



## Chairman’s Appeal to all Worcestershire Bridge Players

The WCBA has its AGM on June 8<sup>th</sup> 2026.

Even if you have never before been involved with Worcestershire bridge, what is below may affect your club and so I would ask you to read it carefully and consider the points made.

Firstly, I must apologise that, because this year has been traumatic for me on a number of fronts, I have not been able to devote as much time as I wanted and intended to the change agenda. I sincerely hope that this year will be different and that, together, we can build on the work that has been done and promote and grow the game of Bridge in our county.

Rather than read out a statement at the AGM I have decided to issue an appeal for help now, in the hope that I can report at the AGM some progress based on positive responses from you, bridge players in Worcestershire.

2025-2026 has been a year where our plans for Worcestershire Bridge have stayed about the same but we haven’t made enough progress.

Our clubs are surviving in the main but with not enough tables. Our teams are performing averagely. Our numbers are about the same despite the efforts of our teachers to introduce new players. Our leagues need renewal. We remain financially sound.

In short, we need to make change happen otherwise the long-term trend of decline will continue and the game will die.

The EBU faces its own challenges, and we can influence their strategy slightly, but we do not control it. The scope of our activities is within our own county, so, I am speaking on behalf of all players in Worcestershire.

At the start of my year as Chairman, I suggested various objectives. Here is my measurement against those objectives.

<p><b><i>To welcome, help and support, all Bridge Players, (affiliated, non-affiliated, social, U3A etc.) and to promote the game of Bridge in Worcestershire as an inclusive Mind Sport.</i></b></p>	<p><i>Bridge in Cafes is drawing some interest and we continue to achieve good attendances for Café Bridge. These activities are an important way of promoting the game and we need to do more to build on this success.</i></p>
<p><b><i>WCBA teaching at all levels to become the envy of many other Counties.</i></b></p>	<p><i>We have more teachers which is positive and now we need to add co-ordination across the county. Coaching improvers has been planned and will start later this year</i></p>
<p><b><i>To promote Face-to-Face and Online Bridge and encourage all players to play both.</i></b></p>	<p><i>Still a tendency for some players to be in one camp or the other and coping with that has taken considerable effort in some areas (e.g. selection for County matches).</i></p>
<p><b><i>To promote on County Bridge Night Monday's and build upon the excellent work of Dick, Nick and Dennis.</i></b></p>	<p><i>Currently below critical mass to make Mondays successful and so more needs to be done despite excellent efforts by the subcommittee.</i></p>

<b><i>To improve communications through embracing social media and investing in a better website.</i></b>	<i>Some good progress has been made and we need to build on this by, for example, utilising social media to promote the game better.</i>
<b><i>For the next 5 years, to use our financial resources wisely and accept that financial losses are OK if our objectives are being met. (Invest in change)</i></b>	<i>We have achieved another year of break-even finances which continues to provide us with the opportunity to invest in change and we need to take advantage of this.</i>
<b><i>Over the next 5 years our County Squad to include several young (under 35) players and grow our 'registered' players by 10%.</i></b>	<i>Sadly, our membership has reduced. On a positive note, some progress has been made in schools although we have yet to see younger players coming through.</i>

Ladies and gentlemen, unfortunately we are all getting older and, should we not do anything, the game will gradually die in Worcestershire.

So why is this an appeal.

1. While some progress has been made, given the competing demands on the time of potential players, we need a volunteer or, even better, some volunteers to take over the role of improving our promotion, in particular, and communications generally.
2. We need at least 2 new members on the committee who see the need for change and are prepared to invest a little time to make change happen.
3. I have been moderately successful in trying to reintroduce schools to learning bridge. I need two persons to help me – one to run a lunch-time session at King Edwards Stourbridge and 1 to sit on the young person's Real Bridge platform on Thursday afternoons for 2 hours starting at 4.15 pm
4. Monday night bridge is important to the future of the County Association, and we need a committee member to really promote and increase the number of tables. Latest emails suggest that this maybe Chris (many thanks). I am holding a meeting with the sub committee on May 28<sup>th</sup> so any ideas please to me asap.
5. Do any of you use Andrew Robson's Bridge Cast; if so, would you be prepared to take a lead on how best we could deploy this excellent bridge improver mechanism across the County.
6. Most of all we need ideas and we need people to make things happen.

So, HELP, please.

Email or ring me.

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