



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

Why/How I started bridge - Might start bridge.

"I wanted an activity with friends that had more to it than just gossip."

"I was living and working in a new town, my neighbour invited me and it seemed a low expense activity that didn't need any particular skills or time to get started."

"Before I had kids I wanted to have something to do after work. My Mum had always played bridge and she encouraged me and helped me to find lessons. I stopped for a long time when my kids were young till one day a friend asked me to start playing with her and we've been playing together ever since."

"I might do it if all my friends were doing it. I wouldn't want to be left out."

"I might play it if it was associated with a drinking game."

"Maybe when I'm old and need palz."

"Unless maybe we were in a cottage in Scotland on holiday and it was raining and there was no tv or internet."

"My friend and I wanted to do something together. She wanted to go to art history lectures and I had been curious about bridge for a long time, so we started bridge lessons together. She emigrated not long after that."

I took it up to find a hobby that associated by brain. You can play it all your life. It's very social, it's good fun and it's inexpensive too.

Lots of my friends had taken it up and they were always talking about it and I didn't want to get left behind.

I wanted something to do when I get older. I wanted to keep my brain engaged by learning something new.

I wanted to do a night course with my sister. We had always talked about doing bridge because my Mum played and she enjoyed it.

Social - friends/family

MENTAL STIMULATION

LIFELONG HOBBY

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
3. 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.

