

## PROMOTION GRANTS

The Promotion, Education and Social Team met in December 2019 and reviewed the criteria it uses when considering applications by clubs for promotion grants.

Previously such grants were solely offered when it was expected that they would lead directly to an increase in the number of people playing the game or to an increase in the number of sessions available to players.

They will now also be made to support improvements to playing conditions, for the benefit of existing members, recognising that this may indirectly lead to growth.

The Team has an annual budget agreed by the county's Management Committee. Their objective will be to allocate this budget to the most deserving cases. In doing so it will:

- 1) favour clubs that are making efforts to encourage new members through lessons, supervised play sessions and transition duplicates rather than those that don't;
- 2) favour those applications that will lead most quickly to more people playing bridge and more bridge being played;
- 3) favour requests from clubs which will expand the opportunities to play bridge in areas of the county where there is not already a wide choice;
- 4) expect clubs to show commitment by sharing in the cost;
- 5) expect clubs to give us feedback on their development experiences.

Clubs might therefore consider applying for county financial support when:

- 1) having members trained as teachers or tournament directors;
- 2) acquiring more equipment;
- 3) enhancing playing conditions;
- 4) getting new sessions established;
- 5) running taster and beginner sessions;
- 6) any other expenditure which should lead to more people playing the game.