking their permission to send details to Bridge.com for listing in their club directory.

The positive is that the bridge world would be enhanced by a single, high quality resource to promote and hopefully raise the profile of the game.

It's difficult to see a downside right now.

I think we should have an announcement about the EBU's relationship with Bridge.com. This is a commercial organisation. They will need a return on their investment. There is potential for a monopoly to develop, and a risk that leads to stagnation or abuse. For example, would we have RealBridge if BBO had been a monopoly?

## Bridge.com Sells in a Deal Brokered by MarkMonitor

March 23, 2021 by [James Iles](#)

Bridge is a versatile brand name that is used by over 60,000 companies around the world, according to LinkedIn, anyway. With the popularity of Bridge as a brand name, Bridge.com has no doubt received plenty of interest over the years.

The domain was previously owned by Refinitiv, a company that operates the Thomson Reuters financial and risk product portfolio. Bridge.com had been owned by Thomson Reuters since the early 2000s when Reuters acquired Bridge Information Systems.

For the last couple of years, the domain name has forwarded to a domain sales page. Now, though, Bridge.com has been sold for an undisclosed fee in a deal brokered by corporate domain management company MarkMonitor.

Despite the thousands of companies using the Bridge brand name, Bridge.com has been acquired by 52 Entertainment, the owners of bridge community Bridge Base, according to the available information.

Bridge Base is a hub for bridge players, founded in 1990 by Fred Gitelman. In 2007, Bill Gates [became a partner](#) in Bridge Base. Today, under 52 Entertainment's ownership, it has become the largest online community of bridge players, according to the company.

52 Entertainment also owns and operates other bridge websites such as FunBridge.com, BridgeBaron.com, and Bridge-Eshop.com.

Interestingly, the recent \$2.9 million [buyer](#) of the NFT of Jack Dorsey's first tweet is Sina Estavi, the CEO of Bridge Oracle. His company operates on Bridge.link.

Based on the seller, the [broker](#), and the fact that Bridge is both a highly desirable brand name and a popular card game, this is likely to be a seven-figure domain sale or higher. Anecdotally, I'm told that MarkMonitor was indeed seeking at least a seven-figure fee for Bridge.com.

"

## EBU - The 39 Affiliated Counties

The EBU is made up of 39 constituent County Associations each with nominees holding shares.

At its AGM in November, the shareholders elect Board members to total of eight, and they, from among their number elect a Chair, Vice-Chair and Treasurer. The Board may also appoint a further three directors, whose term last until the next AGM.

The 39 counties own shares in the company English Bridge Union Limited. The number of [Shareholders](#) they have is based on the number of EBU members within their respective Counties.

Each of the 39 autonomous county associations is an independent organisation with its own constitution, funds, and governance. Each county has one or more affiliated club, and anything from a hundred to a few thousand affiliated players. Each county sets a county universal membership fee, anything from zero to ten pence per player.

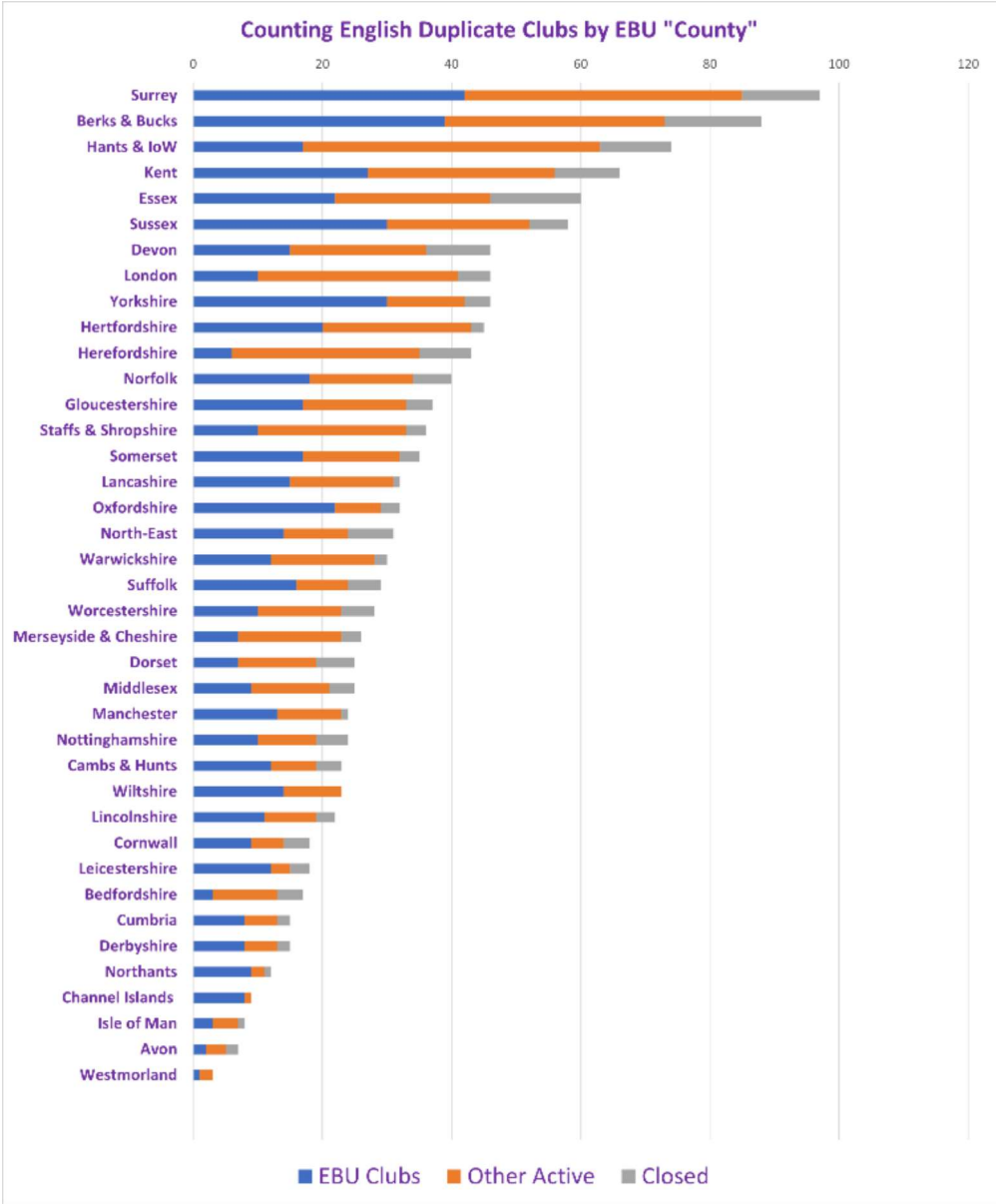
The EBU runs national competitions for pairs or teams entered by County Associations. Smaller counties are run by and for participation. Counties participate in the governance of the EBU according to the county's resources. Well resourced counties have programmes to support marketing teaching, coaching and playing of bridge. They may offer competitions and congresses for tournament players.

All county officers and supporters are volunteers. If each county needs a chair, secretary, treasurer and one other, there's a community of around 160 people. These people are generally very long standing players. Anecdotal evidence says it is difficult to replace them as they retire.

The EBU counties have long lost any consistent relationship with the ceremonial counties, who have themselves lost most of their

relationship to actual local government. Here is an analysis of the number of duplicate bridge clubs in each county showing EBU and EBU County affiliated clubs, non affiliated clubs and clubs known to have closed in the last few years.

There is a clear imbalance in the size of counties. Finding volunteers to act as chair, secretary, treasurers and other committee members for 39 such organisations is becoming difficult. There are clear signs of strain. It may become necessary to address this soon.



## EBU Calendar Management

The EBU offers events online and in person, particularly for the 1000 elite players on most of the 50 or so weekends of the year.

Many EBU counties use Green Pointed events to raise funds. Although the top few pairs or teams will come from the elite, from my observation, most of the players will be confident county players, but not elite. The total audience for these events is probably several times the size of the elite community.

Through its licencing system, the EBU controls the dates on which EBU Affiliated Counties can operate Green Pointed Events. The EBU sets aside five weekends a year for county GP events. So all 39 counties have to run GP events in these five weekends. So up to eight counties may compete on such weekends. In practice they don't, possibly because events will not be viable if they did.

It is long past time that the EBU allocated at least a sixth weekend. I am sure they wouldn't want to be seen to be trying to protect entries to their own events.

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## Dates for County Director Preparation and County Director Training and Qualification

Club Director Training is offered by EBED throughout the year, at venues where there is demand.

County Director Training is offered once a year. It consists of a Preparation day in March, and a weekend in May. In the last few years, the dates for these have been announced at relatively short notice. Last year and the year before the Qualifying weekend was offered on a County GP event weekend. This year the county GP event was avoided, but the notice was again very short.

I am county qualified, and I would like to repeat the preparation day and training weekend to make sure I am sharp and up to date. I couldn't do it last last or the year before because I had already agreed to direct a county GP event on the training weekend. This year the dates were announced too late for me.

Please could the EBU announce the dates for next year now. I am sure I am not the only director who would appreciate it.

In my opinion, the game is already starting to feel the lack of senior directors. The gap between relaxed club play and tournament/elite

play is widening, and the current position is contributing.

## EBU goals in 2025

ASPIRATION  
ASPIRATION WITH TARGET  
PLAN (IS#)

EBU Board Commitments for 2025

**Our Mission**

To welcome, help and support all players on their own personal journey into and through the world of Bridge  
To promote the game of Bridge in England as an inclusive Mind Sport, working with and through our Bridge Clubs and County Associations

**Our Values**

- We will build on our foundations and promote diversity and inclusivity of all players across all skill levels, ages and cultures.
- We will champion the importance of our Clubs and promote pathways for their success
- We will commit to a professional approach as a Board and an openness and honesty when we get things wrong
- We will do more to support our employed staff and the many volunteers who give their time for free
- We will look for smarter ways of working

**Plan of Action for 2025**

- Our Members and Clubs**
  - Sustainability of our Clubs and growing our membership is paramount
  - Our plan is to help our clubs grow our membership by 5% from 40,000 in 2024 to 42,000 in 2025
  - Appoint a new Club/County Liaison Officer by March 2025 to work directly with Counties and Clubs in an advisory and mentorship role
  - Reach out and support non-affiliated Clubs
- Our Junior Members**
  - Aim to improve engagement with Junior members and encourage affiliation to local Clubs
  - Roll out a Junior Council to include Squad Leaders and Squad representatives
  - Support the aspirations of International players
  - Encourage support for a Brand for Team England
  - Match fund Universities Initiative alongside EBED
  - Assist EBED's work in promoting Bridge within Schools
- Our People - Staff**
  - Well-being and enjoyment of their role
  - Look at smarter ways of working
  - Provide a more stimulating working environment
- Our People - Volunteers**
  - Ensure we meet our commitments in terms of compliance and recognition of the time they give
  - Review our Policies and appoint a co-ordinator
  - Offer an annual thank you
- Our Finance**
  - Make a plan to upgrade administrative and book-keeping systems so they are less paper dependent and to reduce input time
  - We will provide a Draft budget for the year ahead at the AGM
  - We will make sure the longer-term financial planning is aligned to our strategic goals
  - When there is a financial surplus this will be invested back into agreed projects
- Our IT**
  - Expand the available resource within the IT team
  - Complete a review of the EBU legacy systems by March 2025 and agree an IT roadmap
  - Implement robust and better integrated systems
  - Improve usability of EBU Score for Clubs and members
- Our Policies**
  - Complete EDI Policy
  - Complete Risk Register
  - Complete Sustainability policy

**EBU goal 1: MEMBERSHIP** The board has announced its own goal of increasing membership by 5%. This is 2,000 more on an unclear base.

In 2026 it has become clear that this goal was always unreachable. Work is going on, that may help over the next two or three years. In the meantime the effect will be to put pressure on EBU finances.

**EBU goal 2: PUBLIC AWARENESS** The public awareness of bridge needs to be raised for bridge to survive.

An effective PR/marketing/communication strategy is needed. It must reach beyond current players and clubs to reach people who have never heard of the game.

Bridge needs a planned, high quality campaign.. Social media is getting more bridge content, but most of it will only be going to social bridge users who curate their feeds towards bridge. We need "pushed" items that reflect youth and enthusiasm, like "BridgeBabe". and "BridgePlusMore".

The new Counties and Development Officer has this as an objective for "Year 2".

**EBU goal 3: NEW LEARNERS** When the general public's interest in bridge is raised, there needs to be a place to find out more and offer a first step. Steering learners to teachers, identifying and supporting active learners, and supporting teachers and recognising professional development. The EBU Teachers Directory seems to have become slightly harder to find. It does have 275 (was 325???) entries, providing you know to untick the "has vacancies" box. Otherwise you see about 274. This box relies on listed teachers keeping their vacancies status up to date. Given the difficulty of getting teachers to register at all, it seems rather hopeful to expect they will.

Total entries (if you untick "Has vacancies") seems now to be 336, a rise of about 12 in a couple of months. There's been a fourth round of scam emails.

**EBU goal 4: CLUB COSTS** The EBU to manage its costs rather than let them grow and simply pass them on to the affiliated clubs.

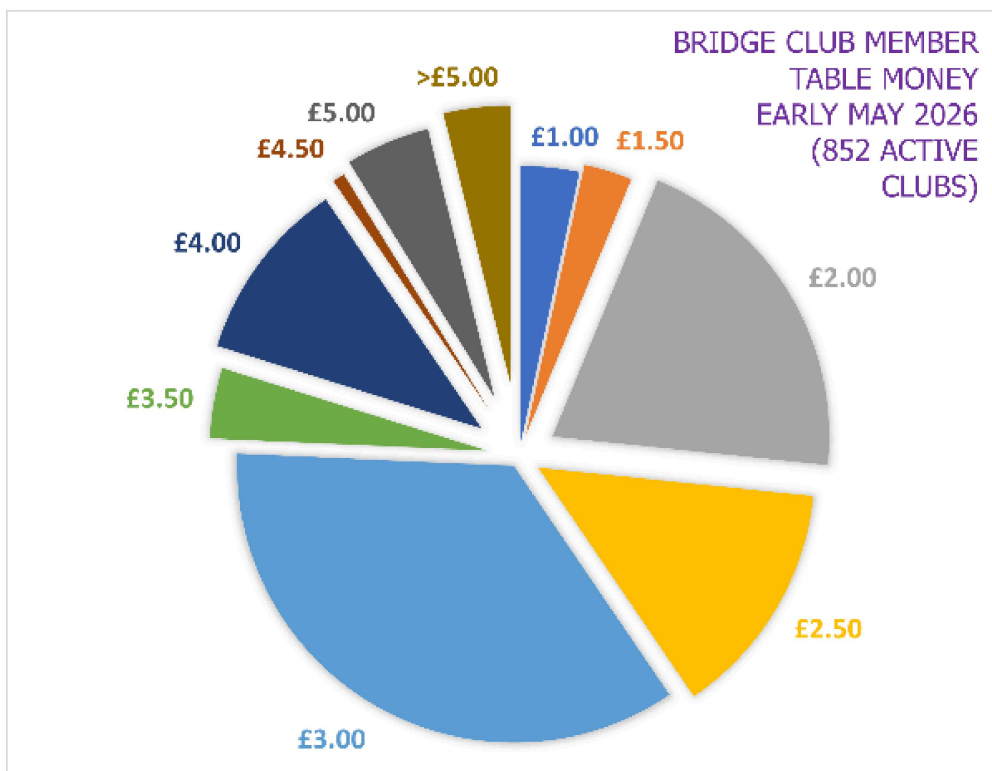
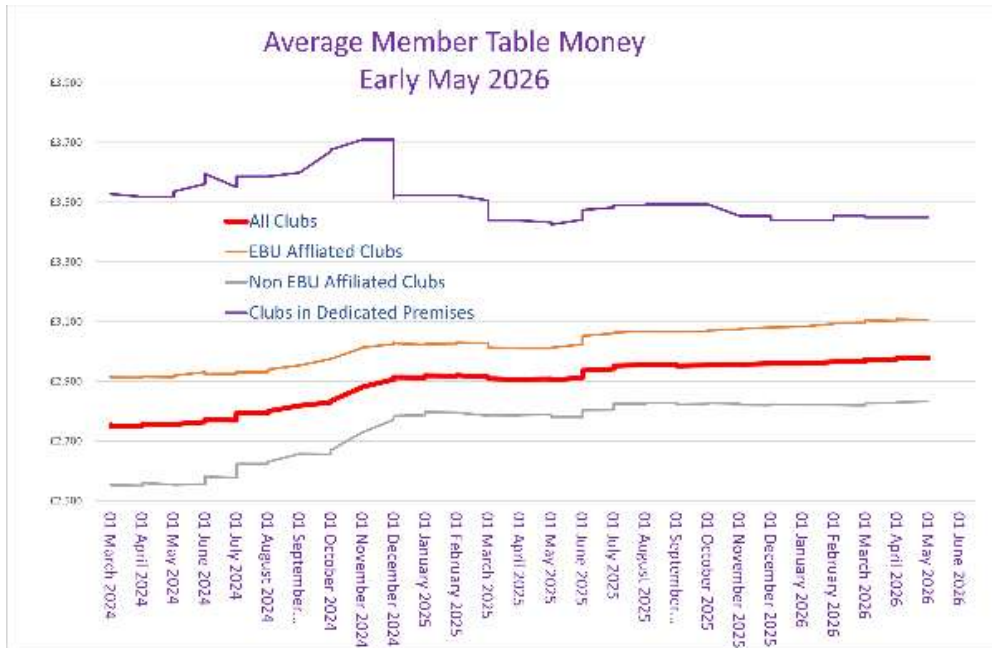
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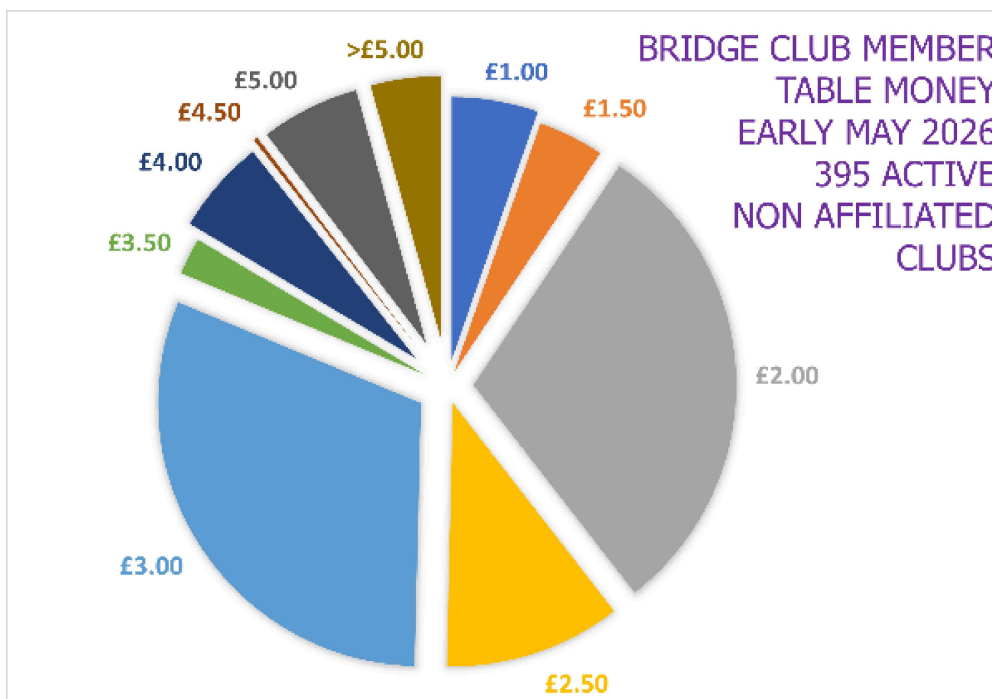
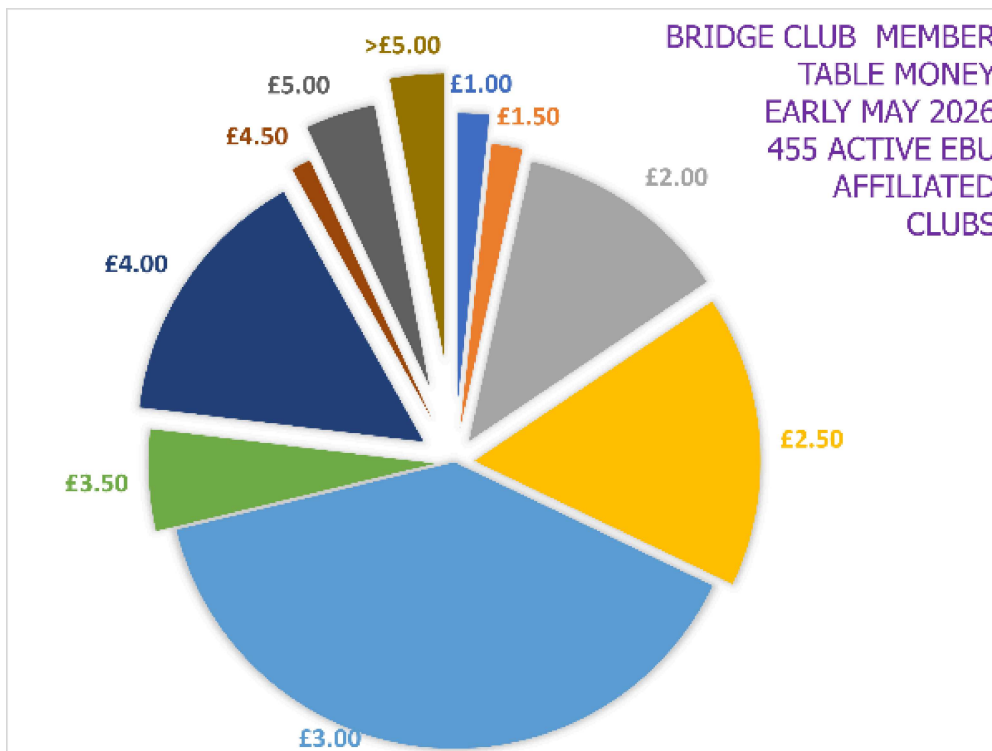
*From Draft EBU Board Minutes June 6th 2025*

*"The 4-year Plan The Treasurer had prepared top level budgets for the next few years based on two distinct sets of assumptions around how the membership grows over the period. In both cases (optimistic and pessimistic) the budgets show a continued deficit which the Board agreed is not sustainable. It was suggested that we might need to consider a 2p increase in UMS (after below inflation increases for two years) and that if the investment in an MDO does not generate the growth intended then that investment will have to be reviewed. A number of workshops were proposed,*

to take place at the next Aylesbury Board meeting, to review income and expenditure."

## How are clubs doing?





There's more information here, typically updated once a fortnight.

[BFP Club Statistics Page](#)

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For Clubs

An offering for a club newsletter.

## Revokes

**These mistakes happen all the time in Face to Face bridge. The computer prevents it when playing online. In a social friendly club players often allow the revoke if it is noticed immediately. Often it doesn't matter, but sometimes it can give away important unauthorised information so....**

**Call the TD** immediately. They will apply the laws to "restore equity". There is no intention to "punish", only to redress any advantage the offending side got from the revoke. There are limits on the right to enquire whether there has been a revoke. Dummy may ask declarer if he has revoked but may not ask either defender. Could dummy be hinting at something? (Law 61).

Don't disturb the quitted (all four cards turned face down) tricks while waiting for the TD. It makes the TD's job harder if, called to rule on a revoke, he or she finds one or more players have made the order they were played in unclear. Players should not turn over old tricks without permission (Law 66C).

Equity is restored in one of two ways depending on whether the revoke is "established" or not. It is established if the offender or his partner has led or played or called for a card as part of the NEXT trick. (Law 63).

If the revoke is NOT established, the incorrect card is withdrawn from the trick and the player substitutes a legal card. If the card came from declarer's or dummy's hand, it is returned to the hand. Declarer already knew what was in his hand and in dummy, so no unauthorised information is available to him. Indeed, he may have disadvantaged himself by exposing the illegal card to the defence.

It's not so simple if one defender has exposed an illegal card to the other. The exposed card becomes a "major penalty card". It is left exposed on the table and must be played at the first legal opportunity. Any cards played after the illegal card may be withdrawn and substituted. (Law 62). If the other defender is on lead, they could now have an advantage. The TD may allow declarer to put restrictions on the lead to compensate.

The TD will ask the players to complete the hand without disturbing the completed tricks. When complete, the TD will determine whether any tricks won by the revoking side must be "given back" to restore equity in line with Law 64.

## For Teachers

### Help learners find you

There are many sites that list teachers to help learners find them:

Bridge.com

Bridge Club Live

No Fear Bridge

EBU Teacher Directory

[Promote your course on EBU Enjoy Bridge](#)

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## New contributors

If you would like to contribute an item, please send it.

Please make it no more than 200 words.

Please make it positive, and supporting the goal of  
keeping grass roots bridge alive.

That will keep elite bridge going.

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## Your Feedback

You can provide likes, dislikes and comments on the content of the Bridge For Pleasure website by registering on it.

Click on this link to send an email to register:  
[bridgeforpleasure@gmail.com](mailto:bridgeforpleasure@gmail.com)

To quote the wonderful "Sorry Partner", BE NICE, or we'll call the director.

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