



**BIDDING
FOR THE FUTURE
2008 – 2013**

Duplicate Bridge is one of the most enduring and popular games in the world.

It embraces people from all walks of life, young and old.

It provides a framework for making new friends and learning new skills.

It helps individuals obtain, maintain and retain a healthy and agile mind.

Simply, it is one of the greatest games of all time.

The English Bridge Union is responsible for the advancement of Duplicate Bridge and the provision of the infrastructure to play the game in England.

This document sets out the EBU's vision and strategy for the next five years for Duplicate Bridge in England.

Over the past 30 months we have consulted thousands of Duplicate Bridge players – members and non-members alike – our affiliated clubs and our regional network of counties.

We have sought and received approval for universal membership for all individuals who belong to our affiliated clubs.

This historic agreement provides us with a stability unknown before in our organisation. It allows us to concentrate on the development of the game of Duplicate Bridge and the modernisation and streamlining of England's national bridge organisation.

Our Vision

We believe that the EBU should be representative of all its members and that it should have a constitution and structure that enables both membership democracy and effective business management.

We want to:

- Support at least 900 affiliated clubs and 50,000 individual members.
- Offer a diverse yet cost effective portfolio of services that provides opportunities for every member to benefit from belonging to the Union.

Our Values

We will:

- Always act in the best interests of our membership.
- Take pride in delivering quality and value for money.
- Respect each other and celebrate diversity so that everyone can give of their best.

Our Clubs

We want to help our clubs thrive by offering appropriate services to each club and its members.

We have:

- Set up a Club Committee which will consult with our clubs to ensure that the correct services are identified and provided by the EBU.
- Asked the members of the Club Committee to construct an effective regional network from club to county to region to the EBU to create a beneficial long-term relationship with our grass roots.
- Requested that our Tournament Committee consult with the Club Committee to ensure that they provide the right competitions to engage existing and new club players.
- Made a commitment to simplify regulation and provide a special *Orange Book* for Clubs through consultation between our Laws and Ethics Committee and our Club Committee.

We will:

- Use our skills to provide low cost services and benefits to our clubs and their individual members.
- Monitor the developing needs of our existing clubs through consultation.
- Expand the number of new clubs through promotion of the game and investment in education programmes.

Teaching and Learning

Education is at the foundation of the development of Duplicate Bridge in England.

We will:

- Build an integrated and effective education strategy to ensure that our education programmes meet the needs of all ages and all levels of player.
- Ensure that adequate investment is made in teaching and learning.
- Develop an on-line teaching program which will be available freely on our website.

Playing the Game

TOURNAMENTS AND COMPETITIONS

Through consultation and the use of surveys and research, we will:

- Explore and develop competitions in which our club players wish to take part.
- Build an appropriate tournament programme for today's tournament players.
- Make greater use of technology to create a seamless process from entering a score to reading it on our website.
- Develop on-line purchasing for all our services including tournaments.

SIMPLIFICATION OF REGULATION

We are committed to reducing the amount of regulation and simplifying it wherever possible and in line with the laws of Duplicate Bridge.

We will:

- Ensure widespread consultation with, amongst others, the Club Committee and the Tournament Committee before changes to regulations are formalised.
- Investigate the procedures that other countries undertake in terms of regulation and disciplinary matters, and address any reform required in our system.

PLAYING TO WIN – INTERNATIONAL FUNDING AND SUCCESS

We will:

- Ensure the most effective investment of time and funds in our players' coaching, training and international experience to achieve the best possible chance for our country to regain the success of years gone by.

We have:

- Already undertaken a review of recent activities and will be making recommendations to the Selection Committee to achieve this goal.

Managing the Organisation

We have:

- Appointed a business planning team which will oversee the five-year strategy plan and the attendant goals that are listed here. It will report to the Board and the Board, in turn, will report to the membership.

We will:

- Ensure the creation of working groups which will provide time-tables for the delivery of each aspect of the strategy.
- Review the allocation of overheads in our financial reporting to deliver the most accurate costings possible of all EBU activities.
- Make the best use of information technology to ensure that all our management and service delivery processes achieve great effectiveness.
- Review the strategy on an annual basis.

All aspects of this business strategy plan have been or will be included in our annual budgeting process.

CORPORATE GOVERNANCE AND DEMOCRATIC REPRESENTATION

We will:

- Thoroughly investigate conversion to a charity by setting up a small working group to address all aspects of registration through the Charity Commission.
- Help our volunteers by providing a definition of roles and responsibilities when they become involved at national level with the EBU.
- Examine the best form of representation for a membership organisation in the 21st Century, looking at regionalisation and one member one vote.

UNIVERSAL MEMBERSHIP

We have:

- Set up a Project Board to oversee the implementation of universal membership.
- Produced a Project Plan which states goals, timetables and responsibilities.

We will:

- Update the membership on progress in each issue of *English Bridge* and *Club Focus*.
- Report to the Shareholders on progress at each meeting.

PAYING OUR WAY

We will:

- Continue our prudent financial management to achieve a secure future for the game.
- Improve our access to funding from charitable trusts, corporate sponsors, the government and lottery.
- Consider projects and services that can be funded from outside organisations and businesses that will benefit all our members.

Talking to Each Other

We will:

- Communicate effectively with all the individuals and groups who have an interest in Duplicate Bridge, including those who can help us promote the game and achieve recognition to increase our funding.
- Explore the further use of information technology to realise this goal, and ensure that we use those channels already available to us to reach all our members and potential members.

The Next Five Years

We are committed to achieving greater popularity for Duplicate Bridge and its recognition as a game of great fun and worth to all sections of society.

This Board is determined to realise these goals through the process of review, communication and delivery of this strategy plan over the next five years. We will report on our progress regularly to our shareholders and our membership.

*EBU Board,
2nd October 2008*

THE ENGLISH BRIDGE UNION

Broadfields, Bicester Road, Aylesbury HP19 8AZ

☎ 01296 317200 Fax: 01296 317220

postmaster@ebu.co.uk Web site: www.ebu.co.uk