



# RAISING OUR GAME

Strategic Aims

2018-2023

The English Bridge Union has a continuing commitment to improve and expand the range and quality of services that we provide for all our members. To fulfil this commitment your Board of Directors aims to:

- **Promote the teaching and playing of duplicate bridge in order to attract potential players of all ages and at all levels of ability, thereby increasing the size of the EBU Membership**
- **Provide a valued range of services to Members, so they enjoy playing duplicate bridge and play more often**
- **Increase the number of affiliated clubs, and the number of people playing under the auspices of the EBU**
- **Ensure that the EBU is financially resilient and sustainable**

Several Key Strategic Strands will be applied to implement this approach by:-

#### *Sustaining and increasing Membership levels*

- Investing in proven marketing and publicity campaigns to raise the profile of the game of bridge to players and potential players alike
- Enhancing our relationship with, and providing assistance to, affiliated clubs, and our Counties
- Developing and introducing strategies to convert students to becoming affiliated club members
- Interacting constructively with, and promoting the benefits of EBU Membership to, non-affiliated clubs
- Prioritising investment in teaching and training through EBED
- Communicating with, and listening to, our Membership

#### *Governance and relationships*

- Continuing to modernise and streamline our governance processes, based on best practice, 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 the 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
- Promoting junior 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 players in mind, and promoting Best Behaviour at Bridge

## *International teams*

- Providing affordable support to our range of teams, whilst expecting players in those teams to help promote the EBU and bridge generally to all generations
- 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

## **Implementation**

Regular shorter-term plans, with clear and stated objectives will be created to move forward these strands. This will ensure our policy of improvement and expansion is maintained.



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