**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. |
|  | **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. |