

GCBA STRATEGY (v6, Dec18)

The GCBA bases its strategy around the declaration in the Constitution that it is here “to promote Duplicate Contract Bridge in the County of GLOUCESTERSHIRE”.

Those who do play bridge fall into a long continuum from at one end those who are vastly experienced players with a strong competitive instinct and a desire to play bridge in new places, to those who are newcomers to the game and play it socially and locally, with little interest in expanding their skill base or the variety of bridge which they experience. Every individual will have a different combination of the attributes mentioned, and for any one person these can change over time. It is the GCBA’s remit to support all of these bridge players.

The words of the Constitution also give the GCBA a responsibility to those who do not play bridge – to ensure that they are aware of the game and its attributes, and that they have the opportunity to learn. This responsibility is shared with two national organisations (the EBU and EBED), and as clubs seek new members, the clubs too share an interest in this aspect.

In support of those who do play bridge, the GCBA’s enduring mission is

- To ensure that the all bridge players in the County have easy access to a variety of bridge games which they enjoy.
- To maintain and develop the quality of competitive bridge in the County and to support those representing Gloucestershire in national events.
- To ensure that the bridge clubs of the County are able to provide playing facilities and services which match the demand for playing bridge in the County.

In support of non bridge players, the GCBA’s enduring mission is

- To ensure that the population of the County is suitably aware of the game and its attributes, and of the benefits which playing bridge can bring.
- To ensure that all parts of the County have adequate access to good bridge teaching for newcomers, including the establishment of bridge as a game which is learned and played at schools across the County.

Within each planning year, we need to identify a set of bounded and achievable objectives which support these long term goals. Looking at each goal in turn

- To ensure that the all bridge players in the County have easy access to a variety of bridge games which they enjoy, the GCBA will in 2018-19
 - O1.1 : continue to make weekend County bridge events (an exception being the County Pairs final) more accessible to less experienced players - by appropriate selection of the structure of the events, by building up the non-competitive elements, and by marketing the events appropriately.
 - O1.2 : embark on a programme of reminders about Best Behaviour at Bridge, emphasising the need to tailor the formality of Duplicate Bridge to the needs of the audience involved.
 - O1.3 : step up its advertising of bridge clubs and bridge events within and near the county, through its newsletter, its web presence and its Facebook presence.
 - O1.4 : undertake an analysis of the availability of bridge clubs throughout the county, to identify areas where more opportunities to play would be welcome.

- To maintain and develop the quality of competitive bridge in the County and to support those representing Gloucestershire in national events, the GCBA will in 2018-19
 - O2.1 : continue with the County Team training programme (occasional Saturdays and fourth Wednesdays), and the use of Hand-of-the-Day, and the use of hand discussion after County matches, as the means to improve standards amongst the more experienced players.
 - O2.2 : expand our programme of friendly matches with the neighbouring counties we do not meet in Midlands County League matches, to help build experience.
 - O2.3 : repeat our offer to clubs of the services of members of the County team to provide seminars or Q&A sessions, at a place and time convenient to the club members.
 - O2.4 : experiment with handicaps on Monday nights to make achievement more accessible to newer players; make targetted attempts to market these opportunities.
- To ensure that the bridge clubs of the County are able to provide playing facilities and services which match the demand for playing bridge in the County, the GCBA will in 2018-19
 - O3.1 : ~~continue its initiate a~~ series of round-table discussions for Tournament Directors across the county, to ensure that they are fully aware of best practice and are up to date with new developments.
 - O3.2 : to continue to financially support clubs who could not otherwise afford the preferred facilities for their members.
 - O3.3 : offer to any club wishing to try out Café Bridge, help with the organising and scoring of the competition.
- To ensure that the population of the County is suitable aware of the game and its attributes, and of the benefits which playing bridge can bring, the GCBA will in 2018-19
 - O4.1 : investigate the potential for ~~on-line advertising of bridge events in the County.~~ advertising local bridge clubs and lessons through an article in regional newspapers.
 - O4.2 : establish a relationship with Radio Gloucestershire, as a means of raising awareness of the benefits of playing bridge.
 - O4.3 : actively engage with neighbouring counties on approaches to advertising the game.
- To ensure that all parts of the County have adequate access to good bridge teaching for newcomers, including the establishment of bridge as a game which is learned and played at schools across the County, the GCBA will in 2018-19
 - O5.1 : build a register of the bridge teaching available within the County, and from that identify where ~~County led action would be beneficial.the weak spots are.~~
 - O5.2 : organize a session where bridge teachers from across the County can get together to share experiences and contribute to the planning of teaching bridge in the County in the future.
 - O5.3 : continue to run the Youth Bridge section within Cheltenham Bridge Club, and start to grow a County Youth bridge team.