



Supported by



## A Festival of Bridge – September 2024

# Worcestershire's response to EBU/Cancer Research UK Objectives

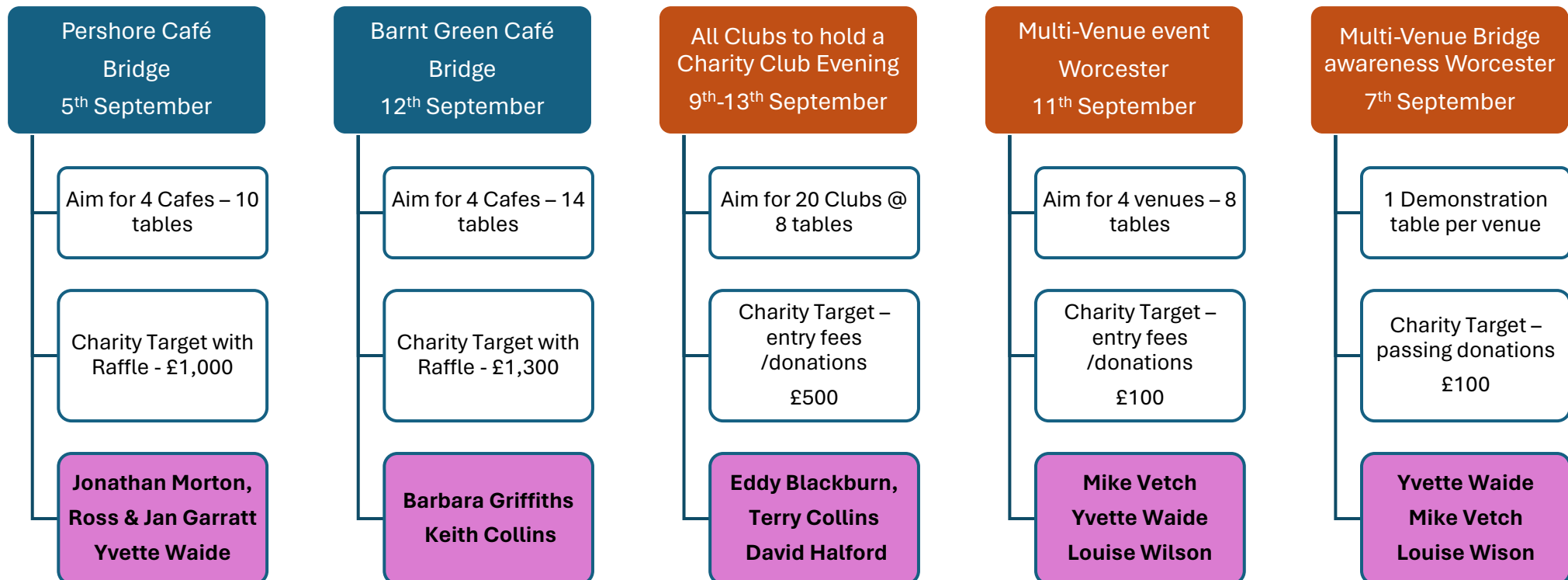
Raise Money for Cancer Research UK –  
Target £3,000

Raise Awareness of Bridge in the  
County – Target 20 New Students & 20  
Returning Players & 40 Column Inches

Worcestershire Committee led by Richard Jephcott, event heads as below

Links to EBU and Cancer Research UK – Richard & Mike, Treasurer - Chris Taylor, Scorer - Tony Oliver

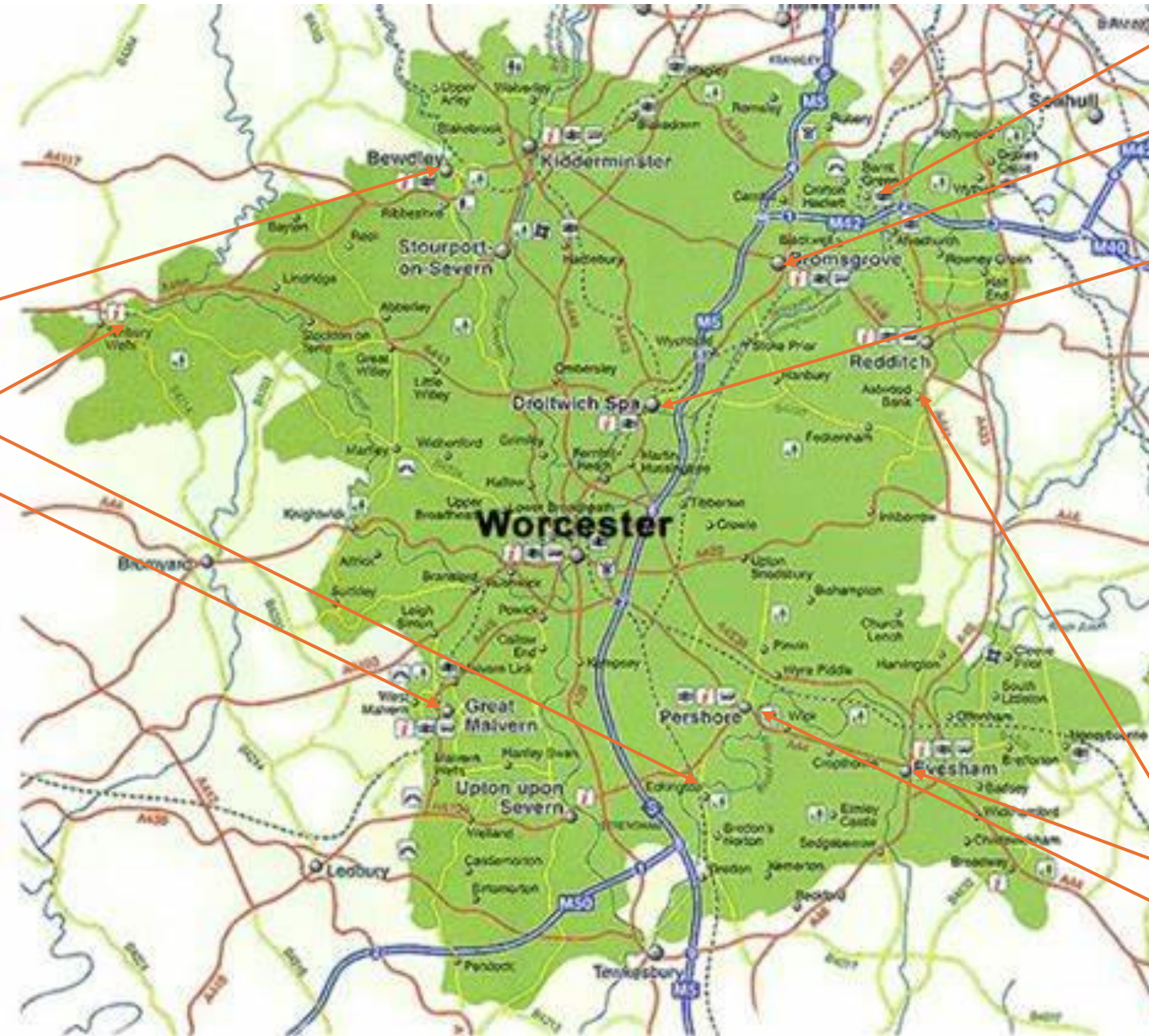
Publicity / Social Media / Press / Local TV / etc. led by Mike Willoughby



## MAP showing Bridge Clubs in Worcestershire – please update

- Halesowen Bridge Club
- Kidderminster Bridge Club
- Kingswinford Bridge Club
- Kinver Bridge Club
- Lenches Bridge Club
- Lyppard Bridge Club
- Malvern Link Bridge Club
- Stourbridge Bridge Club
- Stourton Bridge Club
- Swan Bridge Club
- Bewdley Bridge Club
- Bredon Bridge Club
- Eckington Bridge Club
- Malvern Bridge Club
- Tenbury Bridge Club

- Worcester U3A – Albany Terrace
- Worcester U3A – Green Centre
- Worcester U3A - Doris Hunt
- Swan Bridge Club
- Wyre Forest U3A
- Malvern U3A – Manor Park
- Malvern U3A – Cube
- Malvern Link Bridge Club



- Barnt Green Monday Bridge Club
- Burcot Friday Bridge Club
- Barnt Green Duplicate Bridge Club
- Bromsgrove Bridge Club
- The Oaks Bridge Club
- Bournheath Bridge Club
- Chaddesley Corbett Gentle Bridge Club
- Droitwich Spa Bridge Club
- Spadesbourne Bridge Club

- Ridgeway Bridge Club
- Evesham Bridge Club
- Pershore U3A
- Pershore Bridge Club

# Bridge Stand

- To help with both objectives we need a 'Stand' to be positioned at the entrances of The BGI, The VIC, and the Worcester & Pershore venues.
- The Stand will have all the logos of Cancer Research UK and EBU and as much information as we can gather about Clubs and Teaching in Worcestershire.
- There will also be the opportunity for collecting donations and selling raffle tickets at the Café Bridge Events.
- The Stand will be manned with people that can both build awareness and raise money for charity.
- Further to conference call on 3<sup>rd</sup> April the EBU have confirmed that there will be a lot of collateral available to help build the stand.
- Further to our committee meeting on 2<sup>nd</sup> April the stand will also include details of any follow-on events.

# Proposal for all Bridge Clubs in Worcestershire

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- *"The Festival of Bridge is a fantastic idea. It is a superb opportunity for the current bridge community to showcase our wonderful game to the many who have never played the game and to reignite the enthusiasm amongst those who have played but not in last decade or so. I sincerely hope that everyone will get behind the Festival and, through it, attract a new cohort to the bridge tables, and at the same time support the vital work of Cancer Research UK."*
- Bridge is a wonderful game; it is both social and competitive; you can play it at home or in a club; it is a mind exercise that has been proven to help stave off Dementia and Alzheimer's. The benefits of playing bridge are numerous and the cost of playing is tiny especially in comparison to most other sporting or social events.
- In Worcestershire there are many teachers that would love to teach you the game and many places to play the game both online and offline.
- Cancer is a horrible disease that constantly needs money to fund research into potential cures.
- In September, we are combining:
  - our love of the game, our desire to reach out to new players and to returning players in order to ensure that Bridge is recognised for all its benefits,
  - with the crying need to raise money for Cancer Research UK.
- How can you all help?
  - In the week beginning 9<sup>th</sup> September 2024 you can hold your regular weekly club event in aid of Cancer Research UK.
  - You can attend any of the events that are being specially held.
- How can we help you?
  - As the Worcestershire representative on the National Committee, I will be happy to attend one of your club sessions and explain what is going on, tell you about bridge in the County and even play with one of your members. My email is [Richardjephcott@me.com](mailto:Richardjephcott@me.com) so get me booked asap – you can see from the map that I will be busy.



	Key Actions	Description	Who / When
1	Barnt Green Café Bridge	Richard-Sort locations and menus, Barbara – liaise with all clubs (affiliated and non-affiliated, U3A and Golf sections. and give early notice , Barbara – Raffle Prizes and sponsors, Tony – Scoring, Keith – Kit, Eddy – Boards, Mike V – Movement, Richard – Ticket design.	Barbara reported good progress
2	Pershore Café Bridge	Ross & Jonathan sort locations and menus, Jonathan – liaise with all clubs (affiliated and non-affiliated, U3A and Golf sections) and give early notice.	Jonathan reported good progress
3	Worcester Wednesday Multi Venue	Aiming for 8 tables at Elgar's, Dice Box, Commandery and Good Roots, very relaxed Café style event.	Mike and Yvette reported progress
4	Worcester Sat Awareness event	The idea is to have volunteers at different venues playing bridge and inviting the public to watch / discuss / join in. Dice Box and Elgar's committed, and 1 or 2 other venues being investigated	Yvette and Mike reported progress
5	Club events	Online, offline, afternoon, evening, affiliated, non-affiliated, golf clubs, social clubs – all to help Eddy & Louise to compile list and then engage. Richard to approach WCBS Committee for help with costs and EBU have committed that all UMS fees will be remitted to charity.	Database (Louise / Mike) and consistent message (Richard/Mike) the priority
6	Stand	Ideas please for design and contents – see separate slide	All
7	Other	Yvette to look at 'Just Giving', All look for Celebrities in our area, Richard to inform Brian Bridge, Mike to co-ordinate publicity esp. local radio and press. Mike emphasised the need for 'a story' and will help devise.	See over
8	National Events	See EBU page, in particular EBED Simuls being run 2-5 September, and dedicated festival site.	
9	Follow on Events	Assuming success we need to plan for follow on actions. Mike mentioned teaching events in November (Devise Flyers – introduction to bridge) – 'Get them hooked'. Bring up at Committee Meeting re county paying for training. Yvette mentioned her 'Improve your bridge' social evenings.	Need a Volunteer to OWN follow-on events please.
10	Next meeting	Zoom – May 2 <sup>nd</sup> – 7.00 p.m.	All