



# **No Budget? No Problem!**

**Exploring the benefits of partnering with other organisations**

**Presentation to the Sporting Heritage Conference  
23rd October 2020**

**Tim Edwards, Partner, Ipswich Town Heritage Society**



# ITFC Heritage Society

*Celebrating the heritage of our club – through partnerships*

Covid has put a (temporary) stop to many of our activities, but we have continued to develop our work and seek new opportunities.

In 2018, we worked with and supported the New Wolsey Theatre's major professional production of 'Our Blue Heaven', celebrating the 40<sup>th</sup> anniversary of our FA Cup win back in 1978 – **its sequel, celebrating our UEFA Cup win in 1981, is written and ready...**



Previous partnerships have included Suffolk Libraries, Sailmakers shopping centre and Ipswich Borough Council / ITFC, with temporary exhibitions on dedicated topics.

Also regular work with Sporting Memories and a major photographic project and exhibition with PhotoEast.



# “We don’t have problems, we have opportunities”

- We had great plans for 2021, to celebrate the 40<sup>th</sup> anniversary of Ipswich Town’s 1981 UEFA Cup win. In addition to working with the New Wolsey Theatre in the sequel to ‘Our Blue Heaven’, we planned to
  - Curate an exhibition at a major town centre location
  - Run dedicated Sporting Memories socials around the county
  - Organise socials to enable fans to meet their heroes from 1981
  - Run ‘Memorabilia Days’ for fans to bring their souvenirs and share their memories
  - Focus around our matchday presence in the ITFC Fanzone, open to all supporters for 90 minutes before every game
- Thanks to Covid, it looked like all our plans were on hold...
- But, thanks to our friends who coordinate Sporting Memories in Suffolk, we received a call from Suffolk Archives (previously Suffolk Records Office), who were about to move into a fabulous new heritage centre, near the waterfront and university, called ‘The Hold’, which has been supported by the National Lottery Heritage Fund.



# Ipswich Town Heritage Society and Suffolk Archives - opportunity for a new partnership

- We initially wanted to curate a temporary exhibition in spring 2021 in Suffolk Archives' new and fabulous exhibition space, within the county's new heritage centre
- But Suffolk Archives will also have a 'caravan' that enables them to create touring exhibitions
- We have recently signed a partnership with them, which will see a touring exhibition from March-May 2021 – and launched it on National Sporting Heritage Day, of course!
- We have already benefited from their professionalism and passion – we share ideals, but bring very different skills and backgrounds:
  - Bridget Hanley, Senior Archivist
  - Mandy Rawlins, Community and Learning Officer (East Suffolk)
  - Emily Shepperson, Exhibition and Interpretation Officer





# A Covid-Compliant launch pic!





# Taking our history to the people

- A touring exhibition, March – May 2021, coinciding with the 40<sup>th</sup> anniversary of Ipswich Town winning the UEFA Cup
- Memorabilia, interpretation boards, video footage, historic press coverage (local and overseas), matchday programmes...
- Occasional presence of players who were part of the successful 1981 team
- Training of volunteers to share their passion and capture fans' memories through audio recordings and digital images of fans' own memorabilia
- We will tour towns and villages, sports clubs (to collect their history too!), care homes, schools and social clubs...
  - Link to ITFC's Community Trust



Photos: Pat Edwards



# The exhibition will include some wonderful images...



Ashley Freezer and dad Joe, as they are now(ish)



# The exhibition will include some wonderful images...



Ashley Freezer and dad Joe, then (1981) and now(ish)



**And we won't forget that the club has  
a much longer history**





And we will include some great crowd pics – and bus shots!



Photo: Suffolk Archives



**Partnership, though, is a two-way process. We benefit from our relationship with ITFC itself, but how can we possibly contribute to the club itself, in a way that creates a virtuous circle of benefits?**



**If only there were a way to support the club financially, to promote our work despite missing contact with hundreds of fans every matchday in our fanzone, and (ideally) still get cold and wet while watching live football...**

**Maybe we could also benefit from a different type of partnership?**



# ITFC Women - #Historymakers

## Supporting our club, Promoting our heritage



Photo: ITFC

- The badge on the first team shirts for 2020/21 recognises the importance of the 1981 UEFA Cup win
- Our personal sponsorship of the ITFC Women's Team has added the ITFC Heritage Society's logo to their shirt sleeves
- This gives us a chance to promote the heritage of the club to a fast-growing fanbase, and achieves media coverage as ITFC Women go from strength to strength – last season we reached the last 16 of the FA Cup, beaten by eventual finalists Manchester City



# Blue Wilson & Eloise King, ITFC Women and England age teams (two of our future #Historymakers!)



Photo: ITFC



Photo: Ross Media UK



# Thank you to ITFC for all their support, including publicity

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Content

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**NEW SLEEVE SPONSOR FOR LADIES TEAM**  
12/10/2020  
ITFC Heritage Society to sponsor Town Women

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**UEFA CUP 40TH ANNIVERSARY TOURING EXHIBITION**  
30/09/2020  
New partnership to celebrate Blues' European success

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**EUROPEAN GLORY TO BE RELIVED ON STAGE**  
12/08/2019  
Fans' memories of 1981 to inspire new play at the New Wolsey Theatre

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**BLUES OPEN TOWN HALL EXHIBITION**  
31/10/2019  
Town work with Borough Council as new experience launches today



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