

The Essex Bridge Academy



Grand Launch Meeting

26th September 5.30pm

Barleylands

The Essex Bridge Academy (EBA) is being set up by The Essex Contract Bridge Association (ECBA) to promote and support the teaching of bridge in Essex.

The lifeblood of bridge is getting new people playing. You the teachers, are the ones that provide the source of new players; to keep bridge alive we need new players. The ECBA have taken the decision to support teachers as much as possible; hence the setting up of the EBA.

It is a not-for-profit organisation; it is purely to encourage the teaching of bridge in the County.

The EBA does not seek to limit your independence, it is intended as an umbrella organisation. It is not intended to subsume teachers but as a promotional adjunct. To provide support and promotion to bridge teachers. To provide networking opportunities and to allow cross fertilisation.

Benefits

- ❖ Dedicated standalone website – not bridgewebs – that will come up higher on the search engines and will be top for searches – ‘bridge teaching essex’. This can be found at essexbridgeacademy.co.uk
- ❖ The EBA are organising a series of seminars for the advancement of bridge players generally. Especially useful to those new to the game.
- ❖ Promotional materials – see below for images:
 - Posters – free.
 - Stickers – free.
 - Postcards - free.

- Roller banner 2000 x 800 (6'6" x 2'8") complete with mountings and carry case £40.
- ❖ Pathways – assistance in setting up supervised, no fear etc.
- ❖ Directory on the website of all teachers. Giving detailed information – personal picture, address, upcoming courses
- ❖ Your own page on the website that can be linked to directly.
- ❖ Use the EBA branding or not the choice is yours.
- ❖ Advertise upcoming events on the website.
- ❖ The website will act as an information portal for sharing information and accessing teaching materials.
- ❖ There will always be a prominent link on the main ECBA website home page to the teaching.
- ❖ Upcoming events will have a section on the home page of the ECBA website.
- ❖ Use of the teaching facilities at Barleylands at a cost of £3.75 per attendee. This includes use of the IT facilities and free tea, coffee and squashes.
- ❖ Monthly play with an experienced player at Barleylands, an unthreatening introduction to duplicate. There will be a monthly 18 board session at Barleylands where new and inexperienced players can play with an experienced club player to mentor them and show them the ropes.

What we expect from you

- ❖ Two references from past pupils, nothing fancy just attesting to the usefulness of the teaching. We will provide a simple form to fill in. This is just some due diligence to substantiate the backing of the ECBA.
- ❖ Evidence of an onward pathway after training. The transition rate of those taught to those who go on to play bridge is about 20%, this means that currently 8 out of 10 people who are taught do not go on to play regularly. We want to improve this, and so would like evidence that there is an onwards pathway for playing. If that is problematic don't worry, we will assist as much as possible.
- ❖ £10 per annum – a nominal annual fee. The organisation has greater credence with a paid membership.

Meeting Agenda

- ❖ Welcome
- ❖ Presentation – A short presentation by John McCoy (ECBA Chair) outlining the why, what and how of the EBA.
- ❖ Open Forum - What can the EBA do for you, what can you do to promote bridge!
- ❖ Collect promotional materials

We do not expect this to last more than 60 mins.

Promotional Materials

Learn to Play Bridge
@
The Essex Bridge Academy

Exciting
Any Age
Mental Agility
Fun
Friends for Life
Partnership Skills
Stimulating

The Essex
Bridge Academy

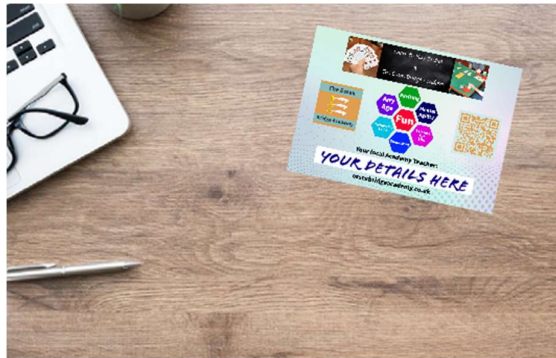
Your local Academy Teacher:

YOUR DETAILS HERE

essexbridgeacademy.co.uk

A4 Posters – Free

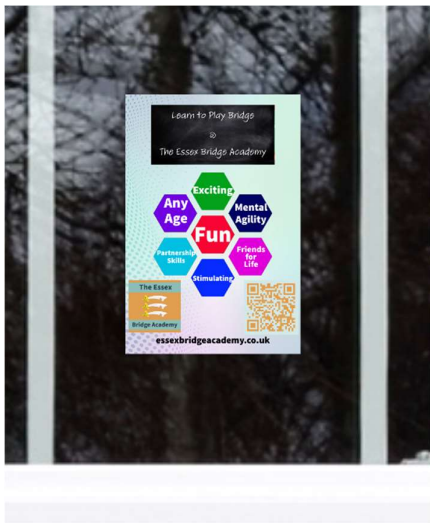
Advertise your services – Village Hall Notice Boards, Shops, Golf Clubs, Gyms, Libraries, Doctors/Dentists/Vets Surgeries, Church Hall, Coffee Shop, Community Centre etc.



A6 size postcards – Free

148mm x 105mm (6"x4")

Hand out or just leave in prominent places for people to pick up



Stickers – Free

75 x 110 (3"x4")

Wherever there's a suitable place!



Roller Banner - £40

800w x 2000h (6'6"x 2'8")

An impressive pop-up advert at your classroom