

## HERCA: Chess Strategy 2024-29

In 2019, the then HDCA produced a ten-year Chess Strategy which has underpinned developments for the last five years. Since September 2023, HERCA has conducted a review of the 2019-29 Chess Strategy and monitored the comprehensive list of targets laid down at that time. This mid-way monitoring table was the first attempt at assessing progress. The third column below summarises the outcome of the monitoring.

The current document represents the next stage which is to recraft the Chess Strategy for the second half of the planning period. Some targets have been added, deleted or amended. The Executive Committee has now produced a draft on which it wishes to seek the views of clubs and members.

The Chess Strategy is the base strategy since it addresses our fundamental charitable aims which, by way of reminder, are in essence the promotion of chess for the benefit of the residents of Hull and East Riding and the provision of facilities for the learning, teaching and playing of chess (with a focus on development).

The final column in the table below is a rudimentary assessment of the public benefit derived from the activity; purple represents high; blue, medium. Activities which have been deemed to be of low benefit have been dropped. This judgement is based on the extent to which the beneficiaries of the charity (the residents of Hull and East Riding) are impacted by the targets and the actions implied to reach them. Players (and clubs on the assumption that their members are residents) are beneficiaries, as well as the general public. In broad terms, the general public are the focus of the promotion of chess (with the hope that they become players and club members); players are the focus of development and the provision of facilities for the learning, teaching and playing of chess (facilities include organisation of congresses, leagues, cup tournaments, opportunities beyond the clubs).

	Original Target	2023 Monitoring comments	Revised target	Impact on beneficiaries
	<b>QUANTITY</b>			
1.	Double number of HERCA members from the current 140 (2019) to 300	Membership fell to 122 in 2020. It is now (October 2023) 188.	Retain 300 target for HERCA adult and junior members	

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2.	Double the number of active players <sup>1</sup> from the current 140 (2019) to 300	Active players will increase the 188 membership figure because of junior activities and informal chess groups. Closer to 300 but not there yet.	Revise number of active adult and junior players target to 600.	
3.	Increase the number of teams and clubs	East Hull, Bridlington and the University are new clubs. HANAH/Teremok and Willows have dissolved. Less formal groups meet regularly in Brough and Hull (three). The organisational restructuring has brought greater focus on Chess in the Community, including clubs.	Increase the number of HERCA teams and clubs (particularly in the East Riding).	
4.	Increase the number of junior players;	The number of junior players has increased dramatically (currently about 200) and, with it, the number of females involved, especially at primary school level.  The organisational restructuring has brought greater focus on junior chess through the creation of the Junior Academy.	The Brignall target is 1000 new junior players in schools over 4 years (2024-2028)	

<sup>1</sup> An active player is defined as someone who plays regularly in one of the following: clubs, informal groups, schools, online, HERCA tournaments and representative teams. All HERCA members are counted as active players.

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5.	Increase the number of female players	Some success at primary school level but less elsewhere (recent coach appointment, trustee).	Retain the target. Increase the number of female players, coaches and arbiters. Recruit more female role models (e.g. Trustees, officers, chess coaches) to help generate more interest from female players.	
6.	Promote and encourage/organise after school chess clubs (or as a part of the school curriculum), including assisting schools with equipment purchases where this will help the development of a school club;	Several schools helped with equipment from HERCA funds and via KCOM sponsorship. CSC model in place in 3 schools (2023-24). HERCA coaches involved in further two.  UK Government Grant of up to £2000 awarded to HERCA primary school.	Brignall target: 4 new HERCA Junior Academy clubs in Driffield, Beverley, Bridlington and Goole/Howden (2024-2028)	
7.	Develop Chess throughout the area covered by the Association, particularly supporting the development of clubs outside Hull	East Riding Schools in Bridlington, Nafferton, Anlaby, Reedness. Attempt to set up club in Driffield.	Retain target. Develop Chess throughout the area covered by the Association, particularly supporting the development of clubs outside Hull	
8.	Run a major Congress every year	In partnership with 4NCL, numbers have risen and no loss incurred during this planning period. Planned HERCA subsidy necessary.	Sustain the Hull Congress with target of 250 by 2029, including more Academy juniors and increased number of local players..	
9.	Run a Rapid Play Congress every year	N/A	Sustain the Rapid Play with a target of at least 112, including	

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			more Academy Juniors and increased number of local players (subject to the constraints of venue and arbiter capacity).	
10.	N/A	N/A	Introduce an open blitz tournament	
	<b>QUALITY</b>			
11.	Help develop strong(er) players	Support for Kamila Hryshchenko and Benedikt Pitel (playing for England U-12 team).  Active engagement of strong juniors in Yorkshire U18 team event leading to best players representing Yorkshire in the Northern Counties Chess Union Pennine Cup ((two have been invited to play in 2024).	Brignall target: 20 HERCA Academy juniors playing in Yorkshire county teams and Yorkshire level events.	
12.	Improve the chess playing environment and equipment for all clubs in the league	Supply of digital chess clocks. Club development funds made available in 2022.	Normalise annual club development funds. Apply for external funding.	
13.	Develop a vibrant Junior/Schools chess environment - national success for teams and individuals, supported by Association.;	Launched the Academy. Junior Clubs, Junior leagues and tournaments, CSC involvement.  Yorkshire U-18 Team winners 2023.	See the Academy's current 4-year strategy for Junior Chess	

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		HERCA juniors called up to represent Yorkshire in Pennine Cup (Maksym, David Li)  National teams for individuals (Woods, Pitel).		
14.	Train and support junior chess players through the development of a Hull and East Riding Junior club	The Academy launched.	Brignall target: Double qualified coaching capacity and increased number of experienced coaches	
15.	Run a junior chess 'summer school';	Summer school now annual.	Sustain and develop the Summer Scholl model.	
16.	Promote the work of the Chess in Schools and Communities Charity;	In place. Junior Academy Lead is official CSC representative Hull and East Riding.	Increase number of schools engaged with CSC	
17.	Encouraging schools to take part in national tournaments such as the Delancey challenge; Sponsoring juniors to attend ECF training days;	Not pursued so far.	Encouraging schools to take part in national tournaments such as the Delancey challenge	
18.	Developing a HERCA Junior standard/rapid play tournament and encourage a competitive individual and team environment (such as through the development of a local junior league);	Junior Congress planned for April 2024.	A new Hull Junior Chess Congress established with rising numbers. Junior section added to Rapid Play and Hull Congress. Increased number of teams in local junior leagues	

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19.	Carrying out a baseline study and maintaining a register of chess played in local school;	Incomplete information in place but much more detailed than pre-2019.	Maintain a register of chess played in local schools.	
20.	work with the ECF and other organisations to bring the British Chess championships and other national chess events to Hull and the East Riding on a regular basis;	National Club Championships coming to Hull in 2023. Potential bid for British for 2024 or 2025. Hosted British Championship top level during pandemic. Women's championships hosted.	work with the ECF and other organisations to bring the British Chess championships and other national chess events to Hull and the East Riding on a regular basis;	
21	Gain national recognition as area/centre of chess excellence – make Hull and the East Riding the best place to play Chess in Yorkshire	The organisational restructuring has brought greater focus on competitive chess. Generally accepted as a dynamic environment for chess.	Sustain national recognition as area/centre of chess excellence – make Hull and the East Riding the best place to play Chess in Yorkshire	
22.	Achieve recognition with the ECF, through event participation, grading and affiliation;	ECF Congress of the year 2019. Grading and affiliation numbers increased dramatically.	Retain target. Achieve recognition with the ECF, through event participation, grading and affiliation;	
23.	Encourage and sponsor more players to become official ECF trainers/coaches;	ECF coaching certification encouraged as part of Junior Academy. But disappointing take-up (three registrations).	Retain target: Encourage and sponsor more players to become official ECF trainers/coaches;	
24.	Encourage and sponsor more players to become ECF and FIDE Arbiters	Progress in arbiter qualifications. But more needed.	Retain target: Encourage and sponsor more players to become ECF and FIDE Arbiters	
25.	Strong Yorkshire (and wider) Team involvement, with best players wanting to play, but with	Positive responses to call for expressions of interest, if this means Yorkshire county teams (9 players took part). And 31	Retain target: Strong Yorkshire (and wider) Team involvement, with best players wanting to play, but with opportunities for	

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	opportunities for players of all strengths.	players took part in the Yorkshire League teams in 2022-23. All this doesn't take account of 4NCL team competitions (online during the pandemic, OTB since).	players of all strengths. Work towards adding a Silver Rook team to develop new players, including juniors).	
26.	Ensure wider external profile through local media articles;	The Play Chess Festival has increased the visibility of chess in Hull and Beverley. More reports on Look North, Hull Daily Mail, local radio than before.	Ensure wider external profile through local media articles; develop appropriate communications and PR strategy.	
27.	Ensure wider external profile high quality web sites for the Association and all clubs (consider a facebook site);	Work needs doing to update content on website (with some restructuring). Facebook up and running.	Ensure wider external profile high quality web sites for the Association and all clubs.	
28.	Ensure wider external profile high quality leaflets and other publicity material	Leaflets produced annually for the Play Chess Festival programme, HERCA information leaflets, Summer School, Junior Clubs.	Retain target: Ensure wider external profile high quality leaflets and other publicity material	
29.	raise the chess profile through individual events – e.g. World Chess Day, popular simul's etc.	Largely through Chess in the Community workstream (Play Chess Festival, Harry Potter Nights)	Conflated with preceding target.	
30.	Develop a public presence through the provision of chess playing equipment in non-chess environments, such as chess café initiatives.	Done through the Play Chess Festival and encouragement of café initiatives (Nostalgia, Art House, Central Library, Brough, Bridlington).	Retain target: Develop a public presence through the provision of chess playing equipment in non-chess environments, such as chess café initiatives.	

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31	Gain local sponsorship deals to support events - league and congress	Sponsorship obtained for KCOM online league. Grants from Hull City Council. In-kind support for Play Chess Festival (Hull City Council) and venue use (East Riding YC). Large grant (£20,000) from the Jack Brignall Trust to support the Junior Academy.	Modify target: Gain local sponsorship deals to support events - league and congress. Look beyond local sponsorship. Apply for additional funding to support Junior Academy as Brignall grant tapers off.	