

## **The Yorkshire Initiative**

### **Outline Description**

- County provides central organisation (this could be any central organisation but in this instance was Yorkshire County)
- Clubs source learners
- County gives a lecture to all learners on an online meeting platform (Zoom was used in Yorkshire)
- Lecture is followed by supervised online play in each club of a small number of hands (clubs using Bridgeplay in this instance (and a local Zoom when play is remote))
- Repeats till end of course
- Yorkshire then offered a duplicate taster to participants

### **Preplanning**

Essential to its success is preplanning. This consisted of:

- Yorkshire obtaining “buy in” of county clubs (emphasising that clubs own the learners throughout)
- Ensuring clubs have enough volunteers for supervising practice play
- Recruiting learners digitally – Yorkshire helped clubs to do this. This involved synchronised short local marketing campaigns orchestrated by clubs
- Creating an enticing offer to learners: For this initiative an extended free taster lesson and practice was used
- Ensuring all teachers, volunteers and students know how to access online meetings

An important element is that learners are enrolled as students after initial set of lectures.

### **Resources Used**

Zoom was used as the meeting platform

Local platform (Bridgeplay) was used for club play themed practice (which Yorkshire paid for)

EBED lectures and hands were used – sometimes modified for presentation

Clubs EBTA teachers gave the lectures

Club EBTA teachers and club volunteers supervised the play

### **Finances Applied**

Yorkshire paid for mass Zoom and the lecturers

EBED charged £5 per month per student after 12 weeks (though this arrangement may not be repeated)

The first 10 lessons were free. Some clubs charged £5 per practice session for lessons 11-19.