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**New Normal News September 2022**

1 message

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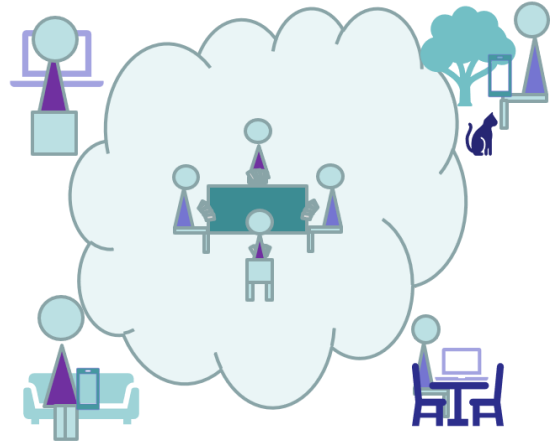
**Nicky** <bridgeforpleasure@gmail.com>  
Reply-To: bridgeforpleasure@gmail.com  
To: Rugby Village <rugbyvillagebridge@gmail.com>

12 September 2022 at 09:03

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## New Normal News

## SEPTEMBER 2022



[www.bridgeforpleasure.co.uk](http://www.bridgeforpleasure.co.uk)

In this edition...

- Monthly Discussions
- Recruiting new beginners
- How are clubs doing?
- Sharing the income
- Zoom Conferences (With Link for Next Meeting)

Thanks to everyone who contributes to the conferences and gives feedback about the newsletter, or lets me know they watch the conference recordings. As long as I know this is useful, I will keep going!

The audience for this newsletter is fast growing. If you would like to receive it, you can subscribe at:

[Click here to subscribe to this newsletter](#)

## Monthly Discussions

We hold a discussion about running bridge once a month. It takes place at 09.00 on a Wednesday morning, usually the third Wednesday in the month. It's an informal occasion with no formal locus.

Last month topics were:

Discussion about numbers of playing, surprisingly high for August. Guest from RealBridge discusses and shows features for teachers in RealBridge.

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## Junior Teach In

Last weekend I acted as tutor on the EBED Junior Teach In at King's Park in Northampton. This was a real eye opener. Roughly forty-five eager youngsters spent 48 hours learning and playing bridge, with intervals of other recreation. Two thirds were of international standard, there was a mini bridge group whose laughter often echoed around the centre, and a group of improvers. Seeing so many young people enjoying bridge was inspirational and the talent and generosity of everyone involved in making it happen is an example to us all.

## Empty Tables?

In the meantime, in the clubs, perhaps three quarters have now returned to offering in person bridge. Player numbers, and therefore numbers of sessions are well down. Many of the stronger players have migrated to playing all or most of their bridge online. For those growing frailer it's more accessible. For many, it's a chance to play in stronger fields.

The standard in clubs is therefore perhaps a little less challenging these days, and club bridge often takes on a more social aspect. Beverages, cake, buffets, and wine seems more common. It is noticeable that Chicago and Rubber sessions are popular. They may not be bridge as we know it, but maybe they are a possible way in to the game.

To keep going, we must bring new beginners in, and provide a path for development into duplicate.

## How does a potential player become a club player?

1 Having an awareness of the game, and information to seek and find lessons at the point in someone's life when it is right for them.

2 Finding lessons or learning opportunities in the right place, the right form and at the right cost.

3 Finding a pleasant environment to build up skill and experience.

4 Being welcomed into the club duplicate scene and inspired to continue, get involved in organising and recruitment.

We need strategies for all four crucial stages. Many people, clubs, teachers etc. are addressing these individually or in organisations. Much is being delivered, but all feel that more could be done.

## Step 2 An interested potential learner looking to learn bridge

### Family

The most hopeful situation is that this bridge seeker has a family member or friend who already plays. Such a person will probably know of a teacher or classes and help the seeker to get started.

Seekers with no family or social connections to play bridge may look or be prompted by visits to a library or community centre that happens to be displaying suitable and timely information.

Otherwise, in these days, an unconnected seeker is likely to turn to the internet, in the form of web sites or social media.

### Social Media

Competition for prominence in searches is fierce. Top slots cost money and take skilled design and constant updates to maintain. Bridge in Great Britain has not achieved prominence. A Google search this morning picked up an article in the New York Times.

### Directories etc

There are some directories of teachers for example, Bridge Club Live and No Fear Bridge. Out of perhaps a thousand bridge club sites, around 30% are advertising beginners' lessons, but around half make no reference to learning. Some EBU County web sites provide information about teachers, teaching clubs or lessons, but many don't. The professional teachers with big operations put a lot of effort into marketing: Bernard Magee, Andrew Robson, Jack Stocken etc.

EBED, the charity, runs the English Bridge Teachers Association, with over five hundred members. Three hundred of these are listed in the old club/teacher/director directory on the EBU site. The EBU are establishing a new teachers directory based on the responses to an EBU play member survey. This will include non EBTA members. The recently produced posters, leaflets and postcards refer to an EBU web site page presently linking to the old club/teacher/director list.

How do we make this work even better?

There are the pieces for the promotion of bridge here, but no overall picture yet to bind them into an effective operation. Perhaps a conference between the major players and experts would help?

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## How are clubs doing?

A few more clubs returned to face to face since last month, adding in person sessions to the weekly offer.

Still in catch up, but nearly there. I have been adding a few new clubs into the sample - selected by "completing" the data for a particular county.

These statistics are up to August 29th.

The level of updates to club web sites has picked up again. Can't see any particular reason. Have started to note references to new beginners courses and to social event.

Rather concerned that out of roughly 373 (298) classified so far 201 have no reference to learning or teaching bridge.

Club Home Pages reviewed for Teaching Information	373	
Home page shows no current activity	201	53.89%
Clubs will be counted multiple times:		
Club offers Rubber	0	0.00%
Club offers Chicago	2	0.68%
Beginners Lessons	89	30.07%
Improvers Lessons	78	26.35%
Advancers Lessons	6	2.03%
Practice	40	13.51%

Tasters	2	0.68%
Private Lesson	2	0.68%
BFA	2	0.68%
EBS	1	0.34%
FastTrack	5	1.69%
Refresher	4	1.35%
Page refers learners to named teacher	41	13.85%
Club Home Page Names Teacher(s)	118	
No teacher name yet recorded	552	

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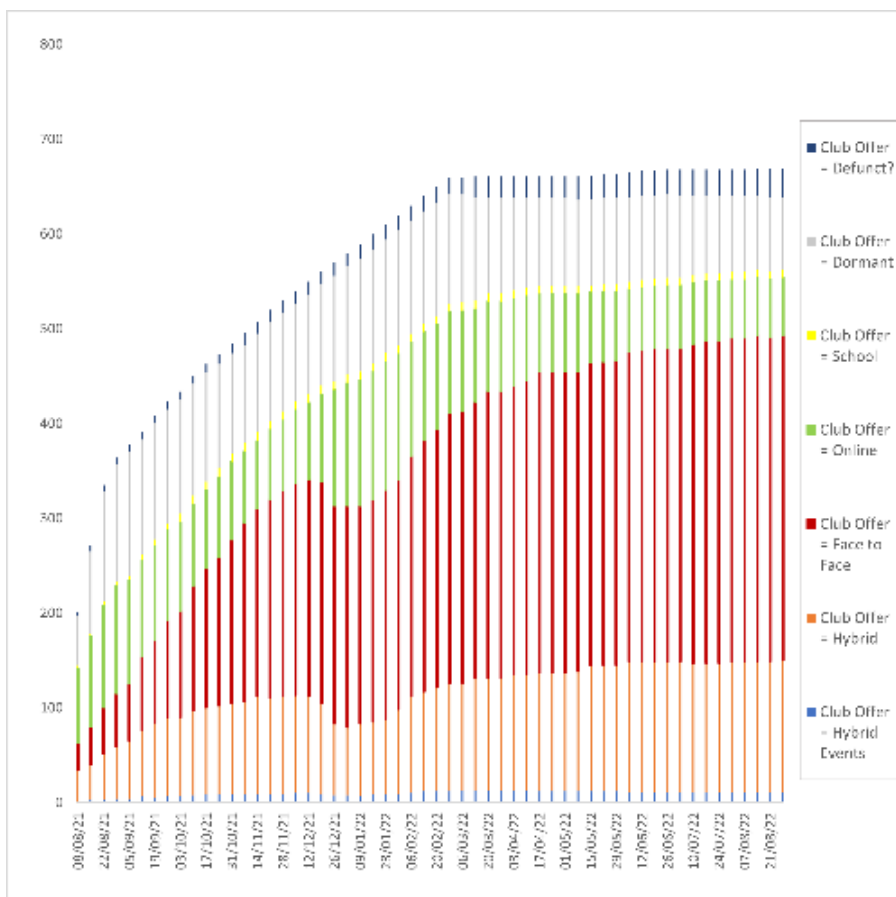
## Clubs and Face to Face

Face to Face Sessions On Offer	968 (941)
Clubs Offering Face to Face	496 (492)

Club Statistics Update 28th August (8th August 2022)

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This chart represents the trends in a weekly snapshot of the offer from the clubs in the current sample, still 668, being monitored weekly.



Hybrid Events means the club is offering Face to Face AND Online and some in the form of Hybrid Events.

Hybrid Club means the club is offering some Face to Face and some Online Sessions.

Face to Face means the club is only offering Face to Face Sessions.

Online means the club is only offering Online Sessions.

School means the offer is principally lessons and practice.

Dormant means the club web site is there, but the club is not offering sessions dedicated to its members.

Defunct? means the club web site appears to have been closed down.

There's much more information at the page below, typically updated once a week.

## BFP Club Statistics Page

### Sharing the Income

Here are two proposals to share income more fairly and promote grass roots bridge.

#### Halve Club Face to Face P2P/UM

The Pay to Play levy on clubs for face to face sessions should be halved. This will help make the returning face to face sessions financially viable.

#### Charge for EBUScore Support

The EBU should make an annual charge for support of EBU Score in clubs. It was recently made clear that EBU staff spend some time supporting this product.

It's presently supplied free of charge to affiliated clubs.

Despite this, many affiliated clubs still choose to use ScoreBridge, and pay an annual service fee. These clubs, often smaller and more socially minded, are subsidising the use of EBU Score by others. The EBU could charge around half the typical annual support fee of ScoreBridge for EBUScore restore fairness and gain a little income.

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## New Normal Zoom Conferences

The meetings are informal gatherings. They are intended to bring together a wide range of perspectives. They should allow constructive debate.

The proceedings are not secret and will be recorded and published widely.

Previous Zoom conferences:

2020	16th September 18th November	21st October 16th December
2021	20th January 17th March 19th May	17th February 21st April 16th June
	21st July 18th August	<a href="https://youtu.be/PbTyAz9vuHA">https://youtu.be/PbTyAz9vuHA</a> <a href="https://youtu.be/pPEzFxs8VBA">https://youtu.be/pPEzFxs8VBA</a>
	22nd September 20th October 17th November	<a href="https://youtu.be/QJlu3Pln02s">https://youtu.be/QJlu3Pln02s</a> <a href="https://youtu.be/VRP7eaeqaH8">https://youtu.be/VRP7eaeqaH8</a> <a href="https://youtu.be/DAv-7POhNHU">https://youtu.be/DAv-7POhNHU</a>
2022	19th January 16th February 16th March 20th April 18th May 22nd June 20th July 17th August	<a href="https://youtu.be/3w9hl3UWG70">https://youtu.be/3w9hl3UWG70</a> <a href="https://youtu.be/Z5jOfwcpueU">https://youtu.be/Z5jOfwcpueU</a> <a href="https://youtu.be/nIW1BIMG6-0">https://youtu.be/nIW1BIMG6-0</a> <a href="https://youtu.be/ekPnjt-KIZs">https://youtu.be/ekPnjt-KIZs</a> <a href="https://youtu.be/hond7ZCvKzM">https://youtu.be/hond7ZCvKzM</a> <a href="https://youtu.be/cz1sBGPMisE">https://youtu.be/cz1sBGPMisE</a> <a href="https://youtu.be/1McE5pexdjg">https://youtu.be/1McE5pexdjg</a> <a href="https://youtu.be/5pegkP_R_Ro">https://youtu.be/5pegkP_R_Ro</a>

A link for the next Zoom conference is below:

Nicky Bainbridge is inviting you to a scheduled Zoom meeting.

Topic: New Normal Discussion September 2022

Time: Sep 21, 2022 09:00 AM London

Join Zoom Meeting

<https://us02web.zoom.us/j/86376301593?pwd=bIAwRIJqTTVMY1dORjBMeWVoRFRWQT09>

Meeting ID: 863 7630 1593

Passcode: 928266

Zoom link for the next New Normal Bridge Zoom Conference

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## New Normal Newsletter

This is issued once a month generally on the weekend before the third Wednesday. It is written and distributed on an entirely non profit basis, takes no advertising or commission.

Previous New Normal newsletters and a subscription form are available on the Bridge for Pleasure web site.

There is also information on playing Covid-secure bridge.

A freely available bridge teaching scheme with lesson plans, notes, deals, homework quizzes and answers is there for all.

Bridge for Pleasure - Information Web Site

Please forward the letter to anyone in the bridge world who might be interested. Anyone can subscribe using the link below,

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