

Report from the Membership and Communications Committee, June 2022

Membership

The total membership at 31 March 2022 stood at 465 – a decline of 24 since 2021, no doubt largely due to the continuing after-effects of the Covid-19 pandemic. During the year 2021-2022, we welcomed 23 new members plus another 39 Bridge for All students who took up the offer of free membership for one year.

Membership numbers

Year	2022	2021	2020	2019	2018	2017	2016
Number of Members	465	489	535	477	380	321	333
New Members	23	22	42	43	43	22	23
BfA Members	39	28	42	45	40		

Communications

Oxford Bridge Club CIO communicates with its members via a website which is constantly updated, and by emails to all members at least twice per month and more frequently to specifically targeted groups of members. Outcomes of the internal communications have included an increase in the number of members resuming their bridge activities, and an increase in the number returning to play at the clubhouse.

OBC CIO also communicates with the general public by publicising bridge teaching and learning opportunities on local news websites and in local free sheets. With the impending departure of a key figure at the end of this calendar year, it is intended that marketing of both teaching and playing opportunities will come under the management of a single marketing group.

Richard Sills, Communications Officer, June 2022

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