

EBU STRATEGIC PLAN: 2018-2023

Main Objectives:

- To provide a valued range of services to Members, so they enjoy playing duplicate bridge and play more often
- To promote the teaching and playing of duplicate bridge in order to maintain and increase EBU Membership and attract potential players.
- To ensure the EBU is financially resilient and sustainable.

Key Strategic Strands

Sustaining and Increasing Membership levels

- Investing in proven marketing and publicity campaigns
- Enhancing our relationship with affiliated clubs
- Developing and introducing strategies to convert students to becoming affiliated club members
- Interacting constructively with non-affiliated clubs
- Prioritising investment in teaching and training
- Communicating with, and listening to, our Membership

Governance and relationships

- Continuing to modernise and streamline our governance processes, whilst maintaining the strong ethos of being a membership organisation;
- Strengthening our ties with, and listening to, Members, Clubs and Counties
- Working with Counties to improve the experience of our Members, existing and prospective, in playing duplicate bridge

Financial sustainability

- Investing in initiatives to increase effectiveness and value for our Members
- Keeping price increases at a reasonable level
- Improving Bridge Warehouse's market share and contribution
- Maintaining adequate reserves

EBED

- Ensuring the EBU membership gets value-for-money from its investment in EBED
- Prioritising our investment in specific initiatives through EBED in education and teaching, and building awareness of the value of duplicate bridge

Tournaments and Regulations

- Continuing to adapt our tournament programme, prices and services to meet the changing needs of players, including introducing innovative new options into our schedule
- Introducing more online options, sometimes with partner organisations

- Evolving our rules and regulations, keeping the general enjoyment of our players in mind, bridge, and promoting better behaviour at Bridge

International Teams

- Providing affordable support to our range of teams, whilst expecting players in those teams to help promote the EBU
- Securing greater publicity and awareness of the success of our teams, with an aim of improving sponsorship and donations
- Working constructively with the EBL and WBF, including a focus on their value to the total Membership

Technology

- Taking advantage of technology to improve services to Members
- Improving the utility of the website to our members and other visitors
- Making English Bridge more attractive online and hence reduce costs

Employees

- Ensuring and providing competitive and attractive employment
- Recognising the great work done by our employees
- Communicating openly and transparently
- Investing in employee development and engagement

Volunteers

- Giving greater recognition to the work done by volunteers
- Creating a climate where more people are willing to volunteer to help in Clubs, Counties and nationally, and hence harnessing the talents and experience of our Membership
- Introducing training for administrators at every level

Archives

- Commissioning a further volume of the history of English Bridge
- Improving the online information in the EBU archive
- Encouraging Counties to start and/or improve their own archives