



# SCBA High-Level Strategy

## for 2021 onwards



2021 Objective	How Measured?
<p>1. <u>Preamble</u></p> <p>SCBA's remit is to encourage and support bridge generally in Surrey. We interpret this as encompassing all bridge-players, whether members of the EBU or not, but we see Surrey as an integral part of the national scene, and regard the health of that scene as being key to the game locally. As such, we will encourage clubs and teachers to affiliate to the EBU, and members to take part in national events, as well as local.</p> <p>This strategy aims to be a smooth development from the one that applied 2016-2020.</p> <p>Achievements and key aspects will be measured over time. Progress should be considered annually, and the overall strategy reviewed at least every five years, or on change of chair.</p>	<p>This column will be populated at a later date</p>
<p>2. <u>Players and Games</u></p> <p>We will seek to increase EBU affiliation and maximise UMS sessions, for all Surrey clubs.</p> <p>2.1. EBU players</p> <p>Our efforts to be shifted to be more aligned with the NGS levels of our members. However, as the top players are few in number, there will inevitably be an apparently disproportionate focus on that population. Similarly, disproportionate effort will be given to aspirational players, rather than the less ambitious.</p> <p>2.2. Non-EBU players</p> <p>We do not have any constitutional responsibility to players who are not EBU members. However, we will strenuously encourage them to join the EBU fold.</p> <p>2.3. Representative Events</p> <p>Continue with the current level of support for representative events. However, we will increase support to lower NGS levels.</p>	<p>Number of plays Number of players (those whose NGS has moved in the period?) Number under tuition or restarts (all those with recent EBU Numbers)</p>
<p>3. <u>Administration</u></p> <p>While providing an effective and efficient service to our community, we will aim to be forward-looking, and actively seek and welcome new members of the team or new ideas for our services.</p>	
<p>4. <u>Communication</u></p> <p>Clear and inclusive communication will be at the core of how we work.</p> <p>We aim to be open, welcoming and helpful to all those involved with bridge. This includes those who:</p> <ul style="list-style-type: none"> <li>• play or might be interested in playing;</li> <li>• organise or administer the game, in Surrey and elsewhere.</li> </ul> <p>We will seek to inform Surrey's community of our aims and activities, and make it easy to contact us with comments, questions and concerns.</p>	

<p>5. <u>Development</u></p> <p>Within our financial constraints, we will seek to expand the bridge-playing population, and offer those who do play opportunities to progress.</p> <p>This will have several elements:</p> <ul style="list-style-type: none"> <li>(a) Working especially through clubs and teachers, we will aim to attract and retain new players to competitive bridge. This will include assisting clubs with their own development and training activities, if they would like us to do so.</li> <li>(b) We will seek to provide training and development opportunities to those at all levels of ability who wish to take advantage of them. In particular, we will look for individuals with the potential to represent Surrey in national events, and seek to promote the development of their skills.</li> <li>(c) We will maintain an active junior bridge programme, with the Surrey Schools Cup as our flagship junior event.</li> </ul>	
<p>6. <u>Events</u></p> <p>We will continue to mount county and charity events, both pairs and teams, where the demand for them appears to be viable. Whether these will be online and/or face-to-face is currently unclear. As well as being much changed, the bridge environment is now much more flexible, so in addition to our traditional events we may experiment with new ones if likely ideas arise. For instance, we may try simultaneous online and face-to-face events.</p>	<p>Number of entries, member feedback</p>
<p>7. <u>Finances</u></p> <p>We will maintain a prudent financial position, with sufficient reserves to replace all assets and if necessary embark on a significant development initiative costing up to £3,000 in any one year.</p> <p>Overall aim is for revenue neutrality, but without foregoing opportunities. We will not generally seek to make large profits from individual events, but may hold some that are loss-making.</p>	