

Keep Bridge Alive Campaign

To All SUBC Members,

Please find attached below the text of Sam's e mail dated 20 December 2018 together with the text of the word file attachment to the e mail.

Hopefully this will provide sufficient information.

Text of E Mail from Sam Punch to All Trustees (Dated 20 December 2018)

Dear Stirling and Union Bridge Club Committee,

The University of Stirling is setting up a Keep Bridge Alive campaign which will run in Feb and March 2019 and will be linked to the Sociology of Bridge research projects (info below and attached).

I'm hoping that the Stirling and Union Bridge Club will support the Keep Bridge Alive Campaign. If so, could someone from the committee provide me a short quote in support of the campaign to keep bridge alive and/or related to the Sociology of Bridge Research that I can put on our website or use for tweeting during the campaign? If some info about the campaign could go onto your website, that would also be much appreciated.

Please also encourage anyone to share posts on Facebook and retweet on Twitter so we help get the word out particularly during the two month campaign throughout Feb/March. I'll be posting a lot on Facebook (if you use FB you might like to invite me to be a friend?) and Bridgewinners so please like/share the posts (so we can generate interest)

I'd also like the Stirling and Union Bridge Club to consider making a donation to the campaign. We will have a specific University Crowdfund web page ready by 5 Feb and it would be great if the club, as a charity, supported the bridge research in some way.

Also for info - On the launch day I'll be giving a Sociology of Bridge lecture on my Undergraduate Honours module: Place, Belonging and Identity, in 2B84 (Cottrell building), 4-5pm and then at 5.30-7.30 in the PGR Zone the bridge club will be hosting an exhibition bridge match hopefully between four Scottish International players - two of our Stirling UGs (Ronan and Callum) who represent Scotland against Stephen and I - we will talk through our thinking processes so everyone watching can hear how we analyse the bidding and play of bridge hands. All are welcome to attend this event.

Liz McGowan will also give a beginner's seminar at the Stirling University Bridge Club sometime during the campaign to help keep the promotion going We do of course promote the Stirling and Union Bridge Club amongst our members and once they are more confident at playing we hope they will join. We have already pointed those who can play to the Stirling and Union Bridge Club (not sure if any have turned up yet?).

We plan to generate media interest in the launch and the campaign which we hope will help to raise the profile of bridge more widely in society.

Many thanks for your consideration,
Sam

Here is a link to this week's Bridge Zone Radio show. This one introduces the new 'Keep Bridge Alive' campaign (21 mins in) and the next two weeks will discuss the University of Stirling's Sociology of Bridge research projects.

Click here or paste this link to your browser to listen to the latest episode of The Bridge Zone.

www.accessradio.org/Player.aspx?eid=0c5e6ebd-1858-4b37-9039-048bdcc06849

Further info can be found on our Sociology of Bridge Website: <http://www.sociologyofbridge.wordpress.com>

 [@soc_of_bridge](https://twitter.com/soc_of_bridge)

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Faculty Website: <https://www.stir.ac.uk/social-sciences/>

The University achieved an overall 5 stars in the QS World University Rankings 2018
The University of Stirling is a charity registered in Scotland, number SC 011159.

Attachment to E Mail from Sam Punch to All Trustees (Dated 20 December 2018)

Keep Bridge Alive Campaign

Nowadays, fewer people are playing bridge and there is a fear within our bridge community that the game may die out if we do not bring in a new generation of players. At the University of Stirling in Scotland, a key part of the Keep Bridge Alive Campaign is to establish the Sociology of Bridge as a new academic field. This will help us attract more players to what we know as the best card game in the world.

As players we are aware that bridge is great for our well-being, for healthy ageing, and for social connection. However, we are failing to communicate and demonstrate these benefits beyond the bridge world in ways that entices others to join our bridge community. One of the problems is that not enough younger people are taking up the game, and we are all getting older. Hence, the time is right for us to develop research to address this issue of a declining bridge community.

How can the Sociology of Bridge contribute to Keeping Bridge Alive?

Sociology is a way of exploring and understanding how society works. Thus, the Sociology of Bridge is about understanding how the bridge world works: what motivates players, opportunities for skill development and the dynamics of the game. By doing research which highlights the benefits and skills that playing bridge provides, we can develop an evidence base to persuade governments and employers to consider investing in introducing more bridge into schools, universities and local community projects.

Why bridge?

As players we are aware of how bridge helps us to keep our brains fit and alert, as well as the opportunities it provides to socialise and have fun. Social connection is the number one thing (more important than diet or exercise) in terms of having a longer, healthier and more meaningful life, so the social element of bridge helps us to age well.

Bridge also gives us a wide range of skills that are useful in other areas of life and which employers often look for: concentration and focus, problem-solving, analytical thinking as well as partnership skills such as communication, cooperation, patience, empathy and emotional control. These transferable skills are not easily learnt at school nor in any other single game.

Bridge is unique in that it combines all these different elements, which is what makes it so attractive. By setting up the Sociology of Bridge, we will raise the profile of the game and increase its visibility within society. Furthermore, we are fortunate to be supported by the University of Stirling which has a world leading reputation for its research into intergenerationality, ageing and living well.

How can people help to Keep Bridge Alive?

We need players, bridge clubs, bridge organisations, and other supporters to join us in this Keep Bridge Alive campaign so we can publicise and promote bridge to wider sectors of society. We would also be delighted to hear from anyone who has ideas, expertise or even time to volunteer to support the campaign.

Some work has already been done (funded by English Bridge Education and Development), but further research, analysis and writing is required. The money we raise will support two researchers to work with me for a year to produce the evidence and resources that we need to sell bridge beyond the bridge world. In the end we will all benefit by being part of a more vibrant, growing bridge community. Our ultimate longer-term goal for the Sociology of Bridge is to shift the stereotypical image of it being a game only for older people. However, first we need to develop the research evidence to market bridge to all ages: children, young people, middle aged adults and families, in order to show why bridge can enhance their lives as it has enhanced ours.

Therefore, three key aims of the Sociology of Bridge are to address the image problem of bridge, increase participation and ensure the future sustainability of the game. We are also keen to develop interdisciplinary and cross-cultural projects and plan to secure more funding for a second and third Bridge PhD which will bring new knowledge and insights into the bridge world. Please join us by contributing to this Keep Bridge Alive campaign so that more people, including your children and grandchildren, can share the benefits of this endlessly fascinating mind sport.

The Keep Bridge Alive CrowdFund Campaign will launch on 5 Feb until end of March 2019, early donations to kick start the fund would be hugely appreciated, see:

<https://www.stir.ac.uk/about/our-people/alumni/support-stirling/make-a-donation/>

If anyone would like to find out more, please contact alumni@stir.ac.uk or email Sam directly: s.v.punch@stir.ac.uk

Sociology of Bridge Twitter:  [@soc_of_bridge](https://twitter.com/soc_of_bridge)

Sociology of Bridge Website: <http://www.sociologyofbridge.wordpress.com>