

**BEWDLEY BRIDGE CLUB**  
**CHAIRMAN'S REPORT TO MEMBERS, JULY 2025**

**Structure of Report**

- 1) Overview and Review of 2024/25 Club Year
- 2) Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis

## 1) **Overview and Review of 2024/25 Club Year**

- 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;
- Friday Fun Bridge becoming an excellent feature of club activity;
- 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;
- Record membership has allowed for reduction in subscriptions for 2024/25;
- Table numbers have been excellent;
- Swiss Teams and Swiss Pairs events have become regular features in the club calendar;
- Handicap Trophy played over four sessions on Thursday evenings;
- 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 Bewdley Bridge Club holiday in Barmouth;
- Increased participation in Worcestershire CBA competitions and events;
- Wonderful active club membership with so many willing to help in many ways;
- The club hosted a semi final of an EBU national competition in March 2025;

- Tremendous contributions by club members who have volunteered to direct sessions.

## 2) SWOT Analysis

### Strengths

- Offers more bridge than other clubs;
- Strong, active Committee;
- Record membership and participation;
- 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 can/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;
- Joint evenings with other clubs;
- Hosting more EBU / WCBA events.

**Threats**

- Club very reliant upon RealBridge;
- Managed decline if no new membership;
- Management burn out;
- Safeguarding club equipment;
- Online bridge loses its appeal.