

BEWDLEY BRIDGE CLUB
CHAIRMAN'S REPORT TO MEMBERS, JULY 2026

Structure of Report

- 1) Overview and Review of 2025/26 Club Year
- 2) Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis

1) Overview and Review of 2025/26 Club Year

- Three weekly online duplicate bridge sessions are held with excellent attendance;
- Tuesday afternoon Face To Face duplicate bridge held at Wharton Park Golf Club;
- Quarterly Wednesday evening duplicate bridge sessions at Wharton Park Golf Club;
- Three weekly online morning fun bridge sessions are held with excellent attendance;
- Highly successful Bewdley Bridge Club holiday in Buxton - record attendance;
- Bridge tuition by Eileen has been very successful and has introduced new members;
- Two sessions of bridge for children held at Heightington Village Hall;
- Cafe Bridge sessions held regularly in Bewdley Town Centre to promote the club;
- Subscription renewal has been outstanding and membership is at its highest ever level;
- Club finances are strong, well stewarded and allow for investment in new initiatives;
- Very varied and diverse events programme including periodic Swiss Pairs and Teams;
- Handicap Trophy played over four sessions on Thursday evenings is very competitive;
- Simultaneous Pairs events regularly programmed in partnership with E-Cats Bridge;
- Superb results service;
- Excellent communications with members with a very popular WhatsApp Group;
- Excellent website full of relevant information for club members.
- 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;
- 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;
- Developing bridge for children;
- 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.