

Bridge News April 2025

1 message

Nicky <bridgeforpleasure@79572582.mailchimpapp.com>

1 June 2025 at 17:20

Reply-To: bridgeforpleasure@gmail.com

To: Nicky <nickyrbainbridge@gmail.com>

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June 2025



Getting the Message



www.bridgeforpleasure.co.uk

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Thanks to everyone who gives feedback about the newsletter!

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NEWS

This newsletter launched in August 2020 during the pandemic to provide information and support for duplicate bridge clubs. Back editions on the web site.

CLUB DATA

Bridge club data is collated to provide a picture of life, and trends, in club life. Analysis, updated fortnightly. Taster below. Full analysis on the web site.

TEACHING SCHEME

A teaching scheme is available, entirely free of charge.

DISCUSSION

For almost four years we held monthly Zoom meetings to discuss anything of interest to clubs. Recordings on the web site.

WEB SITE (Hosted by BridgeWebs)

<http://www.bridgeforpleasure.co.uk>.

Please forward the letter to anyone in the bridge world who might be interested. Anyone can subscribe for free, no adverts.

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Getting the Bridge Message Out

Bridge is a fantastic way to support your logic skills, your social skills and mental health and enjoy yourself. As society becomes older, more isolated and more fragmented getting together becomes more and more important.

Card games are passed from one generation to another in some families, but in many it was never there. It doesn't feature in contemporary television or films. To my knowledge only the Times still carries a regular column.

Yet, where bridge is marketed well, taught expertly and run sympathetically, many people find they love it.

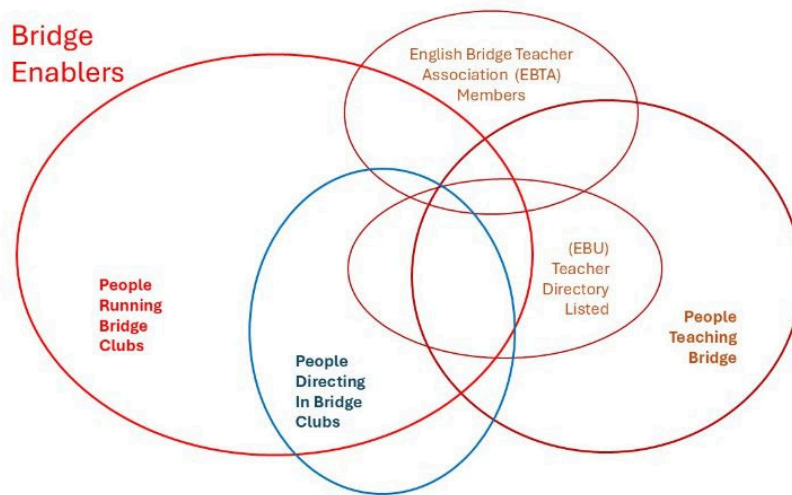


The EBU naturally exists to provide a framework for elite players. It communicates to them regularly. It recently showed an interest in changing its communication strategy, and recruiting more "members".

However, it has not communicated any progress in the six months since.

Why should the EBU care? Well, the revenue stream that generates surplus income is the Universal Membership levy on Affiliated Clubs. The shop doesn't contribute much, and Tournaments don't contribute much. So the building and staff and overheads at Aylesbury are paid for by the clubs.

The effect of the loss of the affiliated clubs will be like that of loss of plant life in ecosystems. The herbivores perish. The carnivores that survive on the herbivores then starve.



Covid caused many clubs to close for one to two years. That caused a pause in recruitment and training of beginners.

Five years on many of the older more experienced players who have been directing, teaching and running clubs are older, frailer and have health problems. They play online, understandably seeking a stronger challenge.

Five years on, there's a shortage players with two or three years experience, ready to take on directing, teaching, or helping run clubs. There is data that suggests the number of players is shrinking, After an amazing return from COVID, clubs are now closing at a worrying rate.

We need to rapidly develop knowledge and skills in newer players so that they can take the game forward.

We need to get the message to vast majority of the public who don't know about bridge. Many of them could enjoy it, and benefit from it.

Other organisations suggest ways forward. New channels and approaches are available. If the EBU is unable to change, clubs could act in concert.

Here are some ideas.

Click [here](#) to view in your browser

rest less 

9 hobbies to keep your mind active

While the physical perks of hobbies like exercise or gardening are known, the psychological benefits aren't always as obvious. But as well as improving mood and reducing stress and anxiety, many hobbies can boost brain health and keep the mind active. Here are nine enjoyable hobbies to give your brain a boost.

Get hobby ideas

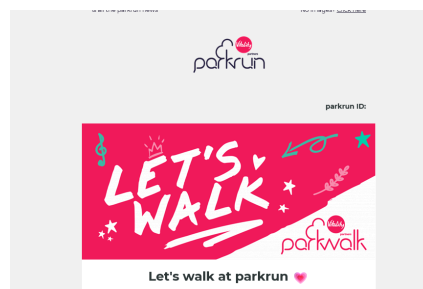
Rest Less is a newish channel aimed at the over fifties. It has ideas, advice and much advertsing for this market. They recently published a list of nine hobby suggestions. Check it out.

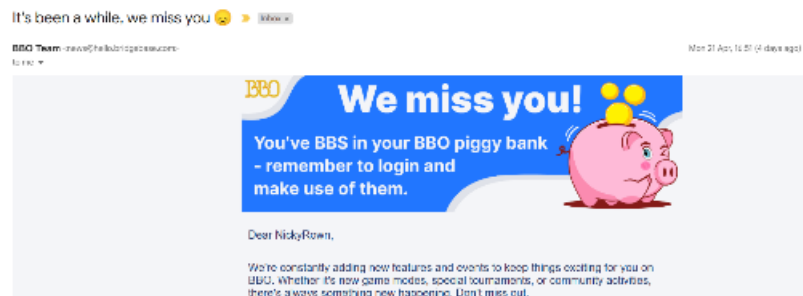
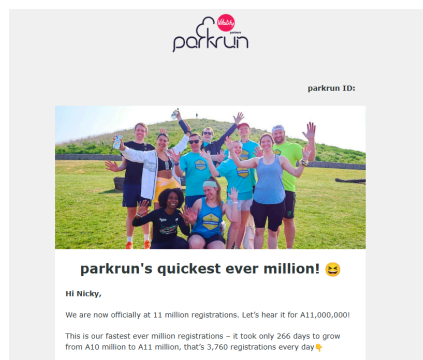
https://restless.co.uk/leisure-and-lifestyle/hobbies-to-keep-your-mind-active/?contact_id=f8e3834f-776f-4e44-81c6-bfbef17bfd4f&utm_source=newsletter&utm_medium=email&utm_campaign=newsletter_email_25-05-18_general&utm_content=newsletter_email_25-05-18_general_test

This looks worth exploring for bridge promotion.

Parkrun has many parallets with the bridge club world. It's aimed at the masses rather than the elite. It is run by volunteers. It encourages the beginner/unfit (walkers!). It communicates effectively both nationally and locally. It partners with sponsors, it partners with charities. It's messages are cheerful, positive, colourful.

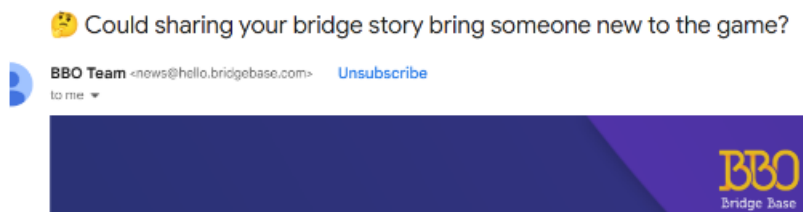
Something to be learned here?





BBO has improved its regular communications in the last year or so.

In particular, I like it's message for players who haven't played in a while. Absent?



And encouragement to bring friends to the game.


Communications - A Strategy

Existing EBU Members


As a member of the English Bridge Union you have a number of confusing options.

In your membership account details you can


opt to be anonymous opt in or out of EBU/EBED/Competition Results.

Receive EBU-related emails 

Yes

Receive EBED-related emails 

Yes

Receive session summary emails 

Yes (same as EBU-related emails)

Its

You can request to be added to the list to receive "Updates from Aylesbury". But it's tending to be EBU event promotion dominated, and there are other regular emails covering these.

A New Approach ?

Segment messages by topic and add some information on essential skills:

- elite events
- directing in clubs
- youth elite
- youth in schools
- bridge tech
- etc

Let EBU members choose the topics they are interested in. Have a menu available to all EBU members, in MyEBU, where they can tick those they are interested in. Make sure the list can be modified and added to over time

This will require planning in the next IT infrastructure and reworking the web site.

EBU Teacher Directory

When how this message is displayed, click here to view it in a web browser.
 pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.



Spam/Phishing Emails

This email has been sent to [REDACTED] as an EBTA teacher. To unsubscribe from future emails relating to the EBU please [Unsubscribe here](#). Please note this does not affect your general preferences for emails from the EBU which can be updated at [My EBU](#).

Good Afternoon Nicky

I am a big fan of the EBU Teacher Directory. I have even had a lead turn into an actual lesson for the first time.

Sadly however, the messaging that the EBU has done to those who have signed up to be on this list has been limited to warnings about phishing emails. On three occasions, teachers' emails have been scraped from the directory and used to send very dodgy emails.

Scammers are, of course, excellent at getting their message out.

Sadly the last email the EBU sent out addressed me as an "EBTA teacher". The author clearly doesn't understand that you do not have to be an EBTA teacher to be in the EBU Teacher Directory. In fact I am not an EBTA teacher.

Mysteriously the number of entries in the EBU Teacher Directory appears to have dropped by about fifty. Could this be teachers put off by the phishing exposure?

Message from Stirling

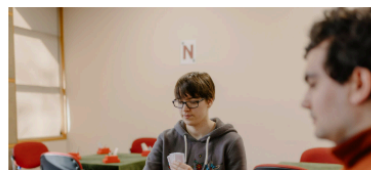


[View this in your browser.](#)

Welcome to the BAMSA newsletter Summer 2025

Youth Bridge in Scotland

BAMSA has just published a research report on the landscape of youth bridge in Scotland. The findings of the 24-page report, based on interviews with 15 bridge teachers, paint an intriguing



Do sign up for BAMSA newsletter. There is thought, research and development of bridge in Scotland.

Youth Bridge and Duke of Edinburgh Award Scheme

I have just acted as assessor for the second time. I was very happy to complete the skills section of the DoE God award application. This is a good way to engage with teenagers. Do suggest it to your club members, they may have family that could be interested.

EBU goals in 2025

1: **MEMBERSHIP** The board has announced its own goal of increasing membership by 5%. This is 2,000 more on an unclear base.

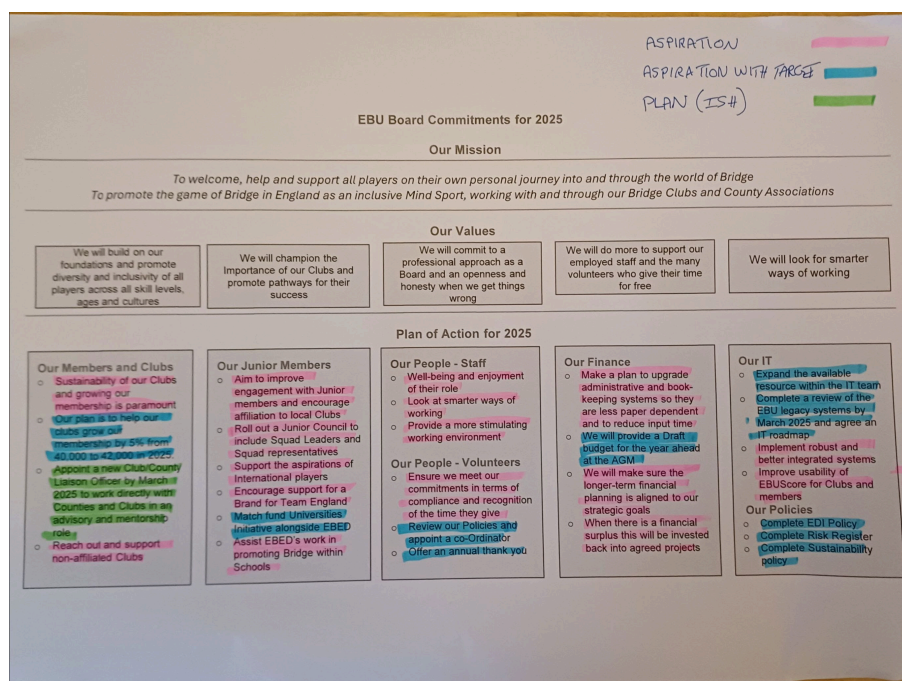
2: **PUBLIC AWARENESS** The public awareness of bridge needs to be raised for bridge to survive.

An effective PR/marketing/communication strategy is needed. It must reach beyond current players and clubs to reach people who have never heard of the game.

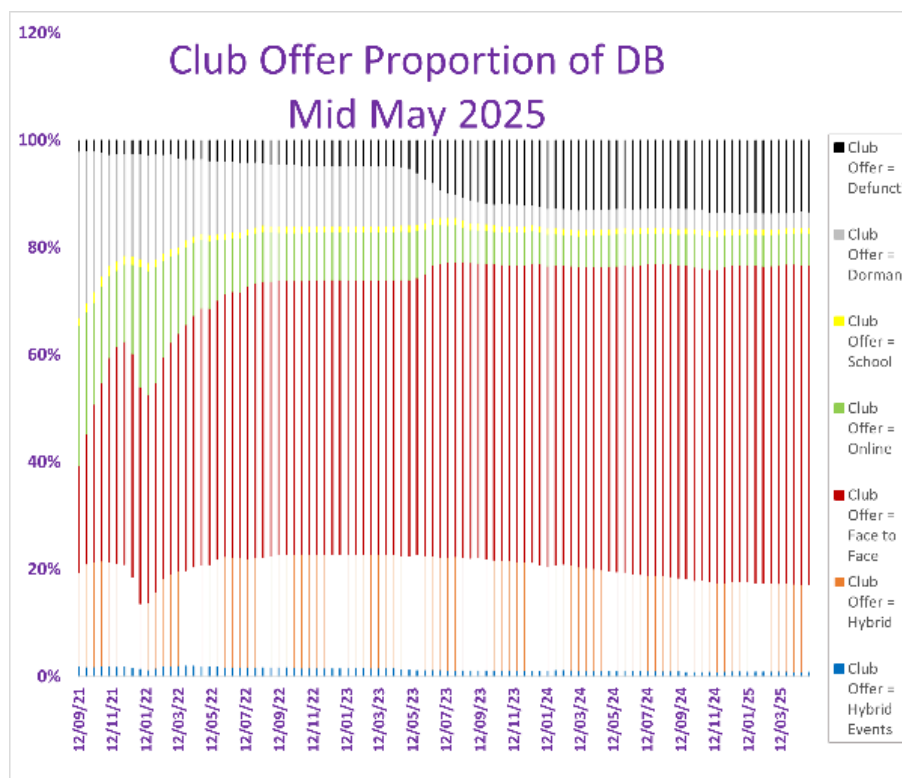
Bridge needs a planned, high quality campaign.. Social media is getting more bridge content, but most of it will only be going to social bridge users who curate their feeds towards bridge. We need "pushed" items that reflect youth and enthusiasm, like "BridgeBabe". and "BridgePlusMore".

3: **NEW LEARNERS** When the general public's interest in bridge is raised, there needs to be a place to find out more and offer a first step. Steering learners to teachers, identifying and supporting active learners, and supporting teachers and recognising professional development. The EBU Teachers Directory seems to have become slightly harder to find. It does have 275 (was 325???) entries, providing you know to untick the "has vacancies" box. Otherwise you see about 274. This box relies on listed teachers keeping their vacancies status up to date. Given the difficulty of getting teachers to register at all, it seems rather hopeful to expect they will.

4: **CLUB COSTS** The EBU to manage its costs rather than let them grow and simply pass them on to the affiliated clubs.



How are clubs doing?



There's more information here, typically updated once a fortnight.

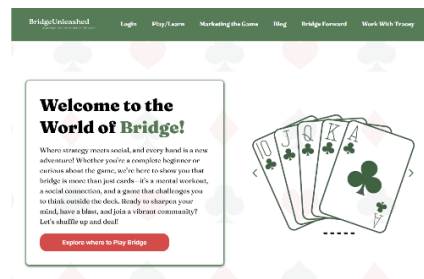
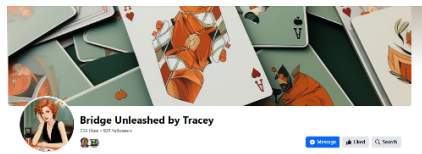
BFP Club Statistics Page

For Clubs

For help with marketing look up Bridge Unleashed by Tracy. Very active on Facebook, but also has a web site. Look up her explainer on Meta Data.

<https://bridgeunleashed.com/>

[Or on Facebook](#)



Here is the latest addition to the library:

Hesitation

Law 73A2 and 73D1 encourage players to maintain a steady tempo when bidding in the auction or playing their cards. This law addresses Communication between partners and makes the point that partners should be communicating by what they bid and play and not how they bid or play it.

You should try and avoid hesitation, and it is good practice to make a call or card play in a measured way, even when you know exactly what you are going to do. This means that it won't draw so much attention when you need a second or two to think. However, it is not illegal to hesitate over a decision. You may find that the opponents comment, perhaps mention reserving their rights, or even call the TD, if there is a substantial hesitation. This only means that the fact that a hesitation has happened is being agreed.

The hesitation does not prevent the partner of the hesitator bidding. However, any bid made following a hesitation by partner must clearly be made on the contents of the bidder's hand only. It will be very difficult for anyone, including the bidder, to be sure that any bid that seems to rely on finding some feature in the hesitator's hand, was not influenced by the hesitation.

If a bid is made that appears unlikely to be justified solely by the content of the bidder's hand, the auction will proceed normally, and the hand will be played in the contract arrived at.

If the non hesitating side feels that the actual result has gone against them, and it may be because the hesitation has influenced the auction, they should call the TD. The TD will have to make a judgement ruling. The principles are:

- firstly that the hesitation may have influenced the auction; if any calls by the hesitator's partner seem entirely in accordance with the action that would be expected from any player of equivalent standard, the TD will decide that the hesitation is irrelevant; and
- secondly the influence on the auction has caused actual damage to the hesitator's opponents; quite often the hesitating partnership gets into a poor contract, with a poor result, and does worse, or no better, than anyone else with the same cards!
- if, in the judgement of the TD (and they may decide to consult with others and make a decision after the event, but before scoring), there was a hesitation that may have influenced the result in a way that damaged the opponents, then the TD must "restore equity" by awarding an adjusted score.

All this can, and does happen, without anyone being accused of wrong doing or being punished. It is very difficult to be sure you have ignored a pause by partner when making a bid, so don't worry if you occasionally get a score adjusted in these circumstances.

If you want the TD to look at circumstances where a hesitation in the auction may have disadvantaged you, call the TD straight away in as calm and polite a way as you can. Don't get into any discussion with your opponents about it, it's the TD's job to work out if anyone was disadvantaged, and to restore equity if they were.

BFP Club Newsletter Item Library

CLUBS - PLEASE GIVE A LINK OR CONTACT FOR POTENTIAL LEARNERS ON YOUR WEBSITE

Over 60% of club website home pages make NO reference to lessons or teaching.

Your club may not teach, or have any intention to teach, but you could put a referral to a local teacher on your home page. If there is no local option you could put a link to your county page, the EBU teacher directory, or to the information on learning on the Bridge For Pleasure website.

There are about 1,000 duplicate club websites, please make sure yours has information on how to learn bridge. If we all did that there would be 600 new sites on the net

with information for potential learners. At no cost!

CAFE BRIDGE

Cafe Bridge is face to face to bridge organised in a town centre.

Cafe's or restaurants or pubs agree to take part and each provides a venue with tables and chairs, bidding and scoring equipment and with a set of boards. There are as many venues as there are rounds.

Players move from venue to venue, playing a round in each.

Typically they all meet up at the end of the day to discuss the play and the results.

This is a great way to enjoy bridge and to create a bit of a buzz.

Victor Lesk is a specialist:

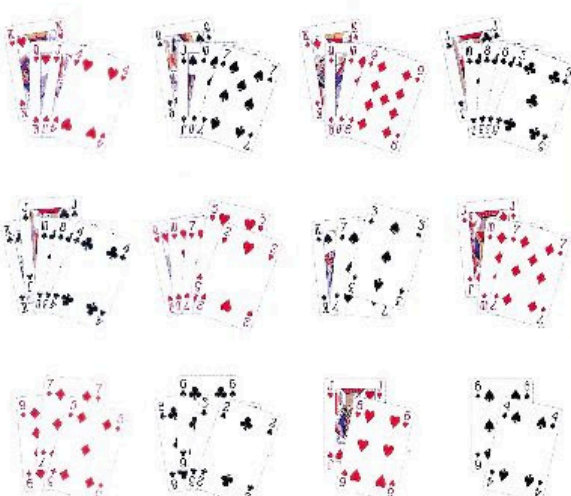
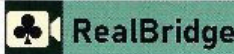
<http://www.brianbridge.net/cafe>

For Teachers

The wonderful RealBridge are giving away hardcopy teaching materials. I particularly recommend their leads summary.

Shireen@RealBridge.Online

Opening Leads When the card led is the same, whether the contract is suits or NT, the background is yellow. When the card led is different, the background is gray. In one special case, the background is blue.




RealBridge

Suits NT Suits NT

Suits NT Suits NT

With only AK, no other cards:
Suits contracts lead the King
NT contracts avoid this lead



The Bridge Technology Train - May 2025

Join short demo and training sessions delivered to you by the developers of these applications.

Bridge, Out Ahead ☐
Bridge Owl ☐
Bridge -Training.com ☐
BridgeComposer ☐



A **free** series of seminars for those interested in the development of the game. Hosted and sponsored by RealBridge.



Visit

[RealBridge.Online/events/techtrain](https://realbridge.online/events/techtrain)

Who is this for?

Players, teachers,
tournament directors,
event organisers.

Why attend?

Learn about the benefits. Ask the developers questions.

How to find out more?

Visit the event site to find out about these companies, the session dates & times, how to take part, how to hear the audio automatically translated to your language in real-time.

RealBridge also ran some seminars on Bridge Technology. It's probably too late for the current series, but they asked if people would like more as they had more service and product suppliers wanting to take part.

Let's encourage this.

<https://realbridge.online/events/techtrain>

Bridge for Pleasure Teaching Scheme

There is a completely free teaching scheme, hundreds of Plans, Notes, Quizzes, Deals, Commentaries etc at this address:

<http://www.bridgewebs.com/bridgeforpleasure>

Let's provide chances all over the country to observe teachers in action; practice teaching and discuss teaching with experienced, qualified teachers. Please contact me if you can provide the same opportunity.

Heart of England Bridge Club (Rugby):

heartofenglandbridge@gmail.com

New contributors

If you would like to contribute an item, please send it. Please make it no more than 200 words. Please make it positive, and supporting the goal of keeping grass roots bridge alive. That will keep elite bridge going.

[Click here to view previous newsletters](#)

Your Feedback

You can provide likes, dislikes and comments on the content of the Bridge For Pleasure website by registering on it.

Click on this link to send an email to register:
bridgeforpleasure@gmail.com

To quote the wonderful "Sorry Partner", BE NICE, or we'll call the director.

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