

## **Clubs, Teachers and Communications**

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The future of grassroots bridge is uncertain. Awareness of the game in the general population is low. Players are mostly elderly. Recruitment of new players is slow. The community of teachers, directors and club organisers is shrinking. Unless current trends are slowed or reversed the grassroots game will disappear. The grassroots game is a major social life and mental health asset. Grassroots players have contributed most of the funds that pay for the EBU's overheads. The recent festival has demonstrated the community is still alive and kicking. It's not too late.

### **Bridge Clubs**

Bridge clubs recruit players, often teach players, provide bridge, collect money and carry out administration for the EBU, raise money for charity. Bridge clubs are linked to the EBU by terms of the affiliation agreement. Bridge clubs have no place in the governance of the EBU.

To raise the status of clubs and to engage them more closely with the EBU we will issue one share to the nominee of each of the busiest one hundred clubs over the last five years.

We will establish and promote a major online marketing hub to raise awareness of the game and connect as many players to as many clubs as possible.

To support the future of clubs we will develop free online training and resources in teaching, directing and organising clubs.

We will restore a programme of continuous professional development with certification.

Clubs will be able to use regional centres to teach and offer bridge as an alternative to setting up and taking down bridge furniture in general purpose facilities.

We will develop a programme to identify and recognise excellence in clubs.

We will develop a programme of competitions for clubs that will appeal to most clubs.

We will create a status of "Associate" clubs to support and maintain contact with unaffiliated clubs.

### **Teachers**

We will establish and promote a major online marketing hub to raise awareness of the game and connect as many learners to as many teachers as possible.

We will develop online training and resources for all teachers, independent or based in clubs, voluntary or professional.

We will restore a programme of continuous professional development with certification.

They will be able to use regional centres to teach and bridge as an alternative to setting up and taking down bridge furniture. In general purpose facilities.

We will develop a programme to identify and recognise excellence in teaching.

We will work with teachers to establish the level of teaching activity and the factors that contribute to its growth.

## **Communication Marketing and Public Relations**

We will make information about all aspects of bridge, including the governance of the EBU and associated charities available both on an attractive website but also in regular, themed newsletters that any player can subscribe to.

We will seek to establish relationships with other organizations such as the U3A to promote bridge. We will also seek relationships with commercial providers of bridge and bridge products and services to learn from them and collaborate with them.

We will seek to establish a relationship with government with a view to getting bridge into the school curriculum.