



Draft Minutes of the Northern Counties Working Group (NCWG)

At Chez Millet, Leeds at 11am on 6 September 2018

Present:

Lesley Millet (Lesley) from Yorkshire, Jeff Morris (Jeff M) from Manchester, David Adelman (David A) from Manchester, Paul Roberts (Paul) from Merseyside & Cheshire, Richard Alcock (Richard) from Merseyside & Cheshire

Invited Members:

Ron Millet (Ron)– EBU Director, David Guild (David G)- Yorkshire RDO.

Lesley chaired the meeting and welcomed the members of the working party and invited members. Lesley said that numbers were down at this meeting due to illness and some previous actions will have to be carried forward until next meeting.

1. Apologies

Michael Rothwell – Westmorland, Liz Muir – NEBA, Julian Merrill (Julian) from Merseyside & Cheshire, Jeff Smith (Jeff S) from Lancashire, Adrian Darnell (Adrian) from NEBA

2. Previous Meeting Minutes:

The June 2018 meeting minutes were approved.

Previous Actions from June minutes not included as items on September Agenda:

Yorkshire To Develop Bridge Awareness Day Concept to attract people to Bridge: The YCBA is to run a Yorkshire Bridge Clubs' Development Day on 18 November and planning this has taken precedent. The Awareness Day is to be deferred until 2019. **C/F Lesley**

Gordon R to progress a Club "Sales Development" Tool. This is now to be progressed as part of the Recruitment Campaign roll out. **Minute Closed**

Need Committee Representative from Lincolnshire. No candidate yet identified **C/F Lesley**

Lancaster New Affiliated Bridge Club Plan – C/F Jeff S to develop the alternative location plan

Wider Club Affiliations Paul noted that Bev Purvis has been very helpful in assisting Burton Bridge Club in their deliberations on EBU affiliation. Burton have yet to decide at their AGM.

In discussion it was mentioned that non-affiliates on Bridgewebs have the benefit of EBU updates information on their websites. **Action Ron M to confirm EBU policy**

Affiliation Document In a wider previous action, from the February 2018 meeting, Gordon said that a document for club affiliation was in prep but this has not yet surfaced **Action Ron M to chase for date of release**

Request for EBU Review of Affiliation Offer – At the June meeting, Jeff S was actioned to write to the EBU and request a more compelling affiliation offer- **Action Held Over awaiting EBU Affiliation Document**

EBU Promotion Article – Previously Jeff S said that Abbey Walker have a promotion article in preparation **C/F Jeff S**

Regional Working Groups Terms of Reference This is a carry forward from October 2017 **C/F Gordon R.**

GDPR The EBU have softened their advice on contracts for Counties and clubs and now have a voluntary contracts approach. Lesley said that YCBA have signed their county contract. Richard said that he has submitted suggested county contract amendments and Gordon has agreed them so has signed on this basis for Merseyside & Cheshire. This softening also applies to Bridgewebs and Pianola. **Minute Closed.**

Data Management – Counties Information Following previous minute, this committee further considered the problem of how secondary member status confounded accuracy of the county members statistics. David G said that EBU advice was that it is not possible to have access to secondary member information unless the member has “opted in” to providing this detail to the secondary county. Agreed to seek clarification. **Action David G to write to Gordon.**

Apart from minutes above, there were no other outstanding matters arising from the previous meeting.

3. EBU Membership Recruitment Campaign - Northern Update

Sara Miles has been appointed Regional Development Officer for Manchester and Merseyside with early September start. David G said that he has met with Sara as part of her induction.

Recruitment Campaign Methodology – David G confirmed that a paper has been released for counties participating in the roll out together with guides to assist the RDO in their approach to Clubs. This has been shared with Sara and EBU **Minute Closed**

NEBA All minutes C/F due to illness. Leslie and Ron to visit Bev G on 12 Sep 2018, illness permitting.

4. EBU Membership Recruitment Campaign – National Update

Tim Anderson has been appointed the EBU’s Membership Development Officer on a national basis. Tim is based in Winchester. Ron confirmed that his role is flexible and will initially focus on assisting Surrey and Somerset which are now both indicating their readiness to participate in the recruitment campaign. There is a job Description for Tim. Key accountabilities of he role need to be fleshed out. **Action: Ron to report back to NCWP on these documents.**

5 Junior Bridge

This committee voiced concern that Donna sees Leeds as too far to visit to share information with Northern Counties. Lesley said that there has been no feedback from EBED on junior bridge development intent and no detail of what resources are being allocated to the

programme. David A said that there has been no response to his emails from Donna Wright. However, David Emerson has been helpful in assisting David A to be safeguarding checked and David Emerson has indicated willingness to visit this committee. The committee discussed, how to influence the expansion of the minibridge programme. **Action: Lesley to write to Donna to say that this committee are willing to work with EBED on a minibridge development pilot project.**

Jeff M re-iterated his advocacy of minibridge awareness for Teacher Training Colleges and Educator Faculties at Universities. Lesley said that this is an EBED responsibility and we should make this point when we engage with EBED.

David A said that his software is now bug free. He has had success with using minibridge as an icebreaker for corporate training days such as British Gas, Manchester Airport and Maths Co-ordinators. The WP agreed that there is scope to use minibridge for group development for corporations and EBED should pick up this theme.

- 6. Loneliness Avoidance Campaign** The NCWP noted the excellent article on Bridge in the the Asian Games, especially the quote that “you will never be lonely if you play Bridge”. Bridge is played in the Asian Games and Maccabean Games. Although recognised as an Olympic Sport, it is not included. There is a Commonwealth Bridge Championship that is coming to Birmingham in 2019 **Action Ron to confirm EBU are aware.**

Ron said that he has written to the Minister For Loneliness without response to cite Bridge as a loneliness reducing activity. Jeff M said that he has not contacted the Minister of Loneliness directly and the committee discussed a different approach. If a constituent writes to an MP, then the MP is obliged to reply. The Minister For Loneliness is Tracy Crouch and her constituency is Chatham and Aylesford in Kent. The Medway Town Bridge Club is in this area and a member could write to the Minister. **Action: Ron to discuss at EBU the best way to take this approach forward.**

7. EBU Summer Festival

Gordon Rainsford had recently issued a short report on this congress which was read out to the NCWP. This showed that festival numbers had been buoyant and exceeded single location attendance. The meeting discussed this model of main venue plus regional sub-venues as a possible approach for more congresses and a way to avoid North South long distance travel to congress. **Action: Lesley to write to Gordon with thanks for his report.**

8. EBED Teacher/TD Lists

The WP viewed this as progress but at an early stage of development.

9. Technology Update

The WP discussed the Izettle hand-held credit card reader as presented by Bev Purvis at the June meeting. Richard noted that at 1.75%, this is a fantastic transaction fee compared with for example Mastercard. Jeff M said that, if the EBU negotiated a deal down the business rate route, then it may be possible to improve on the fee rate. Lesley said that, as Yorkshire congresses do not encourage walk-ins, there is no immediate use for our congresses. The general opinion was that the transaction fees are likely to be too high for Clubs to take up. The Counties will hold off advertising to clubs at this time.

The discussion broadened into the often-raised topic of the EBU website. David G suggested that it may be possible to improve the viewer journey without a revamp through setting up an initial entry navigation “mask” with broad topics such as news, finding clubs, beginners

etc with each pointing to different parts of the website. This would be similar to the Bowls England site.

AOB No further discussion topics were raised.

Next Meeting: 11am Thursday 17 January 2019 – Venue to be decided

End