



What's Your Digital Sporting Story

Kate Turner and Belinda Scarlett
Digital Project Coordinators



Art Fund_

The Project – Aims and Objectives

- Build a bank of video and podcast case studies about the nation's sporting heritage for inspiration, research and knowledge
- Encourage over 200 users to access skills webinars and tutorials
- Create a social media campaign around the project building on SHCIC's existing media work and #yoursportingstory
- Look to engage with audiences who traditionally engage less with sporting heritage
- Make links with National Sporting Heritage Day 2020
- Make recommendations for further digital skills projects for the sporting heritage community

The Project – What did we do?

- Social media launch
- Produced and shared a digital storytelling and filmmaking tutorial
- Delivered a free skills webinar on digital storytelling and filmmaking
- Provided 1-1 support to Sporting Heritage members and the owner of sporting collections to produce short videos and share these online and make them accessible of SHCIC YouTube channel
- Delivered a free skills webinar on an introduction to podcast recording, editing and sharing
- Produced and shared a podcasting recording and editing tutorial
- Contributed to National Sporting Heritage Day on 30th September
- Promoting the resources produced as a result of the project to Sporting Heritage members and the wider sporting heritage community

Organisational Needs

- Maintaining audiences in difficult times
- Gaining new audiences and building an online community
- Sharing the significant sporting stories of objects in storage
- Wanting to create digital content with little to no budget
- Wanting to upskill existing staff

Case Study One – Collections at Wimbledon LTM

- Sharing the collection
 - Wimbledon was the first of our museum partners to use digital storytelling to share objects in their collection with lockdown audiences



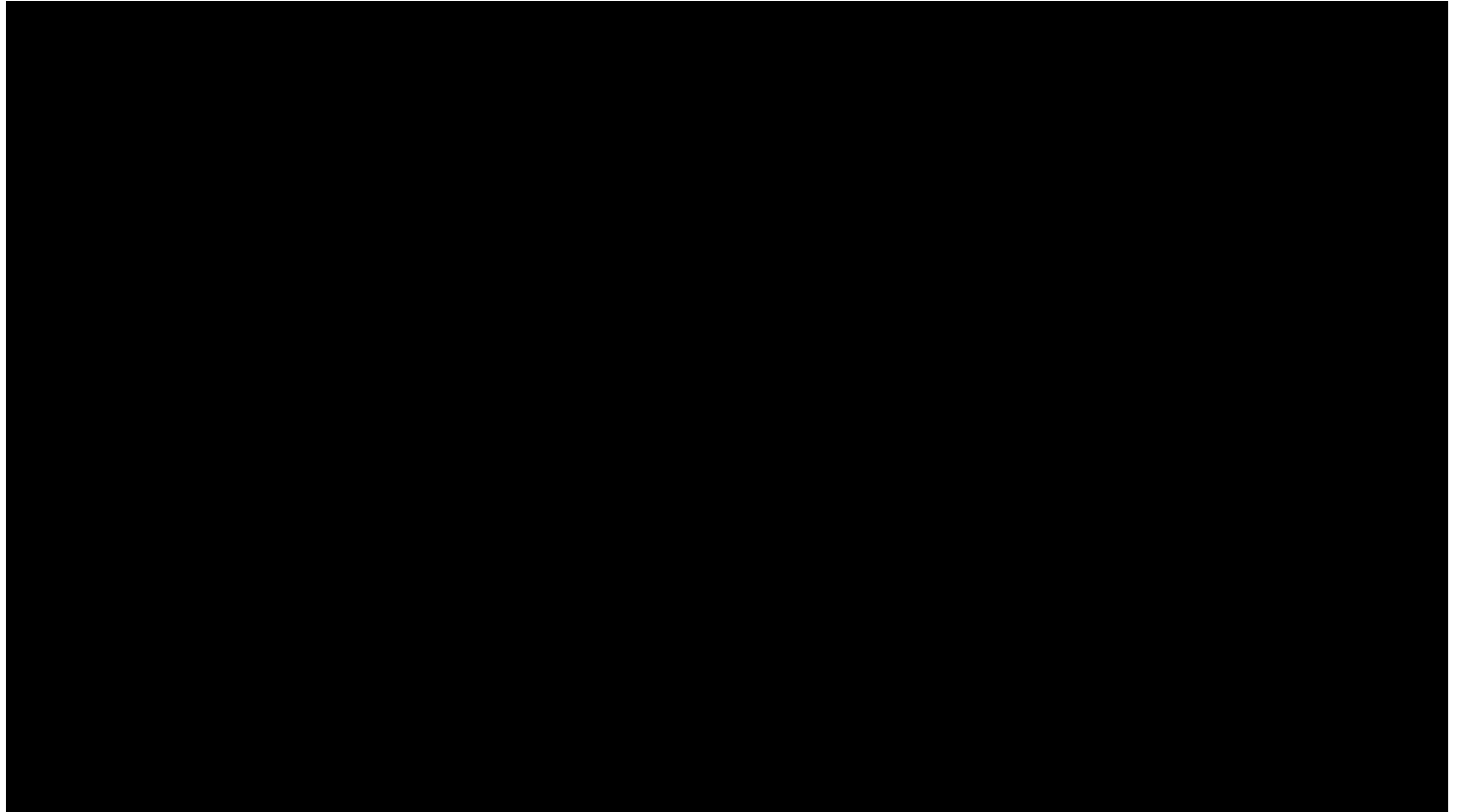
Case Study Two – The Team and History of Girls United

- Celebrating the Club:
 - The first video was a character profile of Coach Greer-Aleece
 - The second video was shot in Mexico and introduced the ideas and values of Girls United founder, Romina



Case Study Three – Promoting an Event at the Hockey Museum

- The Hockey Museum hosted a special event to mark the centenary of Great Britain's gold medal win at the 1920 Antwerp Olympic Games.
- They created this film to share a porting story and to promote the event to broad, digital audiences.



Case Study Four – Promoting a Personal Story and Collection with Russ Martin (Memorabilia Man)

- Russ had been looking for ways to get his collections out of storage and to share his many memories of sport and collecting.
- He has also been looking for organisations who might be interested in some of his collections.



Podcasting



A screenshot of a Zoom meeting interface. At the top, there are icons for 'Record', 'Clips', and 'Audio'. Below that, the name 'Russell Todd' is displayed with a 'Ready' status. Underneath, the audio device is set to 'Microphone (3- USB Advanced Audio Device)' and the volume is set to 'No headphones' with a '0' level. A red play button icon is visible next to the name. Below this, there are options for 'Clips' and 'Belinda'. The bottom section shows a 'Belinda' status with a 'Connected' indicator. Below the status bar, there is a 'Use browser setting' option and a 'Stereo' output mode. A large text area displays network logs, including '172.104.247.207:54927 udp/relay/relay', '43ms network round trip', '3ms jitter delay inbound', 'Inbound stream present', 'speech caller', and several 'primary: ICE candidate: candidate:...' lines. At the bottom right, there are logos for 'Sporting Heritage' and 'Art Fund'.

- <https://www.sportingheritage.org.uk/content/what-we-do/projects/whats-your-digital-story/whats-your-digital-sporting-story-online-resources>

What's Your Digital Story?

What's Your Digital Story? – Online Resources

Tutorial - Sharing your Collection Online

Introducing #yoursportingstory

Digital Skills Webinars

The Sporting Story of...Local Tennis

What's Your Digital Story? – Online Resources

Over the last four months we have been working to deliver a package of support to the sporting heritage sector to help improve the sector's digital skills. The project, funded by ArtFund UK, has allowed Sporting Heritage CIC to create a film-making resource pack to help those with sporting heritage collections to share their collections and stories online.

We hope that these resources and links will be a helpful step-by-step guide to those hoping to produce and share their own short films. These resources include:

- Film making crib sheet – an overview of how to make sure your films are



Art Fund Logo
Art Fund



Film Making Tutorial

Reflection

- First attempt to deliver digital support
- Adapting to the current times and organisational needs
- Designing support WITH organisations – what do you need?

Next Steps

- Focusing on partner needs. Communicating with the sector to find out what support they need most and responding directly to this in the preparation of relevant content
- Programme of more tailored workshops
- Identify and coordinate with sector specialists to support workshops

Next Steps Webinar

- Tuesday 27th October 11am-12pm
- <https://www.eventbrite.co.uk/e/123154238643/>
- Film or Podcast?
- Bring an object with you and be ready to share ideas!

Twitter Poll

- 1. What part of the filmmaking process would you like more support with?**
 - a. Creative Ideas
 - b. Filming
 - c. Editing
 - d. Sharing
- 2. What part of the podcast making process would you like more support with?**
 - a. Creative Ideas
 - b. Recording
 - c. Editing
 - d. Sharing
- 3. What further digital support would you like Sporting Heritage CIC to offer?**
 - a. Marketing and Branding
 - b. Fundraising for Digital Activity
 - c. Delivering a Virtual Session
 - d. Blogging and Social Media

The background features several sets of concentric, curved lines in the top-left and bottom-right corners. These lines are a light gray color and include both solid and dashed styles, creating a modern, abstract design.

Contact Us

- belinda.scarlett@googlemail.com
- katejessturner@hotmail.com

The background features several sets of concentric, curved lines in shades of gray, some solid and some dashed, creating a sense of motion and depth. A large blue speech bubble is positioned on the left side of the slide.

Any Questions?

- Sign up to our Next Steps Webinar
- Don't forget the Sporting Heritage Hangout Lunchtime Networking Session straight after this