**BEWDLEY BRIDGE CLUB**

**CHAIRMAN’S REPORT TO MEMBERS, JUNE 2022**

**Structure of Report**

1) Overview and Review of 2021/22 Club Year

2) Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis

**1) Overview and Review of 2021/22 Club Year**

* The club provides varied opportunities for members to play bridge on RealBridge;
* Three weekly duplicate bridge sessions are held - more bridge than ever is available;
* Three weekly morning social bridge sessions are held - again more value to members;
* Bridge tuition by Eileen has been very successful and has introduced new members;
* Subscription renewal has been good and membership is at its highest ever level;
* Table numbers have been excellent throughout the year;
* Incredible support for special events such as Swiss Teams and the Handicap Trophy;
* Members have enjoyed playing on RealBridge with its superb social facilities;
* Successful running of Swiss Teams Events on RealBridge;
* Increasingly diverse bridge calendar;
* Increased participation in Worcestershire CBA competitions and events;
* Some excellent national scores by club members in Simultaneous Pairs events;
* Wonderful active club membership with so many willing to help in many ways;
* Tremendous contributions by club members who have volunteered to direct sessions.

**2) SWOT Analysis**

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|  | **Strengths*** Offers more bridge than other clubs;
* Active, supportive membership;
* Noted for being a friendly club;
* Members willing to take initiative;
* Teaching and coaching linked to club;
* Diverse bridge calendar;
* Strong relationship with WCBA and EBU;
* Club has large online bridge presence;
* Strong financial and asset base;
* Modern business practices;
* Powerful sense of club unity.
 | **Weaknesses*** Heavily reliant upon key individuals;
* Ongoing need for membership turnover;
* Friday afternoon F2FB poorly supported;
* Many members will only play online;
* Future expansion will be difficult;
* Membership age and social demographics.
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|  | **Opportunities*** Online bridge may attract new members;
* Teaching programmes;
* Some local clubs may cease to be viable;
* Golf / bridge partnerships;
* Bridge club holidays;
* Joint evenings with other clubs.
 | **Threats*** Club very reliant upon RealBridge;
* Managed decline if no new membership;
* Management burn out;
* Safeguarding club equipment;
* Online bridge loses its appeal.
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