

# Gentle duplicate

Why it matters

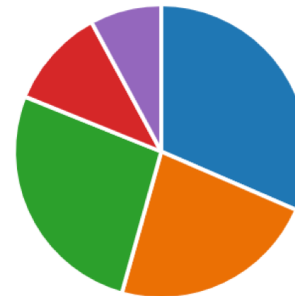
# Our retention problem

## How many students end up in club sessions?

8. If you have a sense of how many students have gone on to become active members of your club, what is the approximate percentage?

[More Details](#)

● 20% or fewer	40
● 21-40%	29
● 41-60%	34
● 61-80%	14
● Almost all of them	10



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The biggest group is 20% or fewer. Over half of clubs report that under 40% become active members.

# Models of bridge transition

Model A: from classroom to clubroom

Classroom



Transitional  
something

Clubroom



# Why this model often fails

- Wide gulf between new learners and longstanding members who learned bridge early in life and in a different way
- One gruff person can make a novice perceive an entire session as “unfriendly”
- 24 or 27 boards is an intense experience for a novice
- People who learned bridge to make new friends may not find heads-down continuous play with no break appealing
- We all play for enjoyment and if that is not there for a novice, they will go elsewhere

# Large clubs have better retention

- Run more sessions with tiering for different standards
- Larger learning groups mean classes become playing groups
- Larger clubs have more volunteers available for supervision etc

# A better model of bridge transition?

Classroom



Easy transition maybe via supervised play but minimal



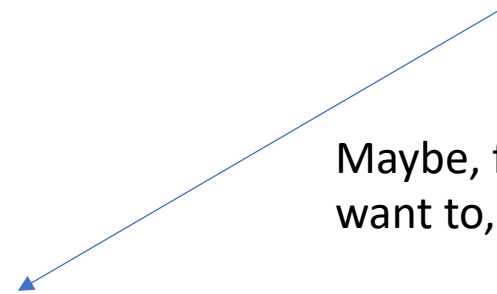
Gentle duplicate



Traditional club session



Maybe, for those who want to, in their own time



# What makes a session “gentle”?

- No set definition and each club will vary, but some suggestions:
- A proper bridge session, playing and competing not just practice
- Shorter than a typical EBU session. 15-18 boards?
- No expectation of a high standard, mistakes are OK
- Build in time for socializing. Break mid way? (no discussion of boards please!). Or early finish enabling free discussion – but people may just leave early!
- Not just for novices. Encourage long-standing club members to join in too. Good for integration and new friendships