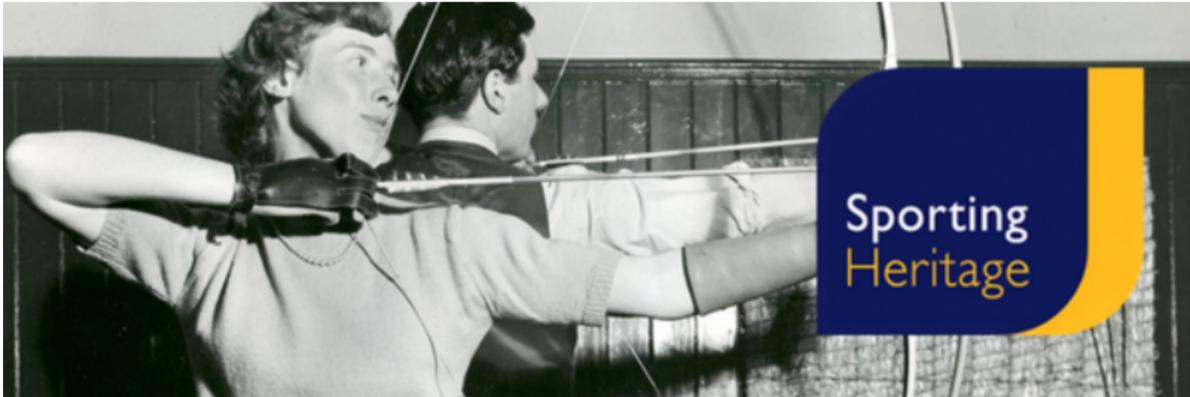


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Welcome to the June edition of our newsletter. Information today includes:

- Art Fund supported programme: What's Your Digital Sporting Story?
- Digital activity across the sector during Covid-19 crisis
- Sporting Heritage tool kit news
- Reopening: Guidance and Funding
- Conference booking
- Webinars
- Scoping activity
- Grants and funding

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**What's Your Digital Sporting Story?  
Get involved!**

We're delighted to announce that over the next six months Sporting Heritage CIC will be delivering a programme of digital activities to help those with sporting heritage

collections tell their story online and improve their digital skills – with huge thanks to the Art Fund for their support!

# Art Fund

Although creating digital content can seem daunting, this project hopes to show that it can be a relatively simple way to create engaging content that will attract new audiences and shine a light on hidden stories.

We will:

- Create a bank of short videos and podcasts to share sporting stories from a range of sports at all levels
- Up skill those who want to successfully share their sporting collections and stories online by creating a tutorial on how to create digital content
- Host a webinar and Twitter hour on digital content development
- Build upon the brilliant online profile Sporting Heritage has already developed to share as many digital stories as we can using the hashtag #yoursporting story.

### **The team**

The project will be delivered by Belinda Scarlett and Kate Turner who have worked in the sports and heritage sector for a number of years and are passionate about making sporting heritage available to all.

This project is open to all those that have a sporting story to tell from sports museums to private collectors and community sports groups.

**If you have a sporting story to tell or would like to find out how to make your sporting collections accessible online, please get in touch with Belinda and Kate on: [belinda.scarlett@googlemail.com](mailto:belinda.scarlett@googlemail.com) / [katejessturner@hotmail.com](mailto:katejessturner@hotmail.com).**

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**Digital Activity Across the Sector in Response to Covid 19**

Over the past few months, we've all been working hard to adapt our activity to support digital access. It's been amazing to see how organisations facing significant challenges, have been able to work hard to create new ways of working – here are a few examples:

### **The National Paralympic Heritage Trust: Punching above its weight – a small museum with big virtual ambitions**

The National Paralympic Heritage Trust has created virtual tours of its exhibitions to help the public get up close to sporting history from the comfort of their own home.



Using 3D technology, users can 'walkthrough' exhibition spaces and zoom in on specific artefacts, and are prompted to access video, British Sign Language, text caption and audio-description options at points of interest. At the Paralympic Heritage Centre in Stoke Mandeville, newly opened just a year ago, virtual visitors can learn about the life and work of the father of the Paralympic movement, Professor Sir Ludwig Guttman.

**Find out more:**

[www.paralympicheritage.org.uk/Event/virtual-exhibitions](http://www.paralympicheritage.org.uk/Event/virtual-exhibitions)

Facebook and Instagram: @ParalympicHeritage

Twitter: @Paraheritage #Paraheritage

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## The Hockey Museum

The Hockey Museum have developed a few different ways of working:

- A campaign to collect and record the impact of coronavirus on hockey nationally and globally, from grassroots to elite level, as well as hockey's role in combating the subsequent separation and upheaval. This will ensure that future generations can learn about and understand the strange and unsettling period through which we are currently living. The campaign is made up of two exciting strands:
  - Collecting contemporary physical and digital material #CollectingCOVID  
More detail around collecting areas at: [hockeymuseum.net/index.php/collecting-covid-19](http://hockeymuseum.net/index.php/collecting-covid-19)
  - A time capsule activity pack for children #THMTimeCapsule #StayHomeStaySafe  
Direct link to the activity pack here: [hockeymuseum.net/images/Education/FINAL\\_THM\\_Time\\_Capsule.pdf](http://hockeymuseum.net/images/Education/FINAL_THM_Time_Capsule.pdf)
- A weekly hockey history quiz of varying types including multiple choice quizzes, picture quizzes and crosswords:  
[hockeymuseum.net/index.php/quizzes/quizzes-overview](http://hockeymuseum.net/index.php/quizzes/quizzes-overview)
- Monthly recaps are sent out via our mailing list. Sign up at:  
[hockeymuseum.net/signup](http://hockeymuseum.net/signup)
- Working with hockey's national governing body (England Hockey) on a joint social media strategy to engage the widest possible hockey audience with its heritage. This currently includes (or is in the planning stages):
  - #OnThisDay – hockey happenings on this day in years gone by

- Old Rules Re-enacted [working title] – a series of old rules illustrated by historic illustrations, photographs, video clips etc. which can be re-enacted at home
- Hockey in difficult times [working title] – a series of posts around hockey in historically difficult times from which parallels can be drawn to the current hardship.
- THM in 100 Objects – a series of short video pieces to camera, presented by volunteers or staff, highlighting 100 objects from THM's collection that have interesting back stories.



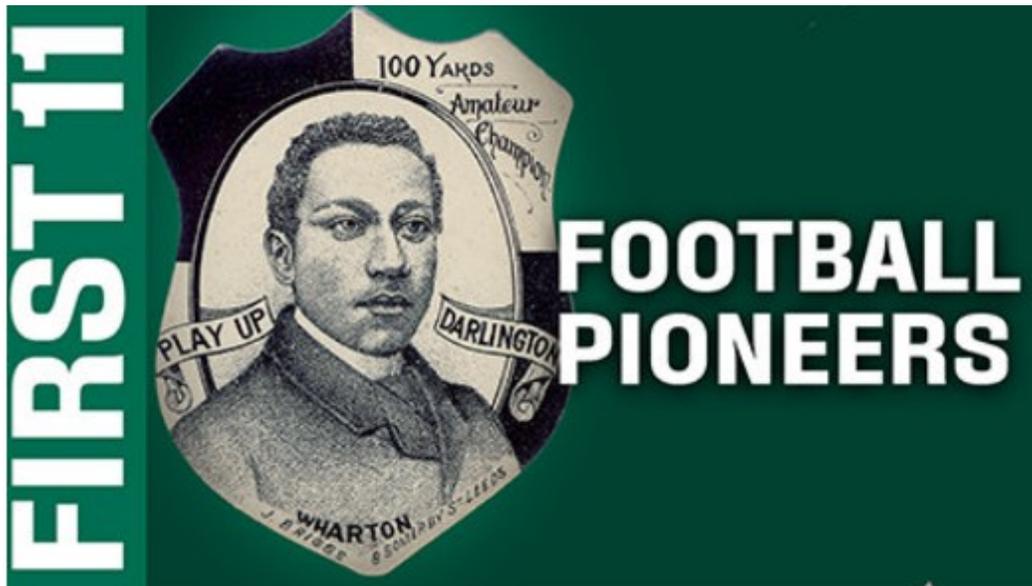
Recreation for Nurses in Pretoria South Africa during the Boer War, 1901

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## National Football Museum

The National Football Museum's current major temporary exhibition, *Strip!: How Football Got Shirty*, which is all about the fashion, design and technology of football shirts, has gone online. They have a dedicated website – [www.nationalfootballmuseumstrip.com](http://www.nationalfootballmuseumstrip.com) – that contains articles and videos that enhance our exhibition content and enable visitors to experience the exhibition online, including a tour of the exhibition by its curators.

They have also been creating content about the objects and themes in the museum. Our *First 11* series tells thematic stories about football - including football pioneers, women's football, and the FA Cup - through 11 key objects from the collection. We have produced weekly object of the week blogs which highlight diverse objects in the collection.



Digital content for families has included online arts and craft activities, creative writing, and a football shirt designs competition. We have also just begun work on a new NFM Stories website that will enable us to talk about the amazing stories within the galleries and collections through articles, video and audio content.

**Our digital content can be found on our social media pages:**

[www.facebook.com/NationalFootballMuseum](https://www.facebook.com/NationalFootballMuseum); <https://twitter.com/FootballMuseum>

[www.instagram.com/nationalfootballmuseum](https://www.instagram.com/nationalfootballmuseum), including our YouTube page, which we've put a lot of time into developing over this period:

[www.youtube.com/channel/UC0NJw1nEZydhDSNGRcFUA3A](https://www.youtube.com/channel/UC0NJw1nEZydhDSNGRcFUA3A).

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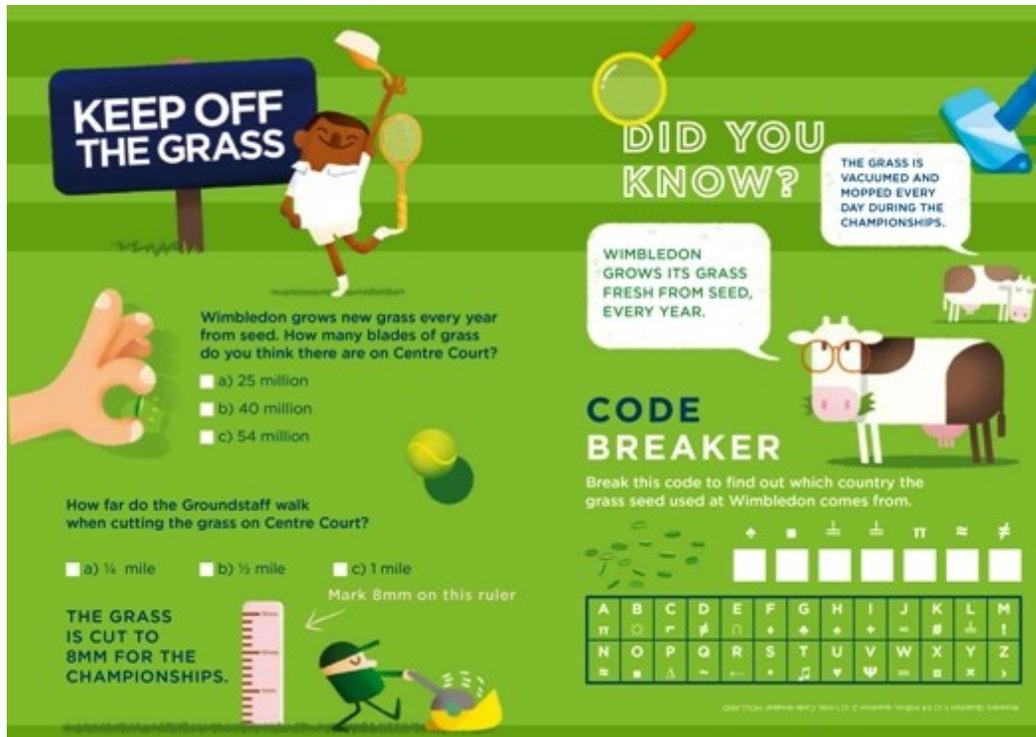
**Wimbledon Lawn Tennis Museum**

**Spend a day at The Championships with**

## Wimbledon Lawn Tennis Museum

Spectators might not be able to attend The Championships this year. But everyone is still invited to explore Wimbledon online!

Wimbledon Lawn Tennis Museum's Learning department have been working on a series of fun and engaging activities for children both big and small.



Activities include word searches, quizzes, crafts, codebreaking, drawing and social media challenges.

Explore Wimbledon online at:

[www.wimbledon.com/en\\_GB/visit\\_and\\_tickets/explore\\_wimbledon](http://www.wimbledon.com/en_GB/visit_and_tickets/explore_wimbledon).

Follow us on [Instagram](#) and Twitter via [@WimbledonMuseum](#).

## Sporting Heritage Tool Kit Launching in September 2020!

As part of our Sport England project, we're developing a tool kit which will support anyone with a sporting heritage



collection, at whatever stage of their development - from boxes in an attic to thinking about delivering exhibitions and collections strategies. We know this is urgent and needed support for many working in the field.



The tool kit will be free to access and straightforward to use, with a range of resources, templates, 'how to' films / guides, and podcasts to support clubs, governing bodies, researchers, private collectors, and community groups to better look after and share their sporting heritage.

**If you'd like to be involved in piloting the tool kit, please do get in touch with [katie.cav@gmx.com](mailto:katie.cav@gmx.com).**

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## **Reopening: Guidance, Signposting and Funding**

We're conscious that thoughts are now focused on reopening and ensuring activity begins to be delivered on site where possible for those organisations who operate public facing activity.

- New Good Practice Guidelines for Reopening Museums was published on Thursday 25 June by the National Museum Directors' Council (NMDC) with support from DCMS and the Museums and Galleries Working Group. The guidance is intended to help employers, employees, the self-employed and volunteers in the museum sector in England understand how to work safely during the COVID-19 pandemic.  
[www.nationalmuseums.org.uk/coronavirus-update/nmdc-good-practice-guidelines-opening-museums](http://www.nationalmuseums.org.uk/coronavirus-update/nmdc-good-practice-guidelines-opening-museums).
- To assist museums in their strategic decision making, AIM and the Museum Development Network have produced a 'Reopening Checklist' to be used in conjunction with the Guidelines. As every museum is unique there will be no 'one way' to do things and the checklist is intended to help you develop your reopening plans and provides you with a methodology to follow.  
[www.aim-museums.co.uk/museum-reopening-guidance-checklist](http://www.aim-museums.co.uk/museum-reopening-guidance-checklist).

- Visit Britain also announced the launch of 'We're Good To Go', a UK-wide industry standard and consumer mark, in partnership with the national tourist organisations of Northern Ireland, Scotland and Wales to provide a 'ring of confidence' for tourism as the sector works towards reopening. It is designed to help businesses across the sector to demonstrate that they are adhering to the respective Government and public health guidance, have carried out a COVID-19 risk assessment and check they have the required processes in place. The scheme is free to join and open to all. [www.visitbritain.org/business-advice/were-good-go-industry-standard](http://www.visitbritain.org/business-advice/were-good-go-industry-standard).
- The National Lottery Heritage Fund (NLHF) have just updated their guidance and expanded their Emergency Fund to help organisations safely reopen, and extended the application deadline to noon on 31 July. A few additional changes have been made to eligible costs which now include those associated with reopening safely and in line with Government guidance. [www.heritagefund.org.uk/funding/heritage-emergency-fund](http://www.heritagefund.org.uk/funding/heritage-emergency-fund).
- A tool kit to support museums has been developed by South East Museum Development and can be found at the following link: [southeastmuseums.org/resource-library/advice-on-reopening-museums-reopening-museums-toolkit](http://southeastmuseums.org/resource-library/advice-on-reopening-museums-reopening-museums-toolkit).

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## Conference Booking

Our call for papers is now closed – huge thank you to everyone who submitted a proposal! We aim to draw together the programme over the coming month and open bookings in July.



**Date for your diaries:**

**Our digital conference will take place on the 22nd and 23rd October 2020. Details in our next newsletter and through our social media feeds.**

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## Webinars

Our webinar series has been incredibly popular! We're now running waiting lists on some of them. More information can be found below.

### **Is Your Collection at Risk? Thursday 23 July, 11.00am – 12 noon**

There are many factors that can put collections at risk. Some of which we can plan for and others less so. Join us for an informative look a range of risk factors, including those caused by the latest COVID-19 pandemic, how you can mitigate against them and where to find help and support if you run into difficult times.

**Tickets:** [www.eventbrite.co.uk/e/is-your-collection-at-risk-free-webinar-tickets-106011932544](http://www.eventbrite.co.uk/e/is-your-collection-at-risk-free-webinar-tickets-106011932544).

### **Practical Approaches to Oral History Thursday 27 August, 11.00am – 12 noon**

Oral histories can bring collections to life. Join us for an informal introduction to collecting personal testimonies, and in particular sporting memories. We will discuss a range of topics, signpost to best practise examples and recommend sources of further information and training.

**Tickets:** [www.eventbrite.co.uk/e/practical-approaches-to-oral-history-free-webinar-tickets-106014141150](http://www.eventbrite.co.uk/e/practical-approaches-to-oral-history-free-webinar-tickets-106014141150).

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## **Shining a Light on Our Sporting Collections Scoping Project**

Thank you for those of who have already been in touch - you have shared such amazing collections and we are loving the sporting stories: such a rich collection and we know more are out there!

Launched in April, our Collections Scoping project begins with you telling us about what heritage collections, memorabilia and artefacts you have and where it is. We have developed a simple survey for you to complete to tell us about

your treasure: [www.surveymonkey.co.uk/r/sportingheritage](http://www.surveymonkey.co.uk/r/sportingheritage).

We received information on an amazing collection from Birchfield Harriers – who have a rich history dating back to 1877. Wow, how awesome is that? I know when I watch athletics on telly I often hear the name Birchfield Harriers and in their illustrious history they can boast 100 Olympians, Paralympians and Deaflympians.

Many Birchfield Harriers served in World War II but the club has no memorial which commemorates their service. Fortunately, the club magazine, 'Stagbearer' carried news of their letters home and documented deaths, injuries and athletic achievements as well as carrying news from Prisoner of War camps – a wonderful resource! (1942 edition pictured right). The Club is now collating a list of members who served in the armed forces so that they can be remembered.



In recent years, various parts of the collection have been on display when there have been athletics meetings at the Alexander Stadium in Birmingham, and much of the work that has been done to document the club's history can be found here: [archive.birchfieldharriers.com](http://archive.birchfieldharriers.com). Many items can also be found at their clubhouse.

The club has an extensive archive which holds relevant documents and memorabilia from over 140 years of the club's history. Highlights include a medal from the 1936 Berlin Olympics, as well as lots of material from key female athletes in recent history such as Kelly Sotherton, Denise Lewis and Katherine Merry.

Birchfield Harriers have done a lot of work in trying to document the history of their club and their website has managed to bring to life so many successful and famous athletes that the club is so rightly proud of. They also have a fantastic photo archive – a couple of examples of which can be seen here.



*Birchfield Harriers Ladies training at Perry Barr Track 1929*

*Right: Dorothy Neale (later Nelson-Neale). Dorothy was a high-ranking member of Birchfield Harriers, and a respected athlete, coach and official. She is recognised as the first female to coach a female athlete to a World Record, having been the coach of Diane Leather when she became the first woman to run the mile in under five minutes. She had a stand named after her at the Alexander Stadium in Birmingham.*



**Do you have an interesting, unknown, hidden or not recognised sporting heritage collection?**

We are here to help you profile your collection and give you advice about possible funding and support to help preserve and maintain your collections. Your first step is to [complete the questionnaire](#). Any questions please contact Brigid Power [brigidbradley@yahoo.co.uk](mailto:brigidbradley@yahoo.co.uk) or Julia Lee [julia.lee@csi2012.co.uk](mailto:julia.lee@csi2012.co.uk).

**We look forward to hearing from you!**

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## **Ongoing Grants**

### **Esmée Fairbairn Collections Fund**

The Esmée Fairbairn Collections Fund, run by the Museums Association, funds projects which develop collections to achieve social impact. Museums, galleries and heritage organisations from across the UK can apply for a grant of between £20,000 and £120,000 for a project lasting up to three years.

[www.museumsassociation.org/collections/esmee-fairbairn-collections-fund](http://www.museumsassociation.org/collections/esmee-fairbairn-collections-fund).

### **Old Possums Practical Trust**

Old Possums Practical Trust makes a number of grants each year to further the aims of the Trust: - to increase knowledge and appreciation of any matters of historic, artistic, architectural, aesthetic, literary, musical or theatrical interest.

[www.old-possums-practical-trust.org.uk](http://www.old-possums-practical-trust.org.uk).

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## **New Funding Opened by Art Fund Round 1 deadline: 6th July**

Respond and reimagine grants provide funding to help museums, galleries and cultural organisations respond to immediate challenges connected to the Covid-19 crisis, and offer support to adapt and reimagine ways of working for the longer-term future.

We are happy to receive applications from UK public museums, galleries, historic houses, libraries and archives that:

- ordinarily have spaces for the public to visit and experience the visual arts or other object-based collections. This could include natural history, maritime and transport, archaeology and social history

- can demonstrate that you usually operate to best practice standards or have a good track record in delivering high quality public activity.

If you are an organisation that is a visual arts agency or festival, we'd be happy to hear from you providing you can meet the above and have a strong visual arts focus. Sadly, we can't support theatre, music, dance or other art forms.

**Next deadline is 6th July 2020.**

[www.artfund.org/supporting-museums/programmes/respond-and-reimagine-grants](http://www.artfund.org/supporting-museums/programmes/respond-and-reimagine-grants)

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## SH Membership

We aim to bring as much freely available information and support to the sector at this time and are trying to open access that would usually only be free to our members, to all for the next six months. If you are able to join as a member though, we would be so hugely grateful as we rely on our membership fees to keep running and keep doing what we do.

You can join by visiting our website here:

[www.sportingheritage.org.uk/become-a-member](http://www.sportingheritage.org.uk/become-a-member).

**Thank you all for your support!**

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As always, we'd love to hear and share your news via this newsletter, but also through our social media feeds. You can follow us on twitter [@sportinghistory](https://twitter.com/sportinghistory), on Facebook and Instagram [@sportingheritageic](https://www.instagram.com/sportingheritageic) or Sporting Heritage on LinkedIn using the hashtag #sportingheritage.

To send copy for inclusion, please email [aj.glew@ntlworld.com](mailto:aj.glew@ntlworld.com) for deadlines and further information.

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*Sporting Heritage CIC is the sector support organisation representing sporting heritage collections in the UK.*

To get in touch, please email [justine@sportingheritage.org.uk](mailto:justine@sportingheritage.org.uk)

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