

PUTTING THE NEW STRATEGIC PLAN INTO ACTION: YEAR 1

This document sets out the EBU Board's first year targets for its new Strategic Plan alongside at least one named Board Member for each element. It should be read in conjunction with the full Plan, and is structured under the same headings.

Some of the targets are stretching, and our resources (cash and people) are limited, but the Board feels that it is right that we should aim to make progress across all elements of the Plan. We will report on our progress annually.

Sustaining and Increasing Membership Levels (Ron Millet)

- Involve up to 6 Counties during 2019 in focused Membership Campaigns
- Develop and respond to requests for alternative models, including groups of Clubs within Counties or across County boundaries
- Set up, through our Membership Development Officer, by April 2019 a bank of materials to assist Clubs and Counties to promote good practice in recruiting and retaining members, including converting students to become playing members.
- Target membership levels, defined by UM sessions, to be at least the same in 2019/20 as 2018/19.

Governance and Relationships (Jeremy Dhondy and Graham Smith)

- Introduce a May formal half-year report to shareholders, whilst streamlining the number of meetings
- Complete by May 2019 the setting up and meeting of at least 1 more Regional County Working Group, and by November 2019 hold the first meeting of a National County working Group or equivalent

Financial Sustainability (Jerry Cope and Graham Smith)

- Put together a budget for 2019 at a small profit, whilst keeping price increases below RPI inflation
- Formally review by September 2019 the performance and strategy for the Bridge Warehouse, following recent improvements, with a view in 2020/1 to returning profitability at or close to 2018/9 levels (excluding the additional law book sales)

EBED (Jeremy Dhondy, Ron Millet, Rob Lawy and Jerry Cope)

- Agree by February 2019 an SLA for the services the EBU provides to EBED
- Agree by February 2019 those areas which the EBU expects EBED to prioritise in 2019/20, and monitor progress accordingly.
- Establish arrangements with EBED where working together on teaching and Membership can be of mutual benefit

Tournaments and Regulations (Ian Payn and Gordon Rainsford)

- Conduct a review by October 2019 of our tournament schedule and pricing to ensure it is both sustainable and meeting the needs of Members

International Teams (Gillian Fawcett and Gordon Rainsford)

- Building on the success of fund-raising for China 2018, launch at least one major fund-raising or sponsorship activity during 2019.
- Rebrand and promote our Bridge England Sim pairs to focus on funding junior international development

Technology (Ian Payn and Gordon Rainsford)

- Update EBU website for launch in early 2020
- Introduce an EBU app by autumn 2019
- Phase in improved technology to support our tournaments including desktop dealers to replace dealing for EBU events, and robots to avoid sit-outs, timing dependent on developer timescale

Employees (Jerry Cope and Gordon Rainsford)

- Provide during 2019 personal development plans for interested employees
- Extend range of employee benefits where economically advantageous to employees and the EBU

Volunteers (Rob Lawy)

- Introduce by October 2019 a code for Volunteers
- Introduce by the start of 2020 a support package to develop and help our volunteers.

Archives (Jeremy Dhondy)

- Continue to increase the data etc available in our archives
- Improve by 2020 our storage and access to materials, documents etc to enable easier retrieval.

February 2019