

## MARKETING – ACTIONS FOLLOWING MEETING 23.4.15.

1. 1000 A6 FLYERS produced by Neil and circulated within our four areas namely Newcastle/Gateshead/Cramlington/Blyth/Stannington/Morpeth/Middlesbrough. In addition 13 new teachers who attended EBU Course handed Flyers for distribution within their own areas namely Alnwick, Morpeth, Durham, Middlesbrough, Whitley Bay, South Shields, Wearside, Newcastle. (Flyer attached).
2. Mail shot commenced advertising bridge lessons available to Rotary Clubs/W.I. in the Gateshead/Newcastle area (see attached letter below) - one positive response received from Whickham R.C. who have at least 10 members wishing to play bridge. Need to clarify what teaching facilities available in this area. Neil is not holding any beginners classes this year, he runs one every 2 years. All his classes are full and he is teaching 3 days per week and does not want to do more. Held off on mail shot to WI's until position clarified.
3. Advertised Bridge Classes on Streetlife - a free on line services advertising all activities available within own post code area. I have sent details to all Club Secretaries in the hope they will register as well to promote their own club teaching classes. Held off on advertising in Newcastle/Gateshead Council monthly newspaper until teaching facilities clarified for this area.
4. Contacted Eldon Square/Metro Centre to hold a bridge event there but not possible unless a charity. Cost to be determined but looks unlikely.
5. Contacting Northern Echo/Gazette/Herald & Post re advertising.
6. Contacted Barclays/Lloyds/Halifax/Morrison/Weatherspoons/Baltic/ who will promote in house and also Local training scheme (via website) and sent out on facebook to Community Centres/Church Halls/Bowling Alley/Council owned halls.

### **Attachment**

**3a Dean Street, Low Fell, Gateshead, NE9 5XL Tel: 0191 452 7341**  
***pagemary@hotmail.co.uk***

Dear Secretary,

I hope you do not object to me taking this opportunity to contact your organisation.

You will no doubt have heard that keeping the mind active can help to delay dementia. Chess, Sudoku and crossword puzzles are all good examples. Bridge is also included by many experts as a way of maintaining good memory skills and stimulating intellectual activity.

Bridge has been played for many years as a social pastime and for not quite so long as a competitive 'sport' amongst people of all ages and abilities. Most players would agree that you can never know all there is to know about playing bridge and there are always new skills to be acquired at the table.

Bridge is played in a wide variety of venues and players can choose whether to enjoy a social game with friends or compete in club, county and national events and competitions. Many players enjoy spending holidays in great venues where congresses are played in generally relaxed and friendly atmosphere. Combining bridge holidays with cruising, golf and sunshine is a wonderful way to pass a week or two. Many new friendships have been forged around the bridge table.

Quite a number of people take up bridge as retirement approaches as they look for a new challenge in life. Lessons are available in several venues and are delivered by experienced players. Classes usually run for 12 weeks with opportunity to attend further classes or supported play sessions in several clubs throughout the north east.

The North East Bridge Association (NEBA) is aiming to promote bridge throughout the county and encourage people to take it up on any level they would be comfortable with. Once a player has learned the basics the possibilities that are available for enjoyment of the game are unlimited. There are experienced players who are enthusiastic about the game and would like to promote interest in others. Events, including demonstrations, can be arranged and speakers can talk to groups for as long or as short a time as needed.

If you would like further information or be willing to distribute our leaflets at your events I would be very pleased to hear from you.

With kind regards

Mary Page,

SECRETARY, NEBA

Enc: A6 flyer