



# NPHT

NATIONAL PARALYMPIC  
HERITAGE TRUST



## **Rose tinted digital spectacle(s)?**

“We exist to enlighten and inspire future generations by celebrating, cherishing and bringing the Paralympic heritage and its stories of human endeavour to life”.

# About the Trust - Formed in 2015

Preserving and sharing British Paralympic Heritage through:

- Collections care and development
- Exhibitions
- Permanent displays (54sqm) at Stoke Mandeville Stadium (opened April 2019) and the National Spinal Injuries Centre (opened March 2020)
- Website
- Learning & Engagement

## Access



# Covid-19 Stock take

- Financial security
- Virtual tours of our Heritage Centre and exhibitions
- A digital museum (website)
- Social media (twitter, Facebook, Instagram YouTube, Matterport and LinkedIn)
- Built in digital governance
- Maintaining volunteers

2015

1943

1969

1956

1917





# Covid-19

## Pivoting Business



- Training
- Events
- Video Tour promotions
- Volunteer Zooming

## Creating New Business

- Weekly collection vlogs
- Social media museum
- Live virtual tours and events
- Volunteer digital training
- Oral history development



# Meaningful Results?

April 2019- mid March 2020 37,000 visitors to the Heritage Centre

March 2020- End May 2020 41,000 engagements/impressions and over 10,000 in depth engagements and 9,000 Website visits

Growth of 137% in followers

3% of monthly global Paralympic related





# Planning for the future – a 5 year Digital Strategy

*Not just about replicating what we do physically digitally but utilising digital opportunities in their own right.*

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# So are the Digital Spectacle(s) Rose Tinted?



# Thank You

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