

# EBC Plan for Feb 2023 Lessons

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## Venue

There two possibilities – Victoria Park and Newcourt Community Centre. Both are available and costs are similar. VP gains by having bridge tables and equipment already there, but suffers from a lack of parking on weekdays.

The Isca centre would be ideal, but it's looking unlikely they can get anything suitable in place to allow us to have a segregated section in time for the course. For future course we will of course look again at the Isca centre.

## Timescale

A 10 week course, starting Thursday 16<sup>th</sup> Feb.

## Day and Time

Thursday afternoon, 2 to 4pm.

## Teacher + Helper

Teacher: Jeremy Child

Although not EBED trained, Jeremy has been successfully teaching bridge for many years now, and is often praised for his clear teaching style.

Support: Gerry Scarborough

## Equipment (tables, boards etc.)

Already there, or available to borrow.

## Recruitment

- Adverts in *One* magazine, distributed to 40,000 homes in Exeter in early January
- Email to members asking them if they know anyone who would like to learn to play bridge?"
- Email to local clubs asking them to promote the course
- Flyers (attached) designed by Jeremy Child, printing organised by Neville Lane – identical to ads in *One* magazine.
- Flyers in village halls, post offices etc. – distributed by Neville Lane
- Flyers in libraries, distributed by Jeremy Child
- Local newsletters / What's on (free) – organised by Neville Lane

All enquiries will be tracked to identify which advertising streams are most effective.

A web page will be set up providing further details and an email-able "information pack" created.

## Integration

In order to ensure that students progress to become members, we will do the following:

1. Hold "supervised play sessions" / "no fear bridge" once a month on Thursday afternoons, combining the students with amiable players from the club.

2. Hold online “supervised play sessions” / “no fear bridge” at another time, yet to be determined.

These will take place once the series of lessons has finished.

## Finances

We have elected for a per lesson rate of £7. Whilst £10 would make a surplus, we feel that to make it accessible to all, £7 is a better rate. Both the Eastern Section and the DBA have indicated a willingness to both subsidise the cost to the student and underwrite the project.

Students would pay £7 for the first lesson, and the balance of £63 at the second lesson if they decided to continue.

The figures include notional costs for the teacher and the assistant, but these are subject to agreement.

EBC Teaching Feb 23

Outline Costings

Number of Students: 16

Rate per student per lesson: 7

Number of Lessons: 10

	No	Rate £		Total £
Income	16	70		1,120
Costs:				
Room Hire	10	30	300	
Teacher *	10	20	200	
Asst *	10	10	100	
Advertising				
One Mag			618	
Flyer Printing			100	
Other			50	
			<u>(1,368)</u>	<u>(1,368)</u>
Net Surplus/(Cost)				(248)

\* Notional

With 16 students it shows a small loss. With 12 students, the loss would be £528, and with 8 it would be £808. That equates to a cost of acquisition per new member at £100 (assuming all end up joining), which is certainly less than their projected contribution to the club (approx. £500).

Note that £718 (just over half) of the costs are already committed and so are sunk costs. If we remove these, then the breakeven point for going ahead is 9 students.

The committee has recognised that it is not essential for the project to break even, as getting new players is a core need.

## System

We will be teaching Benji Acol from the outset: weak NT, Stayman and red suit transfers.

Syllabus:

- The concept of a partnership
- Declarer Dummy and Defenders
- Trick taking
- Physical play of the cards
- Basic Declarer play (e.g. finesses)
- Basic Defender play (e.g. ruffs)
- The concept of the auction
- A simple bidding system
- Scoring

JMC 7 Dec 2022