

# OBC STRATEGIC PLAN 2021-2024

## Charitable purposes

The objects of OBC are:

The advancement of amateur sport by promoting the game of bridge for the benefit of the residents of Oxford and the surrounding area.

The provision of facilities for the learning, teaching and playing of bridge for the benefit of the residents of Oxford and the surrounding area with the object of improving conditions of life.

We have created a strategy that both sets out our aims and objectives for the next three years and includes targets we should meet.

### Vision

Oxford Bridge Club is a welcoming club that offers the social, health and intellectual benefits of the game of bridge to anyone who wishes to learn or play.

### Core Values

The OBC expects members to play the game of bridge courteously with integrity in an atmosphere where everyone feels welcome.

### Goals

The OBC aims to be recognised as a friendly and successful club that encourages all levels of player, offers different types of bridge games and provides great education for both learners and more experienced players.

### Objectives

We have set key objectives for the next three years with measurable targets that will be reviewed annually to assess progress.

1. To provide the best possible social environment for anyone who wishes to learn or to play the game of bridge and, through education and feedback, to promote high standards of behaviour throughout the club.

Measurable targets : membership numbers, actions to promote “Best Behaviour at Bridge”, effective action after any complaint, refresh image of OBC through marketing.

2. To strengthen the teaching of bridge (on-line and face-to-face), ensure we have excellent teachers and broaden the reach of the Oxford bridge school.

Measurable targets: numbers of trained teachers, training and support offered to teachers / teaching assistants, profile of learners, types of lesson offered, feedback on teaching and action taken in response to feedback.

3. To provide a variety of bridge games (face-to-face as well as on-line) that cater for different standards of player and may include relaxed games for those who wish to play less competitive bridge.

Measurable targets: data on uptake of games (face-to-face, on-line and new playing opportunities), marketing of sessions, feedback from players.

### **Delivery**

To deliver our objectives, OBC must remain financially viable and must have an engaged membership. Alongside the work that directly supports our objectives, we will prioritise actions that enable us to:

- Ensure our financial position is secure (diversify sources of income where possible, minimise expenditure, stable or increased membership).
- Ensure that all those who volunteer to help the club in any capacity feel valued and receive appropriate support and training.
- Draw on the skills of members to support the club (survey to determine the skills of our members, encourage members to volunteer for roles within the club including work on committees, increase opportunities for feedback from members).

### **Risks**

Our ability to deliver our key objectives may be compromised by issues that include:

- Fall in membership
- Expenditure that impacts on our finances
- Remote playing - increased competition, members may not return to face-to-face bridge.
- Inability to recruit and retain skilled volunteers to support the club.
- Resurgence of the pandemic.

### **Report**

A report on the progress of our strategy will be presented at the AGM every year.