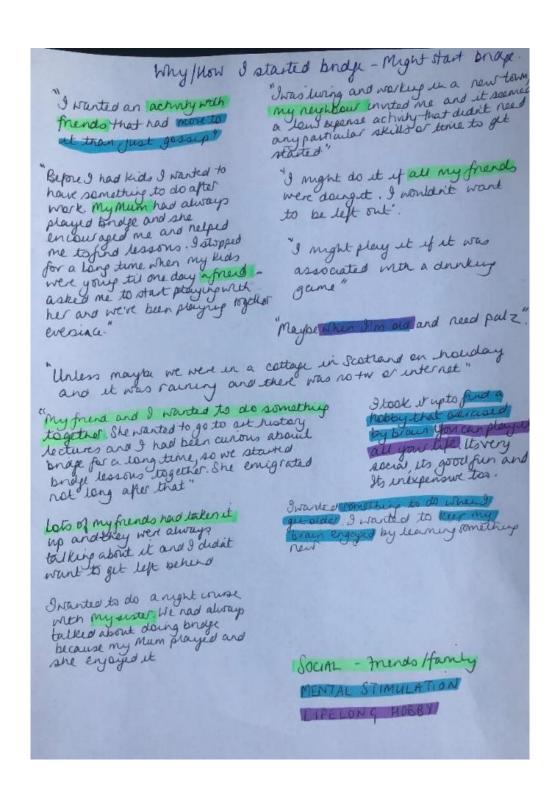


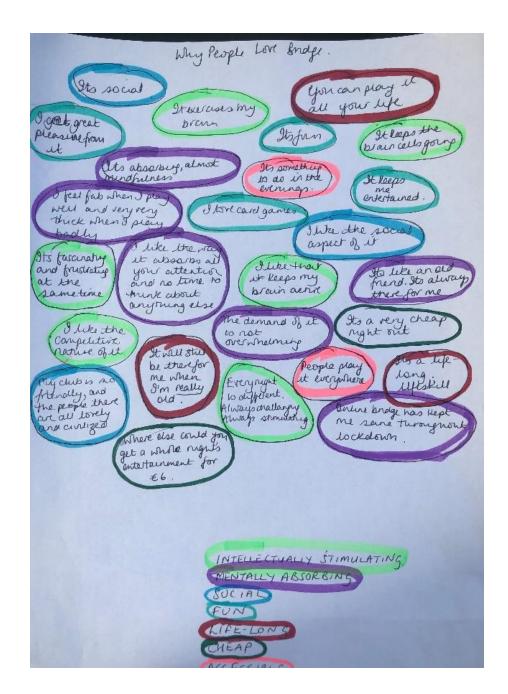
Barriers that prevent people starting bridge include;

- 1. Demographics (Most people think all Bridge players are old!)
- 2. Bridge is perceived as dull or boring
- 3. Bridge is perceived as being complicated and difficult to learn
- 4. Bridge is perceived as taking a long time to learn
- 5. There is a fear of failure
- 6. There is a lack of awareness about Bridge



The reasons motivating people to take up Bridge include;

- 1. Social activity with friends/family
- 2. Mental Stimulation
- 3. Lifelong hobby



The reasons why people who play bridge love it include;

- 1. It is intellectually stimulating
- 2. It is mentally absorbing
- It is social
- 4. It is fun
- 5. It is a life-long hobby
- 6. It is a cheap pastime
- 7. It is easily accessible

## **Conclusions of research**

It was obvious from this research that, as well as providing information about bridge classes and play, the website would need to address the barriers to taking up bridge and emphasize the positive aspects of learning and playing bridge.

The website would need to;

- 1. Explain what bridge entails and try to address some of the barriers to taking up bridge
- 2. Highlight the positive aspects of bridge (intellectual, mental, social, fun, life-long, cheap and accessible)
- 3. Encourage beginners to start lessons by focussing on the factors that motivate people to start bridge
- 4. Encourage players to play with us by emphasising the positive aspects of the club and additional dimensions of the club (events, online activities).
- 5. Provide visitors with a means of signing up on the website.
- 6. Provide interactive activities to retain interest.