

# Sports Heritage Network Mapping Survey

An overview of Sports Heritage Collections

A man in a blue suit is smiling and holding an Olympic torch. He is standing next to a rowing boat. In the background, there are various sports equipment items, including a scull and a pair of blue and yellow shoes. The text is overlaid on the image.

Commissioned by the Sports Heritage  
Network with funding from the Museums,  
Libraries and Archives Council

Annie Hood June 2006

**Front cover:**

Sir Steve Redgrave with 1948 Olympic torch and Sydney four, River & Rowing Museum.

**Back cover (top to bottom):**

Tennis, Cellularsouth Charity Challenge - Anna K., Tracy A., Bob & Mike Bryan.

Shane Warne portrait by Fanny Rush. MCC Museum, Lord's.

Martin Johnson opens Wall of Fame. Museum of Rugby, Twickenham.

Jules Rimet trophy. Image courtesy of National Football Museum, Preston.

Hampden, Scotland's National Stadium. Image courtesy of Scottish Football Museum, Hampden.

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# Foreword:

## Sports Heritage Network Mapping Survey

I am delighted to be introducing this mapping survey and to be able to make a wider audience aware of the Sports Heritage Network. The Network was born out of a shared enthusiasm for the sports heritage that exists in Britain and the belief that its potential is, as yet, largely unfulfilled. We are confident that much can be achieved in the years to come, particularly through collaborative projects, and I am confident that the survey, the first major piece of work initiated by the network, will make it more likely that these possibilities are realised.

We are extremely grateful to the Museums, Libraries and Archives Council (MLA) for making funding available for the preparation of this report from Renaissance, their ground-breaking programme to transform England's Regional Museums for the development of subject specialist networks.

We suspected that there were complex answers to the simple questions which we asked: what is the nation's sporting heritage, and where is it to be found? We were delighted that Annie Hood accepted the challenge to begin to find the answers. The following is very much her report.

She has clearly identified a definition of sport which has enabled her to list three groups of key sports. She has thoroughly researched where collections with these sports lie in national, regional and local museums. She has also identified governing bodies, clubs and other institutions who hold collections which may be made available to the public or to those undertaking research. Her conclusions and recommendations, particularly in the areas of curatorial advice, education and joint exhibitions, are exactly the sort of possibilities that the Network and others must now respond to and take forward. We are grateful to all those who have contributed to the report, to the consultees who have responded so enthusiastically to the questionnaires, and to those whose answers have broadened our understanding of the issues.

I should also like to thank the members of the Network who have given freely of their time in guiding the process that has brought about this publication.

We now look forward to building upon this exciting start and to ensuring that both the network and the survey are maintained and developed. The 2012 Olympics present a unique opportunity for museums and related institutions to underpin the voluminous sporting culture which resides in Britain and is relevant to the world. The Olympics beckon: we hope that our sector will play a key part in the build-up to 2012 and in the legacy that the Games will surely leave. The network should give long-term impetus to conservation of heritage and sporting culture, and in the short term, great opportunities present themselves for audience development, education and outreach.

**Paul Mainds**  
Sports Heritage Network  
Trustee and Chief Executive, River & Rowing Museum

## 1. Introduction

The report was commissioned by the Sports Heritage Network which was set up by sport based museums and academics involved in various aspects of sports heritage. The Museums, Libraries and Archives Group of the Network has as its main mission 'to develop the role and awareness of sports museums, libraries and archives through combined action and greater co-operation'. They have received funding from the Museums, Libraries and Archives Council (MLA) to undertake a mapping survey of sporting collections in their sector. This was part of the MLA initiative to support subject specialist networks through their Subject Specialist Network Implementation Grant Scheme.

The national museums of sport have a great fund of knowledge about the heritage of their respective sports, but many felt that they were not fully aware of what was held in more general museums and archives. Outside of the major sports even less was known about where sports heritage artefacts were held. The mapping survey has begun to fill the gap in this knowledge and in the process has uncovered a wealth of collections, from main stream through to obscure sports, and brought to light many fascinating personal stories. Given time constraints, the concentration has been on collections in the public domain, but even here there will be many gaps and I hope the survey will be viewed very much as a starting point for future work.

After much debate the survey was limited to competitive and active sports and has not included games and pastimes. The distinction is not however always clear cut and there are many sports where recreation and competition are hard to divide, especially when looking at art and artefacts relating to them.

# 2. Methodology

## 2.1 Libraries, Archives and Museums

### 2.1.1 Libraries and Archives

The first step was to use existing search engines to ascertain what was currently known about the location of sports heritage in the United Kingdom. Library and archive searches included the British Library, a2a, Archives Hub, AIM25, National Register of Archives and National Register of Archives for Scotland websites. A key publication referred to was R W Cox, Index to Sporting Manuscripts in the U.K. (Sports History Publishing 2001 second edition), which is now available online, together with updates in the Sports Historian. Altogether there appears to be fairly good coverage, especially of archival resources in the public domain. Some information on film archives is included but this is far from comprehensive. (The British Film Institute is hoping to make access to their database accessible online in 2006, and other film archives are also increasing access.)

Although quite a lot of information was gathered it is clear that sport is generally under-represented in public archives and much of what has been deposited relates to local clubs. Changes in the collecting policies of many record offices have started a change and the interest shown by sports historians has also stimulated a more active policy reflected in the increased number of sports related archives deposited over the last ten years.

### 2.1.2 Museums

Museum searches included the websites of Cornucopia and the 24hour Museum, together with the Museums Yearbook, other publications and knowledge from within the network. Through this process a total of just over 50 sport specific museums were located. Initial questionnaires were sent to the members of the network; questionnaires were then sent to the other sport specialist museums, together with an invitation to make an entry on the MLA Cornucopia website; with the aim of ascertaining the extent of their collections, displays and educational provision. A total of 54 questionnaires were sent out; 29 replies were received (53%).

Visits were also made to each of the national museums of sport within the network, together with visits to museums covering motor sport and cycling. There is already an established Motor Museums Forum and a presentation was given to one of their meetings. The UK Motor Museums Networking Forum was established in 1998 and is also represented on the World Forum of Motor Museums which has met biennially since 1989. The main impetus of the Forum has been to share general information, but the Curatorial group has been working on a 'Vehicle Conservation Toolkit'. Continuing liaison between the two groups should be encouraged, especially in those areas of joint interest; the remit of the Motor Museums Forum is however much wider than sport, looking at motoring history in general; the same is true for the Cycling Museums.

Two other areas where work is currently being undertaken have also only been treated in outline for this survey. The first is Field Sports, for which the Museum of Hunting in Melton Mowbray is collating information and maintaining links through the Rural Museums Network. The second is Mountaineering for which the Mountain Heritage Trust is currently undertaking an extensive search for archive and museum collections held in both the public and private domains. It became clear that although the major national collections relating to sport were well known, the scope and location of other collections, especially in social history and military museums was not well documented. A further questionnaire was therefore circulated to 440 museums, starting with all museums with sporting collections identified in searches, to which were added the major regional museums and a selection of local and military museums. To date 206 questionnaires have been returned (47%). The information was supplemented by an earlier survey carried out by the Council of Museums in Wales in 2002, A Survey of Sporting Collections held by CMW Member Museums.

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## 2.2 Governing Bodies

Although some of the key sports were well represented in museum collections it became apparent that much sport heritage material is held in private hands and, for example, museums that have put on sporting exhibitions have relied heavily on loans from both sports clubs and private individuals. In the time available it would have been impossible to contact even a small fraction of the many thousand sporting clubs, and so as an interim measure it was decided to contact the major governing bodies of sport to see if they had an overview of collections in their discipline. A total of 200 questionnaires were sent out to governing bodies; 73 have been returned (37%). While this has given an idea of the holdings of their own organisations, it would seem that in fact very little is known in detail about collections at club level.

# 3. Sports Heritage held in Museums, Libraries and Archives

## 3.1 National Museums of Sport

National museums for sport have been established for most of the key sports; the MCC Museum for cricket; the National Football Museum, Scottish Football Museum and Welsh Football Museum Project for football; the British Golf Museum for golf; the National Horseracing Museum for horseracing; the River & Rowing Museum for rowing; the Museum of Rugby for rugby and Wimbledon Lawn Tennis Museum for tennis. While some are independent others are run directly by the governing body of the sport and all maintain close links with the current sporting bodies. In many ways this can be seen as an advantage although it can cause problems in terms of museum registration if ownership of the collections is still vested in the governing body, and on the museums are viewed, especially from within the museums profession.

All the national museums of sport have given thought to the nature of their audiences in that the core of their visitors are those interested in the sport, rather than museums or history in general. This has perhaps provided the impetus for innovative displays, a high level of interactives and the inclusion of film footage to make the link with the active sport. In general the museums have moved away from being just trophy rooms and iconic artefacts, although these are still included, but have moved to show the sports in their social context.

There has been a raised public awareness of sport, for example, through wider television coverage, this including both the competitive sport and more general reporting of sporting celebrations and sporting celebrities. The build up to the Olympic bid has also captured the public imagination and offers opportunities to attract new audiences.

Broadening audiences has been achieved by introducing on-line access. In some it is a current substitute for what will hopefully develop into a museum, such as the Rugby Football League site featuring key archives from its collections. In other cases there is access to details of the collections on site, as in the case of the River & Rowing Museum website.

## 3.2 Other Sport Specific Museums

As well as the main national museums an additional 36 sport specific museums have been identified in the survey; with a further 8 current proposals for museums connected with sport. In addition there are a number of museums which hold key collections for certain sports, especially motor sports, cycling, water sports, aerial sports and archery, but who have collecting policies with a wider remit than just the sport. A full list of the museums is given at Appendix 1.

## 3.3 Review of Sports Heritage by Sport

The following tables provide an overview of the information available in the full report (references are to the relevant section of the main survey).

It should be noted that the tables give only the briefest of introductions to each section.

Sport	National and Dedicated Museums	Museums with Major Collections	Museums with Minor Collections	Libraries	Archives in the Public Domain
<b>MAIN SPORTS</b>					
B.1 Athletics		11 Variety of collections from ancient sport to modern athletics from all parts of the country, but no main focus. Few links made with clubs	65	National Centre, University of Birmingham	48 Also: Sports Archives Foundation set up by Supporters
B.2 Boxing		19 Early collections of artwork C18-C19, otherwise major collections mainly in military museums. Exhibitions have relied largely on private collections	41		7 Very few archives
B.3 Cricket	Marylebone Cricket Club Museum  4 County Club Museums	16 Early collections of artwork; other collections from a wide variety of museums and from all over the country. Also large number of private collectors.	99	8 6 specialist and 2 collections	180 Includes 13 County Clubs, but mainly local
B.4 Football	National Football Museum Scottish Football Museum Welsh Football Museum Project 7 Club Museums 1 Private	31 Wide coverage in social history and military museums relating to individuals, clubs and also supporters. Links being made with local clubs.	90	2 specialist collections	94 Mainly relate to local clubs
B.5 Golf	British Golf Museum  2 Club Museums	26 Collections, especially of equipment, from all parts of the country, but significant collections mainly from Scotland. Much seemingly held at Club level.	59	4 3 specialist and 1 collection	77 Mainly relate to local clubs, broad coverage
B.6 Horseracing	National Horseracing Museum  2 Racecourse Museums	17 Collections especially associated with local races. Large amount, especially artwork, held in stately homes and in private hands	38	5 2 specialist and 3 collections	40 Mainly relate to races
B.7 Motor Sports	Donington (Formula 1) Brooklands; also Gaydon and Beaulieu and other motor museums include some motor sport. National Motorcycle Museum	9 In the public domain most collections are held in motoring museums, with less in social history collections. Latter mainly concerned with the early days of the sport.	25	4 Collections look at the wider field of motoring in general, but include sport	4 Archives do hold other material relating to general motoring sport
B.8 Rowing	River & Rowing Museum	14 Artwork forms an important part of the heritage; sometimes hard to divide recreational from sport. Seemingly much held at Club level	22	4 3 specialist and 1 collection	35 Mainly from England
B.9 Rugby	Museum of Rugby (U) 2 private (L and U)	12 Union and League not always distinguished. It would appear much held at Club level. Few links made between local museums and clubs		3	44 Mainly small local clubs
B.10 Tennis	Wimbledon Lawn Tennis Museum	11 Many of the collections relate to the social importance of tennis and include fashion as well as equipment.		4 1 specialist and 3 collections	50 Mainly local clubs and much from late C19 - early C20

Sport	National and Dedicated Museums	Museums with Major Collections	Museums with Minor Collections	Libraries	Archives in the Public Domain
<b>OTHER KEY SPORTS</b>					
C.1 Angling	Dedicated museums relate to commercial fishing House of Hardy	6 Also many artworks, although hard to distinguish recreational from sport fishing.	27	2 specialist	20
C.2 Archery	Dick Galloway Archery Simon Archery Collection, Manchester (warfare)	6 Long tradition for some clubs. Other collections hard to divide sport from warfare and hunting.	14		14 From England and Scotland
C.3 Badminton	National Badminton Museum	6 Includes early artefacts for battledore and shuttlecock. Social history collections often for the home.	17	1 specialist	5
C.4 Basketball and Netball		1 Very little held. Maybe more at club level.	10		3
C.5 Billiards, Snooker & Pool		Very little held. Major private collector.	15		5
C.6 Bowls, Tenpin Bowls and Skittles		7 Small scattered and local collections, mainly bowls. Thought to be much held at club level.	38		70 Primarily bowls clubs, from all parts
C.7 Canoeing and Dragon Boat Racing		3 Very little held outside maritime museums. Apart from Royal Canoe Club collections not known.	2		4 Mainly relate to Rob Roy MacGregor
C.8 Cycling	British Cycling Museum National Cycling Museum (both wider than sport)	14 Wide range of collections from C19-C21 but for early period hard to divide road from racing bikes. Many trophies.	43	National Cycle Archive at Warwick University	32 Also other archives relating to road clubs
C.9 Equestrian Sports		Very little held and even that hard to divide recreational riding from sport; mainly clothing.	9	Kenilworth centre for most of the governing bodies	1 Film archive only
C.10 Greyhound Racing		4 Collections include skeletons and racing artefacts; in addition artworks from early racing and coursing.	12		6
C.11 Gymnastics	Army Physical Training Corps Museum	3 Collections few but range from Roman period to the present	12	3 collections (from C19 women's colleges)	4
C.12 Hockey		1 Thought much may be held at club level.	29		29 Nearly all England
C.13 Mountaineering	National Mountaineering Exhibition	3 Mainly relate to individuals. Can be difficult to distinguish sport from recreational climbing.	4	6 specialist	6 Other archives more recreational climbing
C.14 Polo		5 Very little in the public domain. May be more at club level and in private hands.	9	1	3
C.15 Sailing		7 Main collections wider than sport.	5	1 Others relate to sailing in broader terms	30 From all parts of the country
C.16 Shooting	Museum of the National Rifle Association	7 Mainly military museums and Scotland. Can be hard to divide sport from warfare and hunting.	34	1	24 Bias towards English clubs 35
C.17 Swimming		10 Small and local collections, much clothing. Also emphasis on long distance swimmers	44		Nearly all England 6
C.18 Winter Sports		3 Mainly relate to ice skating and less to sport	25		

Sport	National and Dedicated Museums	Museums with Major Collections	Museums with Minor Collections	Libraries	Archives in the Public Domain
<b>OTHER SPORTS</b>					
D.1 Aerial Sports	RAF Museum (Royal Aero Club Collection)		2 Air Races	1	
D.2 Ballooning	British Balloon Museum		8 Early ballooning	1	
D.3 Baseball and Softball			3		
D.4 Croquet		2	13 Collections mainly relate to home use. Thought much held at club level		3
D.5 Curling		7	11 Early artworks and equipment. All Scotland		30 All but 1 Scotland
D.6 Darts			11		1
D.7 Fencing		4	9 Thought much held at club level		1
D.8 Field Sports	Museum of Hunting	9	9 Also much in art galleries and stately homes, mostly to do with hunting rather than competitions. Overlap with shooting and greyhound racing		48 England and Wales
D.9 Fives and Handball			3		1
D.10 Gaelic Football			2		1
D.11 Hurling and Camogie		2			1
D.12 Ice/Rink Hockey & Bandy		1	4 Main collections relate to rink hockey		2
D.13 Lacrosse			5		3
D.14 Martial Arts			4		1
D.15 Modern Pentathlon					1
D.16 Orienteering			1		1
D.17 Pigeon Racing			12 England and Scotland		7
D.18 Quoits		3	5		2
D.19 Rackets and Real Tennis		3	Much held at club level		4
D.20 Regional Games		6	7 Highland and other regional games		7
D.21 Rounders, Knurr and Spell and Stoolbool			6 Mainly stoolbool		3
D.22 Shinty	Highland Folk Museum (collections wider than sport)	2			2
D.23 Squash			7		2
D.24 Surfing	British Surfing Museum		3		
D.25 Table Tennis			15 Hard to divide sport from home use		11
D.26 Triathlon	Motor Boat Museum		2		
D.27 Volleyball			2		1
D.28 Water Skiing			2		1
D.29 Weightlifting		Major private collector	1		1
D.30 Windsurfing			1		
D.31 Wrestling			8 Mainly local wrestling from west and north of the country.		4

# 4. Networking Opportunities for Sports Collections

## 4.1 Subject Specialist Networks

As well as the basic information about the scope and location of sports heritage the questionnaires sought information on how the heritage is being interpreted, the educational use of the resources and thoughts on future networking. Other subject specialist group networks have already progressed down this line. The Rural Museums network, for example, acquired Designation Challenge Funding for a mapping exercise and has been particularly looking at the large and bulky artefacts. The Maritime Collections Group has also been looking into the subject of co-ordinating collections policies. Their group is currently looking at four main areas to network:

- Curatorial areas - with different museums leading on different subjects
- Raising awareness - especially through corresponding displays such as the recent slavery exhibitions
- Sharing collections - through loans and transfers
- Wider issues of education, economy and regeneration

These and other networking groups such as that connected with railway collections have been addressing ideas such as that of Distributed National Collections. In the case of sport, however, the overall remit for collecting sport heritage is very broad and a closer correspondence to these groups might be seen in individual sports. More detailed survey work might therefore be undertaken on a sport specific basis, but networking on areas common to all such as developing new audiences, joint exhibitions, conservation and education would still be very important for the group as a whole. Also a co-ordinated approach would seem to have great benefits, for example in collecting information from constituent clubs within each sport.

## 4.2 Contemporary Collecting, Displays and Exhibitions

It is perhaps quite telling that of the 206 questionnaires completed by social history museums only 32 had collecting policies that referred to sporting artefacts. Perhaps even more surprising were some regional museums such as Dorset County Museums and South Somerset Museums, local museums and military museums which had no sporting artefacts in their collections. There did, however, seem to be the start of interest in this field in connection with thoughts on contemporary collecting in general. Several museums, for example, have recently put on sport-related exhibitions including:

- Chelmsford Museum (hockey and cycling)
- Leamington Pump Rooms (bowling)
- Reading Museum (Reading Football Club)
- Trowbridge Museum (road walking).
- Tullie House (sport in Carlisle and Cumbria)
- Watford Museum (Watford Football Club)

Several other museums stated that they were looking to review their policy on sport:

- Bishops Waltham Museum - looking at contemporary collecting and expanding their sports collections
- Gunnersbury Park Museum - proposal for a Brentford Football Club centenary exhibition
- Ipswich Museums Service - new social history gallery proposed and role of sport to be included
- Museum of London - major exhibition planned for the 2012 Olympics
- National Maritime Museum, Cornwall - to address contemporary collecting, especially in connection with surfing
- Southampton Museums - recent donation of sporting material has caused them to review their policy on sports collections
- South Somerset Museums - sport project proposed for 2006-07
- Ulster Folk and Transport Museum - recently started looking at sport; temporary exhibition planned together with permanent collections
- Vestry House Museum - planning an exhibition on Leyton Orient in 2006
- Worcester City Museums - sports exhibition planned in the next two years

There was generally a high level of interest in networking in the areas of seminars on contemporary collecting (18 from sport specific museums and 45 from social history museums; total 63). The exchange of information and expertise in the sport and social history context would seem to offer exciting opportunities for the future. There was again considerable interest in networking for displays and exhibitions (23 from sports museums and 62 from social history museums; this question was also asked of the governing bodies of whom 30 would be interested; giving an overall total of 115). The increasing interest and coverage that sport has already and will increasingly receive in the run up to the 2012 Olympics will make this a very topical issue.

The National Museums of Sport have already taken a lead in loaning material, for example, the National Football Museum has loaned artefacts for exhibitions at the Imperial War Museum, the National Coal Mining Museum for England and the Hat Works Museum in Stockport; they have also put on exhibitions in both Portugal (UEFA 2004) and Germany. The River & Rowing Museum has put forward a proposal for a nationwide Heroes of British Sport Exhibition which would include displays on individual sports to be brought together in London for 2012.

### 4.3 Developing New Audiences

The emphasis given by the Heritage Lottery Fund in its applications on the need to address audience development has highlighted the issue for many museums. Local government agendas have also focused on broadening the appeal of museums and archives. Positive responses to the question on networking in connection with attracting new audiences to museums were therefore predictably high (24 from sport museums and 78 from social history museums). The different audiences already catered for make the cross over immediately motivating and in addition 30 of the governing bodies responded positively to using historical material to attract new audiences to their sport (giving an overall total of 132).

Sports museums have long understood that their core audience is likely to differ from that of most museums and have already tried different approaches, such as using the sport newspapers, magazines and programmes for marketing. The Scottish Football Museum also directly targeted the male 18-30 age group by a leaflet drop in public houses. Wrexham County Borough Museum used an education project, The John Charles Football Project to target schools in their community first areas and combined football coaching with activities based at the museum.

There are marketing opportunities, in particular at the moment with the emphasis given by Visit Britain on sports tourism. In their figures for 2002 it was estimated that 7%, representing 1.6 million, of overseas visitors to Britain either watched or participated in a sporting activity while they were here. Projected visitor figures are forecast to rise over the next year and hence this is an increasing market. It is pleasing that within the organisation the link between sports tourism and their 'Get Active' programme have been brought together.

The experience of one social history museum, Tullie House in Carlisle, in putting on a sports based exhibition Blood, Sweat and Tears; Sport in Carlisle and Cumbria, is instructive. Two of the main reasons behind the exhibition were to be seen to be collecting items relevant to the local community and to increase the number of male visitors to the museum. They already had good collections of their own, but these were augmented by loans from local clubs, especially Carlisle United Football Club, the Hound Trailing Association and the Cumberland Wrestling Association. In the planning stage the curator discussed the project with a sports academic and said that this proved extremely helpful in setting the context for the displays. A sports day was held at the museum to which local sports clubs were invited and as well as the normal publicity advertisements were placed in football and racing programmes.

### 4.4 Education Resources

#### 4.4.1 Education Provision in the National Museums

The sports museums and in particular the national museums of sport have given a high priority to providing education resources. They have a unique opportunity of engaging with children in a field that is both interesting to a wide range of children and has links with active sport. In some cases this direct link has been successfully incorporated in site visits. Education at all levels is looked at and more general interest in informing the public is not neglected.

Examples of education initiatives making use of the unique sporting connection to motivate learning include:

- Wimbledon Lawn Tennis Museum - the courts at Wimbledon are used by local schools as part of the 'Playing for Success' initiative to encourage junior tennis. School visits can combine museum or education room workshops and guided tours with coaching sessions.
- National Horseracing Museum - the museum has developed education packs on various subjects around the racing theme but with wider application within the National Curriculum; they include the language of ears, sight, sound, the skeleton, measuring and designing. The museum also offers Introduction to Racing days for visitors.
- River & Rowing Museum - the museum offers resources linked to the National Curriculum, but has also developed adult education resources, they are currently developing an outreach project using heritage in sport as its core.
- Museum of Rugby - education visits involve a tour of the stadium and a visit to the museum; school packs are offered for Key Stages 2-3 which include pre and post classroom work, worksheets, cross curricular activities, video; the emphasis is on learning being pupil led and on team work.
- National Football Museum - the museum offers education resources at primary, secondary and further education; at Key Stages 2-4 handling collections, images, interactive resources, resource packs, teachers packs, website and worksheets are offered in a variety of subjects, including art and poetry.

#### 4.4.2 The Use of Sport in Education Resources at Other Museums

In addition to the national museums, however, only 7 of the other sport specific museums responding to the questionnaire were offering education resources, and only 2 of these were linked to the National Curriculum. It was also perhaps surprising that in the social history responses only 7 were offering educational resources connected with sports material, and only 3 of these were based on key stages of the Curriculum. Interest in networking on education resources was however again considerable and there would seem to be scope in this area to make links with the museums education services, especially of the emerging hubs. The link with citizenship might also be seen as a major opportunity to increase the use of sport material. (Positive responses 22 from sport museums, 43 from social history museums, giving a total of 65).

Examples of education resources offered in other sport specific museums includes:

- Melton Carnegie Museum of Hunting - material relating to hunting (KS2-3)
- Museum of Welsh Cricket - developing resources for KS2-4 and for the over 16s
- Army Physical Training Corps Museum - history of physical education in the army from 1860

Examples of sport being used in non sport museums includes:

- Science Museum resources for their Science of Sport Exhibition (KS2-4) - these material are still available online
- Watford Museum - handling objects in connection with Watford Football Club exhibition (KS2-3)
- Armagh County Museum - sport included with wider social history material (KS1-2)
- Museum of Farnham - sport included with other social history material
- Fleur de Lis - resource packs include those on sporting themes
- Grosvenor Museum - education resources linked to events such as rowing on the River Dee
- Southend - sessions in the galleries have included sports artefacts

#### 4.5 Conservation Issues

Much of the material collected in connection with sport has the distinct disadvantage that it was never intended to be kept for posterity but worn or used in a (generally) very active way. Likewise the ephemera of tickets, programmes, magazines and souvenirs were not viewed as long term items. The trophies, medals and artwork were commissioned with a greater eye on the future but even these require care in their conservation.

The major museums have built up a wealth of curatorial knowledge on the care of their collections but the large percentage of sports heritage that seems to reside in clubs or private hands is a matter of concern when care of collections issues are considered. Links between clubs and museums at both a local and national level would seem important in trying to convey principles of conservation to ensure that the collections can be enjoyed by their owners or members in to the future. There was not such a high level of interest in liaising on conservation issues (21 from sport museums, 42 from social history museums and 23 from governing bodies; giving a total of 86).

#### 4.6 Research and Publications

Almost without fail, all the museum personnel interviewed felt that current restrictions on time and resources meant that insufficient time could be devoted to research on the collections and sports-related subjects. There would seem to be scope in this respect to make closer links between the museums and academic departments, for example looking at suitable areas for research for students in sports history departments. It has to be said that at the moment the feeling is that academics use primarily archives for their work, largely ignoring artefact collections, while museums are keyed to objects and may find it difficult to find time to keep updated on academic research.

This is reflected in Wray Vamplew's article on Facts and Artefacts: Sports Historians and Sports Museums, where he states that academics "may visit (museums) as fans, but only a few enliven their teaching and enlighten their students by encouraging them to examine sporting artefacts and/or attend exhibitions" (Journal of Sport History Vol.25 no 2). It was also noted by a couple of curators that researchers that did use their facilities for research rarely sent back copies of their completed work or theses.

The need to address different audiences with varying amounts and levels of information is one common to museums, but perhaps is accentuated in sport museums where a key part of the audience are the dedicated fans who already have a high degree of knowledge. One way of addressing this has been to incorporate interactive exhibits within displays with access to databases of information, as seen at the National Football Museum, River & Rowing Museum and Museum of Rugby. The Internet and other electronic media offer further opportunities to publish information to wider audiences.

In addition there would seem to be a large number of individuals interested through a governing body, club or private interest in the history of their sport. Providing a framework in which this information could be collated would seem to be a major step. Interest in networking in this area was seen as moderately important (20 sport museums, 44 social history museums and 26 governing bodies; giving a total of 90).

## 5. Conclusions

Although there is no national museum of sport in the United Kingdom the network of sport museums gives a good coverage for the key sports of Cricket, Football, Golf, Horseracing, Motor Sports, Rowing, Rugby and Tennis. As well as the nationally focused museums collections relating especially to Football are found in a large number of institutions, including clubs and museums; Cricket is again fairly well served. Perhaps the two key sports for which there is currently no focus in museum terms are Athletics and Boxing.

Outside of these main subjects, however, it must be said that sport appears to be under represented in many local and regional museums and archives and much of the material has been collected in an ad hoc fashion. Locally unusual sports are given prominence in many cases which is an obvious part of the remit of a museum but often main stream sports with local importance have been neglected. Much material relates to historical sports and little thought is given to contemporary collecting. This is despite the obvious importance of sport in the lives of most people, whether they are inveterate followers of their local club, committed TV sport watchers or just those who get caught up in the annual fervour for the Boat Race or the Grand National, or major sporting moment like the Rugby World Cup or winning the Ashes.

There would seem to be a heartening change in that an increasing number of archives and museums are reviewing their contemporary collecting policies and in those realising that sport is important to their communities. The number of museums showing interest in staging sports related exhibitions and the high level of positive responses to the survey are perhaps a reflection of this change. This interest will only increase in the run up to the 2012 Olympics.

The network is uniquely placed to;

- Convey the importance of sport in contemporary collecting to ensure better coverage of sports heritage in a broad range of archives and museums.
- Encourage links to be made especially between museums and local sports clubs and collectors to gather information on collections held and to encourage interest in care of collections issues for sports heritage, wherever it is held.
- Offer examples of best practice from the major sporting museums in the presentation, interpretation, conservation and educational use of sports heritage collections

# 6. Recommendations for Future Action

## 6.1 Maintain and develop the Sports Heritage Network

The survey and the network have been received with great enthusiasm both within the sports heritage sector and beyond. There is clearly great potential for the network to both continue and expand. It is now important to realise the potential through specific projects and partnerships.

Timescale:	Immediate to maintain momentum
Possible Funding:	MLA Subject Specialist Network Grants Round 2
Links:	24 hour Museum, governing bodies, UK Sport, Sport England, other Sports Councils, Youth Sport Trust, MA, AIM, AMOT, Visit Britain.

## 6.2 Exploit Opportunities Offered by London 2012 Olympics

The Sports Heritage Network is uniquely placed to offer contribution to the cultural activities associated with the London 2012 games. Sport will receive an increased profile during the lead up to the 2012 Olympics. The 'Heroes of British Sport' Exhibition should be developed as a concept and this and similar projects could provide a unique opportunity during the years leading up to 2012 and also be a vital part of the cultural programme for the games.

Timescale:	Immediate start to maintain momentum
Possible Funding:	Government and Olympic funding sources, MLA, Regional MLAs, National Lottery, sponsorship
Links:	MLA, CyMAL, N I Museums Council, Scottish Museums Council, Sport England, other Sports Councils, London Organising Committee of the Olympic Games, IOC, Visit Britain, Campaign for Museums, MA, AMOT

## 6.3 Promote Audience Development

One of the most encouraging factors to emerge from the survey was the growing number of curators and archivists who are beginning to see the relevance of sports heritage to their collections and to their communities. The network should make use of the contact list from sport museums, social history museums, military museums and governing bodies to maintain momentum and encourage networking on contemporary collecting and attracting new audiences. A major seminar might be held to include presentations from key national sports museums and from social history museums who have staged sport exhibitions together with sports academics; and this might be followed by regional seminars or meetings. Other developments might include brokering system to link the different sectors which would include an important training element.

Links with the Campaign for Museums should be continued to encourage the inclusion of sport among their future themes, Visit Britain and other marketing campaigns.

Timescale:	Immediate start to maintain momentum
Possible Funding:	MLA Subject Specialist Network Grants Round 2, Regional MLAs, HLF, sponsorship
Links:	MLA, CyMAL, N I Museums Council, Scottish Museums Council, Sport England, other Sports Councils, London Organising Committee of the Olympic Games, IOC, Visit Britain, Campaign for Museums, MA, AMOT

## 6.4 Sustain and Promote the Survey

The mapping survey has begun to show the extent of the rich sports heritage that is held in the public domain, but much work remains to be done to extend the survey and to encourage rational contemporary collecting of sporting artefacts and archives. A system needs to be instigated which will allow expansion of the survey and make the information available via publication or website, and this will need to be a sustainable process. A key part of this development will be building relationships between the key sports museums and the potential wider networks identified during the survey. Another part of this process should be to improve links with academic departments to promote research into collections as well as archives by staff and students.

The survey has highlighted how little is known about sports heritage held in private hands and especially by clubs. The potential broad network identified during the survey would however be key in starting to address this issue. One way of approaching this would be through the provision of a general questionnaire that could be widely distributed to sports clubs and which would be made available to governing bodies and museums for distribution. If other issues were also addressed, in particular preventative conservation measures, a toolkit could be put together which would enable clubs to both record and safeguard their heritage. The process by which such data would be entered, stored and be made available would need to be investigated and 'homes' for the various levels of information identified.

Timescale: Immediate to maintain momentum  
Possible Funding: MLA Subject Specialist Network Grants Round 2  
Links: 24 hour Museum, governing bodies, UK Sport, Sport England, other Sports Councils, Youth Sport Trust, MA, AIM, AMOT, Visit Britain

## 6.5 Encourage Education and Outreach

The survey has highlighted some excellent examples of best practice in education, in particular the value that sports heritage can add to the learning process, whether this is through the approach, by the inclusion of physical activity or by offering talismanic objects to capture the imagination. It would be helpful to add further examples of educational resources offered in connection with sports collections and to make links with key museum education providers such as GEM and the regional hubs. Brokering and training would again be two of the key aims. Sports heritage is uniquely placed to promote social cohesion through an examination of the multi-ethnic and multi-cultural nature of contemporary and historic sporting activity.

Timescale: Medium term to build on the network  
Possible Funding: Educational Trusts, Esmee Fairbairn Foundation  
Links: MLA, regional MLAs, regional hubs, GEM, clmg, DfES, Youth Sport Trust

## 6.6 Raise Conservation Standards

The sports heritage lodged in the public domain receives a good level of care but there is concern over the wealth of material that is held in clubs and in private hands, where issues of both preventative and active conservation are not widely understood. The rising value of many artefacts might, however, offer the opportunity to offer help and advice. An initial step would be to provide contacts or outline information on conservation and care of collections issues to clubs and private collectors as part of the toolkit.

Timescale: Medium term to build on the network  
Possible Funding: MLA, regional MLAs, Pilgrim Trust  
Links: MLA, regional MLAs, regional hubs

## 6.7 Encourage Publications

Many of the governing bodies responding to the survey showed an interest in providing historical information to participants of their sport. Making use of the links made between museums, academics and the governing bodies a series of small booklets on the history of each sport could be published, to include reference to major historical collections. The opportunities for on line publication should also be explored.

Timescale: Medium term to build on the network  
Possible Funding: Publishers, commercial venture  
Links: Academic departments, governing bodies, Sport England, other Sports Councils

# Appendix 1

## Sport Specific Museums

Arsenal Football Club Museum, Highbury  
British Balloon Museum, Newbury  
British Golf Museum, St Andrews  
British Surfing Museum, Brighton  
Brooklands Museum, Weybridge  
Centenary Museum, Chelsea Football Club, London  
David Coulthard Museum, Kircudbright  
Donington Grand Prix Collection, Donington  
Gillette Rugby League Heritage Centre, Huddersfield  
Glamorgan County Cricket Club Museum and Heritage Trail  
Grand National Experience, Aintree  
Heritage of Golf Museum, Gullane  
Jack Russell Gallery, Chipping Sodbury  
Jim Clark Rooms, Duns  
The Homes of Football, Ambleside  
House of Hardy, Alnwick  
Lancashire County Cricket Club Museum, Old Trafford  
Leicestershire County Cricket Club Museum, Leicester  
Liverpool Football Club and Stadium Tour, Liverpool  
Manchester City Football Club Museum, Manchester  
Manchester United Football Club Museum  
Marylebone Cricket Club Museum, Lords  
Museum of Hunting, Melton Carnegie Museum  
Museum of the National Rifle Association, Bisley  
Museum of Rugby, Twickenham  
National Badminton Museum, Milton Keynes  
National Football Museum, Preston  
National Horseracing Museum, Newmarket  
National Hunt Hall of Fame, Cheltenham  
National Mountaineering Exhibition, Rheged  
Nigel Mansell World of Racing, Exeter  
River & Rowing Museum, Henley-on-Thames  
Royal North Devon Golf Club Museum, Bideford  
Scottish Archery Centre, North Berwick  
Scottish Football Museum, Glasgow  
Sheffield United Football Club Museum, Sheffield  
Somerset Cricket Museum, Taunton  
Sporting Art Trust, Newmarket  
Warwickshire County Cricket Club Museum, Edgbaston  
Webb Ellis Rugby Museum, Rugby  
Welsh Football Museum Project, Wrexham Museum  
Welsh Sports Hall of Fame, St Fagan's  
West Ham United Football Club Museum, London  
Wimbledon Lawn Tennis Museum, London  
Women's Golfers Museum (at British Golf Museum), St Andrews

## **Proposed Sport Museums**

Barnsley Football Club Museum Group  
Museum of Welsh Cricket, Glamorgan  
Royal Caledonian Curling Club Museum, Stirling  
Rugby Football League Museum, Leeds  
Scottish Rugby Union Museum, Murrayfield  
Scottish Sports Hall of Fame  
Veteran Speedway Riders Association Museum Project, Broxbourne  
York Racecourse Museum, York

## **Museums with Large Sporting Collections, but with wider collecting remit**

Army Physical Training Corps Museum, Aldershot  
British Motor Industry Heritage Trust, Gaydon  
British Cycling Museum, Camelford  
Haynes Motor Museum, Yeovil  
Highland Folk Museum (Shinty Collection) Kingussie  
Motor Boat Museum, Basildon  
National Cycle Collection, Llandrindod Wells  
National Maritime Museum (especially Cornwall)  
National Motorcycle Museum, Bickenhill  
National Motor Museum, Beaulieu  
Royal Aero Club Collection, RAF Museum, Hendon  
Simon Archery Collection, Manchester University Museum

# Appendix 2

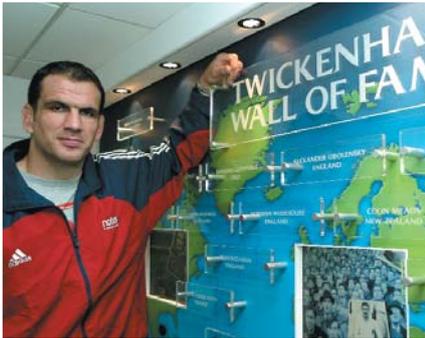
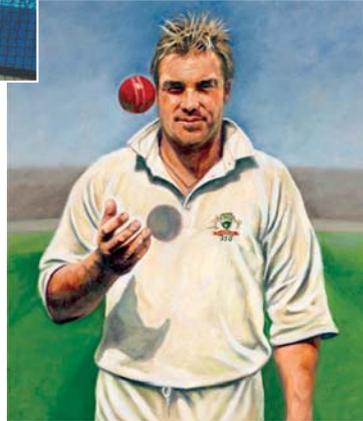
## List of Consultees

An enormous thank you to all those who patiently filled out my questionnaires. In addition much wisdom was gained by interviews with the following.

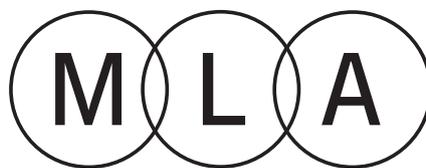
Andrea Bishop	National Motor Museum, Beaulieu
Jill Brill	National Badminton Museum, Milton Keynes
Adam Chadwick	MCC Museum
Tony Collins	De Montfort University
Matthew Constantine	Tullie House Museum, Carlisle
Peter Dallas	Scottish Football Museum, Glasgow
Chris Dodd	River & Rowing Museum, Henley-on-Thames
Ylva French	Campaign for Museums
Honor Godfrey	Wimbledon Lawn Tennis Museum
Hazel Hawarden	Wrexham Borough Council
Lizzie Hazlehurst	British Golf Museum, St Andrews
David Higman	National Cycle Museum
Jeff Hill	De Montfort University
Jane Insley	Science Museum
Barry Littlewood	Coventry Transport Museum
Richard McBrearty	Scottish Football Museum, Glasgow
Malcolm MacCullum	National Football Museum, Preston
Paul Mains	River & Rowing Museum, Henley-on-Thames
Kevin Moore	National Football Museum, Preston
John Pulford	Brooklands Museum
Guy Purdey	SEMLAC
Michael Rowe	River & Rowing Museum, Henley-on-Thames
David Smith	Royal Caledonian Curling Club
Jed Smith	Museum of Rugby, Twickenham
Graham Snelling	National Horseracing Museum, Newmarket
Laura Stedman	Museum of Rugby, Twickenham
Chris Turner	MLA
Alan Watkin	Wrexham Borough Council
Joy Wheatcroft	Donington Motor Museum
Maxine Willett	Mountain Heritage Trust
Mark Wylie	Manchester United Museum and Tour Centre



Image on CD:  
Shane Warne portrait by Fanny Rush. MCC Museum, Lord's.



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