

## Oxford Bridge Club

### Membership & Communications report

OBC currently has 477 members, including 31 Foundation Life Members, 2 Honorary Life Members and 62 Bridge for All members (i.e. 95 members who do not pay an annual subscription). [For comparison, the equivalent figures for 2022 were 465 members, including 31 Foundation Life Members, 2 Honorary Life Members and 39 Bridge for All members.]

Communications with members are maintained primarily by a monthly newsletter sent by email to all members, and by a constantly updated website. In 2023, the EBU ran an online seminar on websites, in the course of which they cited the OBC website as an exemplar of how to make a Bridgewebs site both effective and attractive.

The major focus of the OBC's communications activity in 2023 has been on setting up a marketing group, to take over the task of marketing bridge courses, following the withdrawal of the marketing manager from the role.

The marketing group has met three times, together with the departing marketing manager, who has kindly passed on her experience, covering marketing media and timing. The group has drawn up a marketing calendar and has a list of material to be produced and marketing outlets to be used. There remains a need for more helpers, and in particular a need for an overall marketing manager, without whom the necessary tasks will have to be carried out by members who already carry other significant responsibilities.

Richard Sills, May 2023