

# A CHARITY IS BORN

## *Jerry Cope introduces 'EBED', a major new initiative*

HOW would you describe your ideal game of duplicate bridge? My words would include sociable, mind-stretching, fun, challenging. However we would personally describe our own enjoyment, we all get a lot of benefit from playing, whether that is meeting new people, visiting new places, teamwork (when it is not partner's fault!), or just exerting our brains.

So why is the game finding it increasingly difficult to attract younger and older players alike? There are obvious and natural reasons centred around the competition for our leisure time, often using technology. But for a game which has so many educational, medical and social benefits we shouldn't accept that as an answer. Indeed, there are already many brilliant examples where local initiatives, often backed by the EBU's teaching aids, are turning decline into growth. But it is patchy and we need to do so much more.

Sally Bugden, the previous

EBU Chair, with EBU Board colleagues, therefore conceived the idea of putting much more focus behind promoting and advancing bridge education, with particular attention to those in full-time education and those who wish to keep their minds agile as they get older. That needs money and time, and although the EBU has always found some money to underpin basic programmes, more is needed. It is both more efficient, and more probable, that a properly recognised charity can attract such extra money, whether through donations, legacies or from Charitable Foundations or indeed perhaps even from government or health funded programmes.

Thanks to a lot of hard work from Andrew Petrie, the EBU's Treasurer, we now have that officially recognised charity and it is called EBED for short

(or English Bridge Education & Development). EBED, although granted funding and practical support – broadly equivalent to current spend on education – by the EBU, is and has to be distinct from the EBU. To be an official charity,

it needs and wants to seek to promote duplicate bridge both inside and outside the EBU for the public benefit (although many of us hope and expect that the vast number of newcomers will end up joining the EBU).

We are now starting work, formulating our strategy and approach both to raising money and to programmes to achieve our objectives, while not losing sight of the existing initiatives and teaching already going on, the support for which is gradually being transferred from the EBU to EBED. We also have a Board of Trustees, a manager (Simon

Barb) and, critically, we have a lot of enthusiasm for what we are trying to do.

I hope all of you reading this article are also enthusiastic about what we are trying to do and will support our fund-raising initiatives, (such as our Autumn SIMS, this year run in favour of the charity), or give of your time, so we can all help to share the benefits of our great game more widely.

If EBED is even just a bit successful, maybe then the words we can all use to describe duplicate bridge would also include growing, vibrant, and perhaps most importantly a 'game for everyone'.

*Jerry Cope, who is also an EBU Board Director, is the first Chair of EBED. He or Simon Barb, EBED's Education and Development Manager, would be pleased to hear from you. Simon's email address is [simon@ebedcio.org.uk](mailto:simon@ebedcio.org.uk); Jerry can be reached at [herbscope@virginmedia.com](mailto:herbscope@virginmedia.com). Both can be reached by post to EBED, Broadfields, Bicester Road, Aylesbury HP19 8AZ.*

