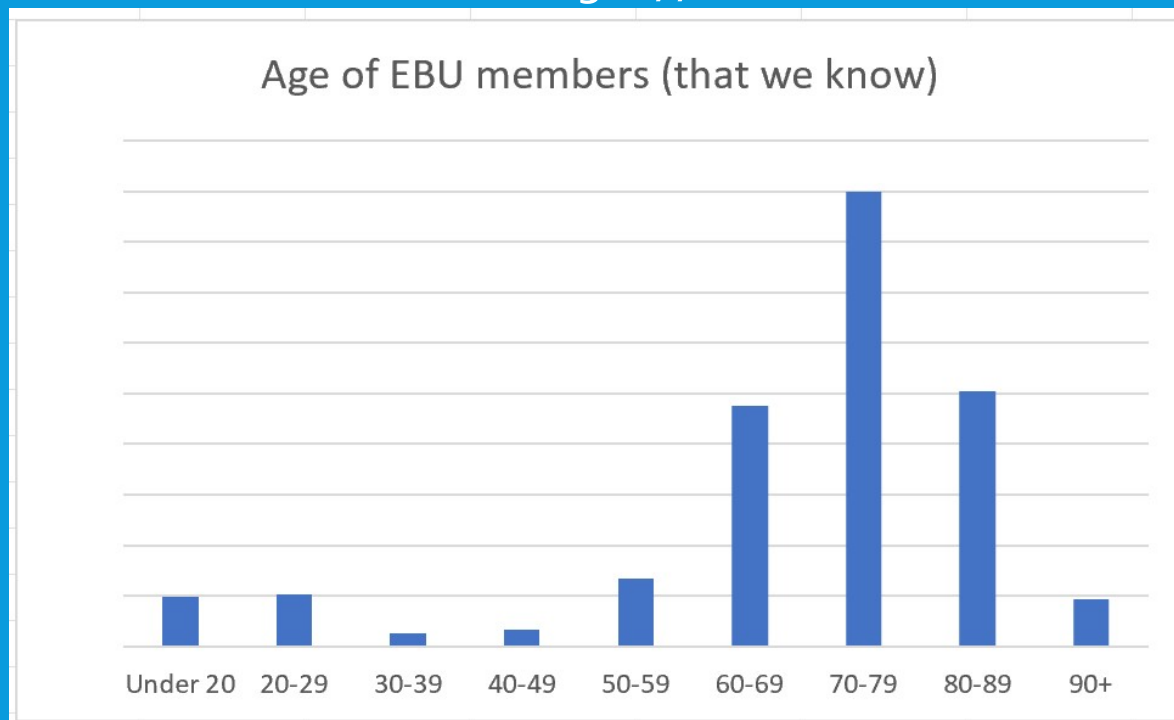




THE URGENCY (AND JOY) OF BRIDGE TEACHING

AGE OF EBU MEMBERS

- We know the age: 23%
- We do not know the age: 77%



HOW TO GET NEW BRIDGE PLAYERS

- A few people can already play and can be attracted back – but not many
- Most new players will be people who must be taught the game
- Learning bridge is a journey and often a long one
- We know how to get new bridge players:
 - A) Market the game so people start a course
 - B) Teach them bridge
 - C) Get them to the next stage of playing in gentle duplicate sessions



WHY TEACHING BRIDGE IS WORTH IT

- “Bridge is an extraordinary game and not what you expect ... my wife and I took up bridge 5 years ago on retirement, put the time in as we enjoyed it and already are playing in County events with a modicum of success but enjoy playing the game for its own sake at many different levels.”
- Novice: “Whether you’ve played for a week or for a lifetime, and whether you’re in it just for fun, or for the endless mental challenge, or a bit of both, bridge never fails to enthrall at every level.”
- Novice: “Learning to play bridge and joining my local club has been a very rewarding experience for me. I love the challenge, I enjoy meeting new people and building a partnership. It is never dull and I am constantly learning- wonderful!”
- “I am a novice bridge player having just completed my beginners course. I really enjoy playing bridge socially as I have met lots of new friends we all play online which is great as you do not have to leave home.
- “I'd wondered for years what it was about bridge and finally got chance to take lessons and find out what an endlessly fascinating game it is”

WHAT WE ARE DOING

- Focus on encouraging clubs to teach bridge or to offer bridge teaching by another route eg refer enquirers to county or online course
- Seminar 23 Feb on how to set up a teaching programme
- Revised web site with bridge development section (sneak preview in a moment)
- Encourage and assist clubs not yet doing this to put **How to learn bridge** prominently on their web site with a pathway for enquirers that works – seminar and other resources
- Assist enquirers in finding the right club and/or teacher with innovative web resources

SOME ISSUES WE UNDERSTAND

- Not every club has the resources to teach. Possible solutions: clubs working together, county initiatives, online teaching, centralised online teaching following which new players return to local clubs
- Shortage of teachers. Possible solutions: more promotion for EBED club teacher training courses, online courses with volunteer supervisors, encourage more players to be teachers
- Shortage of students. Possible solutions: general bridge marketing with effective feed-through to courses, assist clubs with marketing ideas that work, provision of professional marketing materials
- Transition to club. Possible solutions: learn from best practice, form new sessions from learning groups, embed gentle duplicate into more clubs

HELP US GET BETTER!

Survey for clubs on
bridge teaching
coming soon, please
encourage clubs to
complete it

Feedback on how the
EBU can better
support bridge
development in clubs
and counties