

BEWDLEY BRIDGE CLUB
CHAIRMAN'S REPORT TO MEMBERS, JULY 2023

Structure of Report

- 1) Overview and Review of 2022/23 Club Year
- 2) Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis

1) **Overview and Review of 2022/23 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 outstanding and membership is at its highest ever level;
- Table numbers have been excellent with an incredible 16 for a Swiss Teams event;
- Swiss Teams and Swiss Pairs events have become regular features in the club calendar;
- Relaunched Handicap Trophy played over four sessions on Thursday evenings;
- Inaugural joint session with Pershore Duplicate Bridge Club held in March 2023;
- Simultaneous Pairs events regularly programmed in partnership with E-Cats Bridge;
- Superb results service;
- Excellent communications with members with a very popular WhatsApp Group;
- Popular Face To Face Bridge Sessions at Wharton Park Golf Club;
- Highly successful inaugural Bewdley Bridge Club holiday in Salisbury;
- 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

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

- Remains reliant upon key individuals;
- Ongoing need for membership turnover;
- Many members will only play online;
- Future expansion may 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;
- Expansion of bridge club holidays;
- Further 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.