



Sporting Heritage



The National Framework of The Sporting Heritage of Wales 2022 – 2024

June 2022 –
Sporting Heritage CIC



Introducing the Framework

The National Framework for the Sporting Heritage of Wales sets out a clear road map for ensuring these incredibly important collections are protected for future generations.

The Framework explores how sporting heritage collections are vital to a range of wider agendas such as health and wellbeing, sports participation, and community. It outlines how these collections should be developed, why they should be protected, who they should be protected by, and for whom.

At present, the Framework outlines the activity needed, and allocates specific outcomes and objectives. Much of this is funding dependant, and over the coming six months we'll be working hard to lever in investment and begin to work on aspects of the Framework as funding becomes available.

Necessarily, this will be a working document. Covid 19 and wider impacts will all play their part in delaying the Framework's trajectory or speeding it up.

What is clear, however, is that through consultation across Wales, with a range of communities, individuals and organisations, this is a piece of work that is needed, urgent, and welcomed!

Minister's Foreword

“Sport has always been important to Wales as a nation: from the ancient games of cnapan and law, to modern rugby and football; from snooker and boxing to motor sports, cycling, athletics and swimming. Our country has produced an impressive array of exceptional sports people and we punch well above our weight in international competition across the board; our identity as a nation bound up in a spirit of determination to succeed no matter the size of the challenge or strength of opposition.

“Sport in Wales touches almost every parish, village and town, bringing people together, improving health and driving personal development, providing opportunities for life-long friendships and generating good natured rivalry. Community and grassroots sport play a key part in our sense of identity as communities and a nation, for kids and adults alike.

“Throughout the history of sport, objects and records have been created which remain to tell their stories long after the feats of their owners have faded from popular memory. As time passes, cherished memories become ever more vulnerable and ensuring their continued survival requires significant commitment. Sharing these in a way which benefits, inspires and challenges people of all ages and backgrounds in an exciting and meaningful way presents an extraordinary challenge.

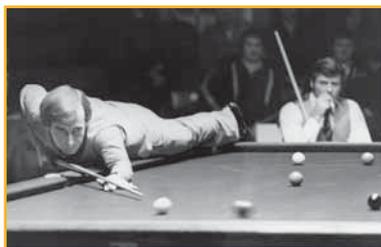
“This Framework sets some ambitious goals to meet this challenge. I know many organisations and individuals are already taking steps to care for our sporting heritage so that future generations are able to see, touch and be inspired by them. I hope the Framework will support those organisations to develop networks and foster the skills needed to ensure their passions are carried forward by the next generation of collectors and safeguarding organisations.

“The Welsh Government is very grateful to Sporting Heritage and the panel of specialists who have developed the Framework, and to everyone who contributed to the consultations.”

Dawn Bowden MS

Deputy Minister for Arts and Sport, and Chief Whip

WHAT IS SPORTING HERITAGE?



- Tangible objects such as equipment and kit, photographs, stadia, and record books
- Intangible heritage such as stories, folklore, songs, and oral histories which tell the story of the sporting past.

Often, this is not referred to specifically as “heritage” but through other terms like memorabilia, collections, archives, ephemera, or “stuff” – all equally important, and all relevant to this Framework.

Sporting Heritage is also the name of the specialist organisation which supports the protection, preservation, care and access of sporting heritage, collections, and memorabilia across the UK.

Throughout this document, we’ll refer to the organisation *Sporting Heritage* like this:

Sporting Heritage

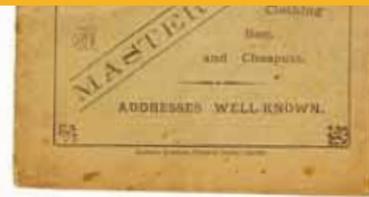
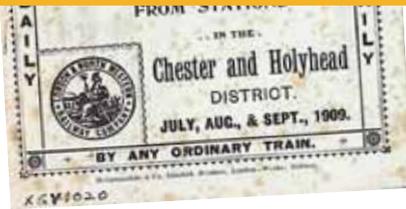
When we speak about the collections, memorabilia, stories, folklore, archives, and everything else which makes up the sporting heritage of Wales, we’ll refer to it like this:

sporting heritage or, at the start of a sentence, Sporting heritage

WHY HAVE WE DEVELOPED THE FRAMEWORK NOW?

- In 2018, the Welsh Government published ‘Celebrating Our Sporting Heritage – A Sports Museum For Wales Feasibility Study’¹
 - The study recommended the creation of a specialist panel for sporting heritage in Wales to develop a national framework for sporting heritage in Wales
- *Sporting Heritage* has been tasked to lead on this work and work to create the panel and Framework

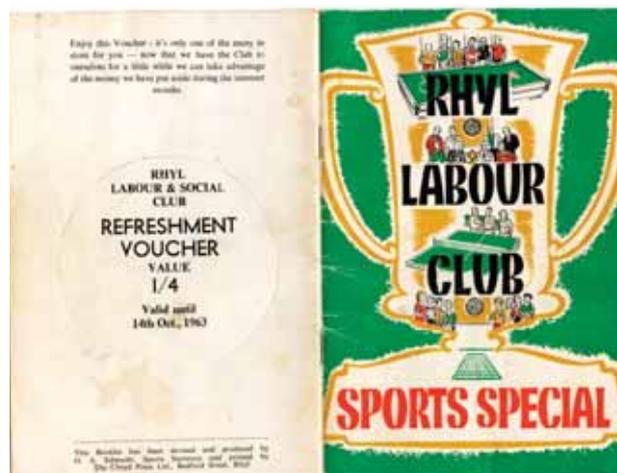
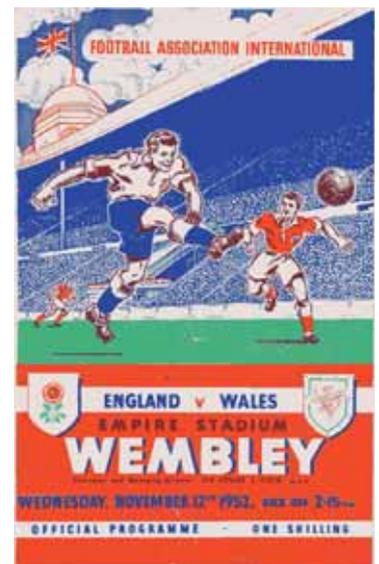
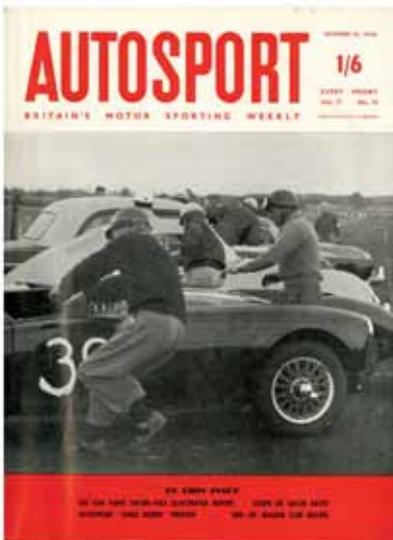
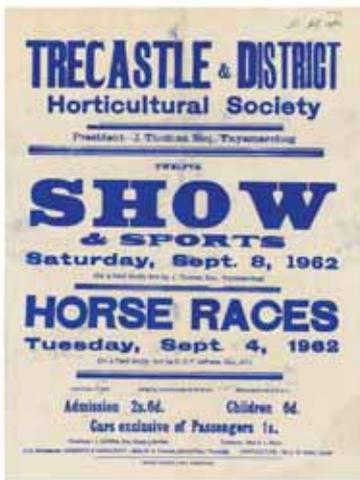




WHY DO WE NEED THE FRAMEWORK?



- Sporting heritage as a subject matter is only just starting to find its feet and needs a cohesive and strategic approach
- We need a clear understanding of where collections are held and what's missing, so that we can ensure they are better protected and celebrated
- Sporting heritage tells rich and diverse stories which are often hidden or ignored in the public record – we need to change that
- Sporting heritage can assist so many wider parts of public life – our recovery from Covid 19, support better mental health, increase sports participation, and re-engage people in learning – we need to maximize these opportunities
- Sporting heritage custodians, and those with the specialist knowledge of these collections, are often individuals and volunteers connected to sports clubs, or with personal links to sporting heritage themselves and we need to do more to support them
- Heritage professionals say they want to do more to understand and share sporting heritage, but they need more support to make this happen
- Sporting heritage is central to the communities and individuals across Wales and we need to do more to look after it, understand it, and share it



WHO IS THE FRAMEWORK FOR?



The audience for this strategic Framework is inclusive and broad:

- It aims to support and network together those who hold or manage a collection, or have an interest in sporting heritage, linked to Wales, whether geographically located in Wales or not
- For some people, it will be relevant to their current job or volunteer role, and for others it may be through an interest in sporting heritage or a passion for sport
- For some it might be because they work in a heritage venue with a sporting collection, or want to develop a sporting collection
- For others they might be responsible for, or want to develop, the heritage of a sports club, governing body, community group or school
- Or it might be that you own a private collection and want support in how to develop and care for it

It's also relevant to a range of other individuals and organisations who are not responsible directly for sporting heritage, but have an important role to play in its development and delivery:

- those who are interested in understanding and sharing the cultural heritage of Wales and finding opportunities to do that through sporting heritage
- those who are interested in how sporting heritage can tell untold or hidden stories, and raise up previously ignored stories
- those who are responsible for the strategic or practical delivery of wider agendas which can be supported by sporting heritage – health and wellbeing, sports participation, education, and tourism, for example
- and, crucially, sports fans and supporters!



HOW WILL THE FRAMEWORK BE DELIVERED?

Financing, managing, and delivering the framework:

- *Sporting Heritage* will be the lead organisation driving forward the delivery of the Framework
- *Sporting Heritage* has expertise in supporting those who own, manage, or work with sporting collections across the UK, and are recognised as the support organisation for the sector
- *Sporting Heritage* will work to lever in investment to build capacity and ensure we can resource the Framework's delivery



Creating a strategic direction:

- A broader, inclusive network will be established to include organisations and individuals from across Wales to input into the Framework's delivery
- This Network will become the voice of the Framework and reflect key issues, opportunities, threats and weaknesses as the Framework is delivered

A collaborative approach:

- *Sporting Heritage* will work to ensure that the network consists of a broad range of partners and individuals, reflecting the sporting heritage of Wales and the agendas sporting heritage responds to
- By doing so, there will be a continuous consultative and collaborative approach to the Framework's delivery



CASE STUDY: CELEBRATING THE SPORTING HERITAGE OF WALES

The Welsh Sports Hall of Fame (WSHoF) is a charity organisation chaired by Laura McAllister with Lynn Davies as President. It came into being in the 1980s and has championed the success of Welsh sportsmen and women, both able bodied and disabled, through exhibits and, since 1990, an annual 'Roll of Honour' dinner.



Protecting the rich history of Welsh sport is at the core of what the WSHoF does and the annual dinners always attract big numbers. Pre-COVID, the last dinner at Cardiff City Stadium in 2019, saw Ryan Giggs and double Olympic silver medalist Jazz Carlin join the 'Roll of Honour'. There are now 152 athletes included on the roll representing 30 different sports.

Self-funded, the WSHoF has built interest, momentum and broadened awareness of Welsh sport. Through the 'Roll of Honour' it has created a list of all-time greats that honours and displays the great deeds of so many Welsh athletes. Their exploits provide inspiration for future generations and prove that Welsh sports men and women can compete with the very best in the world on any sporting stage.



The event and aims of the WSHoF are to inspire future generations, by celebrating past achievements, with a long term goal of creating a permanent exhibition space.



OUR VISION

TO CREATE A RESILIENT AND STRATEGIC FRAMEWORK WHICH ALLOWS THE RICH, DIVERSE, AND INSPIRATIONAL SPORTING HERITAGE OF WALES TO BE BETTER UNDERSTOOD, PROTECTED AND CELEBRATED FOR CURRENT AND FUTURE GENERATIONS

THE KEY AIMS OF THE FRAMEWORK ARE:

1

To share and celebrate how sporting heritage contributes to the nation's pride and cultural heritage

2

To understand the significance and relevance of the sporting heritage of Wales through a participatory approach

3

To support the physical and digital preservation of the sporting heritage of Wales

4

To ensure wide-reaching accessibility to diverse sporting heritage across Wales

5

To build capacity and long-term resilience in the sporting heritage sector in Wales

THE FRAMEWORK PLACES AUDIENCES AND A CO-CURATION, PARTICIPATORY APPROACH AT ITS CENTRE



CASE STUDY: INCREASING THE UNDERSTANDING OF WELSH CULTURE THROUGH SPORT

In the lead up to the 2019 European Qualifiers, Amgueddfa Cymru National Museum Wales, in partnership with the Football Association of Wales (FAW), and in collaboration with their official partners JD and adidas, delivered a pop-up exhibition *The Art of the Wales Shirt* – Celf Crys Cymru curated by Neal Heard and Simon Shakeshaft.

The exhibition featured 28 match-worn Wales shirts, celebrating Welsh football over 60 years, including Len Allchurch, Terry Yorath, Ian Rush and Jayne Ludlow. The new Wales kit, inspired by Owain Glyndwr's shield was also revealed at the exhibition.

The exhibition aimed to illustrate the centrality of football to Welsh culture and evoke memories of iconic players and matches. The content was aimed at Welsh fans in the lead-up to and during the European Qualifiers. It attracted a new audience to St Fagans, with many fans turning up to the exhibition wearing their own historical Wales shirt, before heading home, or to the pub, to see Wales play and eventually qualify at Cardiff City Stadium.



The museum learnt that there is a huge interest in the history of the Welsh National Football team that can inspire interest in Welsh history more generally. They also learnt that programming pop-up exhibitions quickly to align with key sporting dates and fixtures creates a real buzz about an exhibition and is a great platform to create publicity and marketing for all partners. The exhibition was extremely popular at the museum and was also used by the FAW as a platform for events with fans, to film items for the FAW channel, and various launches during the European Qualifiers.

The pop-up exhibition was targeted towards fans who would be following the Wales team's journey through the qualifiers. It helped to establish a link in the minds of visitors and football fans between St Fagans National Museum of History and the Welsh Football team. It had a huge impact on the museum and on the audiences involved in a range of different ways.

THE FOLLOWING PRINCIPLES GUIDE THE FRAMEWORK...

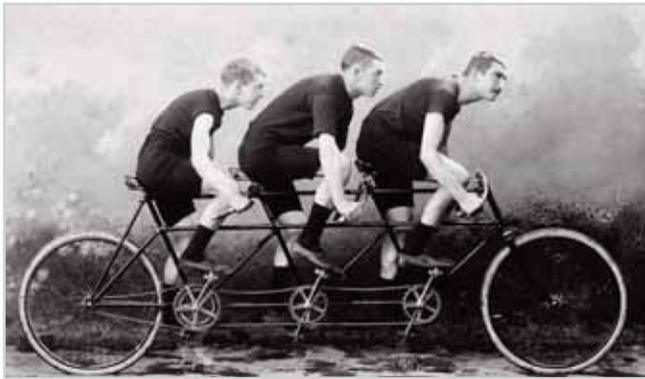
1 – Sporting heritage is a critical part of Welsh culture, creates thriving communities and reflects the rich and diverse heritage of Wales



- Wales is a unique and vibrant nation with a rich and varied heritage and tradition conveying a strong sense of self and identity which can be seen through sporting heritage
- Wales and its people respect, protect and celebrate this sporting heritage, recognising the clear relationship between the past, the present and the future
- The sporting heritage of Wales is quintessential to the nation's identity, and it is often sport which defines the development of the local communities, personal identity and sense of self that we see in Wales today
- Sporting heritage enables thriving cultural activity and supports cohesive communities and the Framework will support a greater understanding and sharing of this
- Through a long-term approach, there will be a resilient and sustainable programme of support protecting and sharing collections for future generations
- Histories which have traditionally been ignored by the formal heritage record, for example those of black, Asian and ethnic minority cultures, disability heritage, women's heritage, neurodivergent heritage, and the heritage of LGBTQIA+ heritage, will be uncovered, shared, celebrated and recognised for the vital role they play in the story of Welsh cultural heritage
- The stories told are about the delivery and development of sport including elite and amateur sports people, the volunteers and workforce who make sporting activity possible, those who have wider engagement such as sport scientists, fashion houses, and stadia creators, and those responsible for creating and developing equipment and designing products



2 – Celebrating the past, inspiring the future



- The heritage of Welsh sport is central to the narrative of how sport has developed, its impact on wider agendas, and the role sport has to play within the context of Welsh culture and pride
- Sport tells the story of immigration, women's rights, scientific development, and countless other subjects which relate to the communities and individuals in Wales in a way that no other subject does – the Framework will provide opportunities which celebrate this
- The value of these collections is held not in their monetary impact, but in the narrative they tell which provides inspiration and understanding of Welsh culture, communities and individuals
- By ensuring that sporting heritage is defined through its relationship to wider heritage and historical development, we will demonstrate that sporting heritage can appeal to audiences irrespective of their interest in sport itself
- A full understanding and appreciation of this heritage is a vital inspiration to current and future generations and we will work to achieve this by delivering the Framework

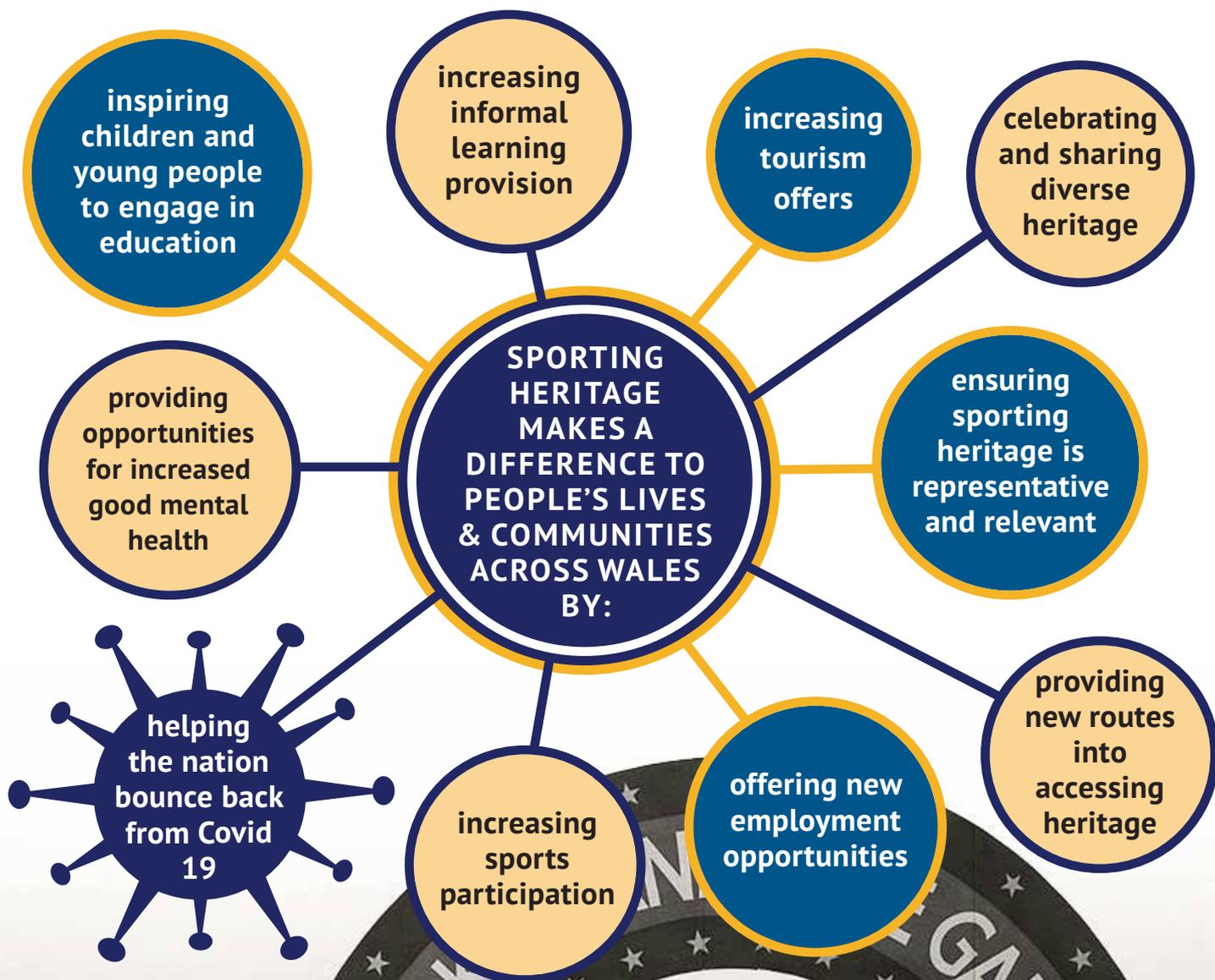


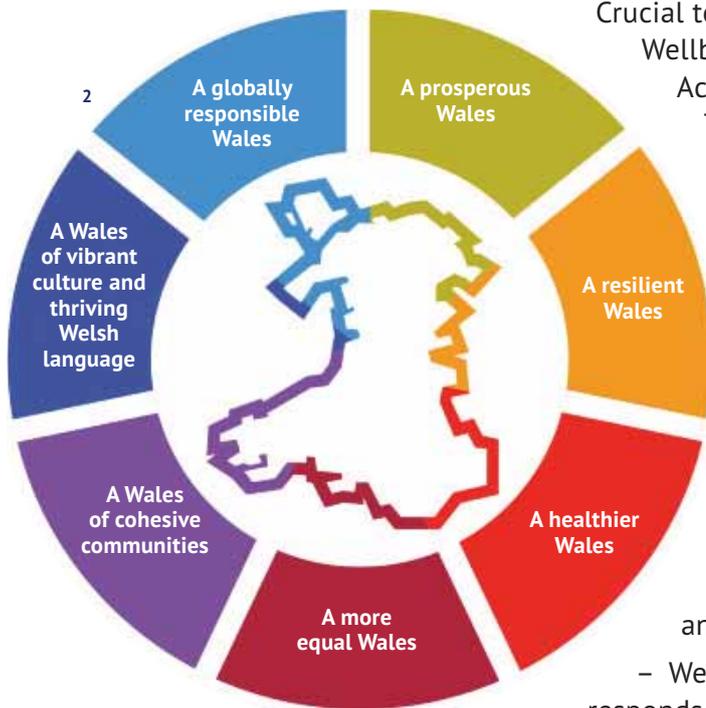
3 – The sporting heritage workforce is crucial to the success of the framework



- Many collections are held outside of public heritage spaces – the Framework will provide support and advice for these individuals and organisations in how to manage and care for collections
- The expertise concerning sporting heritage is often also held outside of public heritage venues – the Framework will provide mechanisms for this expertise to be valued and shared
- Museums, archives and other heritage venues are vital in sharing sporting heritage – the Framework will ensure their workforce and volunteers understand the sector and are able to access training and support
- Access routes into sporting heritage need to be as diverse as the collections they represent – the Framework will open up new routes to volunteering and career opportunities

4 – Sporting heritage has a powerful role to play on wider agendas





Crucial to this is how sporting heritage responds to the Wellbeing of Future Generations Act 2015. Within the Act, there are 7 connected well-being goals for Wales. They are:

- A prosperous Wales
 - A resilient Wales
 - A healthier Wales
 - A more equal Wales
 - A Wales of more cohesive communities
 - A Wales of vibrant culture and thriving Welsh language
 - A globally responsible Wales
- The Act aims to ensure that future generations have at least the same quality of life as we do now and provides for better decision making
 - We're working to make sure that the Framework responds to the Act in the following ways:

WELLBEING GOAL

THE FRAMEWORK RESPONDS TO THIS BY:

A PROSPEROUS WALES

understanding, creating and delivering new and imaginative opportunities for sporting heritage to increase economic growth and tourism
creating a vibrant sporting heritage sector and related workforce

A RESILIENT WALES

understanding, sharing and celebrating the sporting heritage environments, buildings, stadia, and landscapes central to the story of Wales

A HEALTHIER WALES

demonstrating and enforcing the role of sporting heritage on increasing the nation's mental and physical wellbeing through health and education outputs, sports participation, and heritage access

A MORE EQUAL WALES

ensuring that sporting heritage is produced in a collaborative, co-participatory way, and that it is representative of the population as a whole, raising previously hidden and ignored voices up

A WALES OF MORE COHESIVE COMMUNITIES

ensuring the sporting heritage stories from diverse communities are recognised, shared and made publicly available
better understanding and evidencing the role of sporting heritage in creating resilient, cohesive communities

A WALES OF VIBRANT CULTURE AND THRIVING WELSH LANGUAGE

ensuring that a rich and diverse sporting heritage is protected and shared, and that activity celebrates and contributes to the knowledge and use of the Welsh language

A GLOBALLY RESPONSIBLE WALES

supporting global connections between sporting heritage in Wales and other nations

– Equally important, is how the Framework responds to a range of other crucial areas:

| What's the area we're responding to? | The Framework responds to this by: |
|---|--|
| <p>The Expert Review of Local Museum Provision of Wales 2015³</p> | <p>creating a joined-up approach for museums to engage in a range of practical and developmental activities, through an inclusive partnership approach with other heritage and wider community partners</p> <p>ensuring that museums are able to recognise the significance of their sporting heritage and develop relevant partnerships to recognise and fill collections gap</p> <p>ensuring that museums understand the resilience and relevance of their sporting heritage collections and how this can support increased access to heritage, diversity within their workforce, and economic resilience</p> |
| <p>The decolonisation of collections⁴</p> | <p>supporting the sporting heritage sector to work through the challenges of decolonising collections with communities of relevance across Wales</p> <p>providing training and support to identify collections linked to colonial aggression and the transatlantic slave trade</p> <p>identifying racist collections and labelling them as such, ensuring that content does not include racially sensitive words, or descriptions of black people which are inappropriate</p> <p>committing to review the language that we use to ensure that it reflects best current usage</p> |
| <p>Policy guidance driven by the National Library for Wales⁵</p> | <p>reflecting their key strategic aim to make the culture and heritage of Wales accessible to all to learn, research and enjoy through sporting heritage</p> |
| <p>Strategic Equality Plan 2020 – 2024⁶</p> | <p>working to remove inequalities which currently exist within sporting heritage collections, access and its volunteering / workforce in terms of race, sexual orientation, disability, neurodivergence, economic background</p> <p>placing those with protected characteristics at the forefront of sporting heritage development and delivery in Wales</p> <p>supporting the elimination of discrimination, hate, abuse, and harassment through the lens of a sporting heritage context</p> <p>increasing access to sporting heritage workforce and volunteering opportunities by removing barriers and inequalities</p> |

| What's the area we're responding to? | The Framework responds to this by: |
|--|---|
| <p>The Black Lives Matter Movement and diversifying heritage and the heritage sector</p> | <p>raising up the voices of black people and black communities through sporting heritage across the Framework</p> <p>raising up the voices of all ethnic minority communities across Wales within sporting heritage collections, access and workforce</p> <p>ensuring that black, Asian and ethnic minority communities are represented across sporting heritage delivery and within the workforce</p> |
| <p>A New National Curriculum for Wales⁷</p> | <p>ensuring that sporting heritage and sporting heritage collections are seen as crucial to the delivery of the new national curriculum, across subject matter</p> |
| <p>The Action on Disability : The Right to Independent Living Framework⁸ and the neurodivergent movement</p> | <p>removing physical barriers which prevent access to sporting heritage activity and the volunteer / workforce</p> <p>removing wider barriers which prevent access to sporting heritage activity and the volunteer / workforce</p> <p>ensuring disabled and neurodivergent people are represented throughout sporting heritage collections and narrative</p> <p>ensuring that disabled and neurodivergent people are represented across the sporting heritage workforce</p> |
| <p>LGBTQIA+ movement and relevant policy⁹</p> | <p>ensuring that LGBTQIA+ sporting heritage is central to the narrative of sporting heritage in Wales.</p> <p>ensuring that workforce and volunteering workforce is reflective of the LGBTQIA + community</p> |
| <p>Sport Wales Strategy¹⁰</p> | <p>ensuring that more people are connected through sport and actively engaged in sporting activity.</p> <p>ensuring that the benefits of sport are reflected through sporting heritage</p> |
| <p>Digital delivery and access¹¹</p> | <p>ensuring that sporting heritage collections are, where possible, made available online and accessible</p> <p>providing digital online exhibitions and provision to increase awareness of sporting heritage in Wales and create wider access to that heritage</p> <p>supporting digital training and delivery</p> |

| What's the area we're responding to? | The Framework responds to this by: |
|--|--|
| <p>The emerging implications of leaving the European Union</p> | <p>monitoring the impact of leaving the EU and reflecting on the needs of the Framework to respond throughout</p> |
| <p>Strategies and priorities of Governing Bodies of Sport</p> | <p>working with Sport Wales and the National Governing Bodies of Sport (NGBs) across Wales to increase awareness of where sporting heritage delivers against their existing strategies, and to inform future development and delivery</p> |
| <p>Long term changes to society caused by COVID¹²</p> | <p>responding to the needs of communities across Wales as a direct result of Covid 19 – for example increasing digital access, supporting care home access to memories activity, supporting an increased sense of community and wellbeing, providing increased support for health and wellbeing outputs, aligning sporting heritage to the increased interest in physical activity</p> <p>responding to the increased public interest in sporting heritage</p> |
| <p>Respond to changes made as a result of the 2021 elections and resulting published documents June</p> | <p>assessing any changes to policy and focus within Wales as a result of the 2021 elections, or as a direct result of Covid or Brexit, and addressing these changes within the Framework</p> |



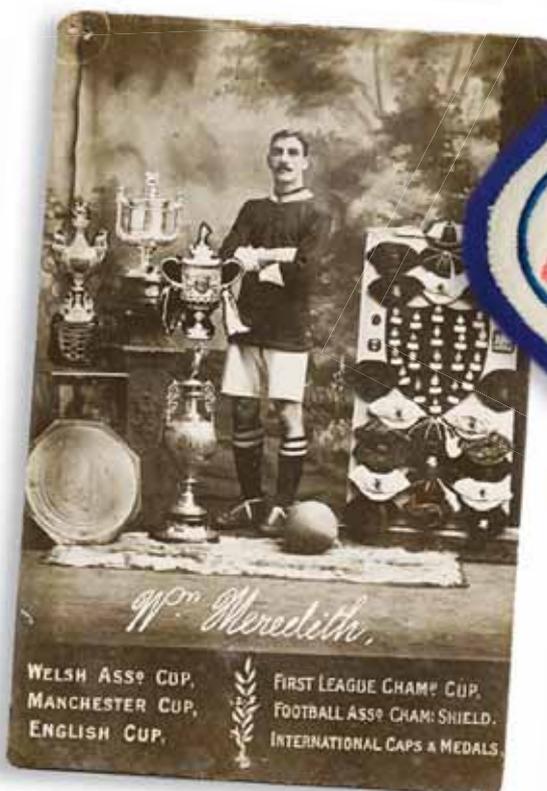
CASE STUDY: A FOOTBALL MUSEUM FOR WALES



The powerful outpouring of national pride from the unexpected success of the national men's team in reaching the 2016 European Championship semi-finals, acted as a stimulus for the Welsh Government to look at the needs of sporting heritage in general and specifically at the possibility of creating a football museum. The subsequent feasibility study recommended that such a museum should be established in Wales and that it should be located within Wrexham Museum.

The museum has a key role to play in urban regeneration, offering employment and volunteer opportunities and encouraging life-long learning, at the same time as delivering against the 7 wellbeing goals. The museum will utilise the broad appeal of football to further diversify its audiences and help to promote and protect Wales' history. Central to the aims of the museum, are to tell the stories of diverse communities and stories which have previously been hidden from the public record.

The museum will also help to improve perceptions of Wrexham and make a significant economic contribution to the town and county borough.





A NATIONAL FRAMEWORK FOR SPORTING HERITAGE OF WALES DELIVERY PLAN



1 WE WILL ENABLE THE SHARING AND CELEBRATION OF THE ROLE OF SPORTING HERITAGE IN CONTRIBUTING TO THE NATION'S PRIDE AND CULTURAL HERITAGE

| What's our goal? | What will success look like? | What will we do to achieve success? |
|---|---|--|
| <p>We will increase the understanding and knowledge of the role and value of sporting heritage collections of Wales, through a variety of celebration and sharing opportunities</p> | <p>We will have ensured that the narratives and heritage which tell the story of the sporting heritage of Wales are diverse and representative, created in a participatory way, and shared widely</p> <p>Achieved by:</p> <p>We share and celebrate the sporting heritage of Wales through the Welsh language</p> <p>We will better understand the stories which are reflected through sporting heritage collections</p> <p>We will better understand the stories which are ignored through sporting heritage collections, and use our strategy to include and share these stories</p> <p>We will work to support community level sporting heritage and increase the knowledge and understanding of the heritage and stories held within our local communities</p> <p>We will have a clear and strategic marketing, comms and PR strategy to support the sharing and celebration of sporting heritage activity in Wales which is inclusive and diverse in its approach</p> <p>We will implement a range of mechanisms to share sporting heritage collections and their stories widely</p> | <p>We will increase awareness of, and access to, the existing and new Sporting Heritage, training, support and delivery (wherever possible through a bilingual approach and accessible technology) by end 2023</p> <p>We will use Sporting Heritage's successful National Sporting Heritage Day campaign to encourage individuals and organisations to share their sporting heritage, by end 2022 and increase throughout the Framework's delivery to 2025</p> <p>We will work with partner organisations, community representatives, and individuals outside of the heritage sector to understand new routes of sharing sporting heritage, and increase opportunities for learning about and sharing previously ignored and hidden collections by end 2024</p> <p>We will work with national, local, and targeted press to increase the awareness of, and access to, sporting heritage beginning mid 2023</p> <p>We will use Sporting Heritage's Community Grant programme to support activities across Wales, increasing investment in the programme and allowing new and existing sporting heritage projects to develop by end 2023</p> <p>We will use Sporting Heritage's knowledge and ability to create podcasts and films which highlight a diverse range of sporting heritage across Wales by end 2023 This will support discussions about which heritage is currently ignored, how this can be rectified, and what the impact would be</p> <p>We will create a marketing and PR strategy to support the sharing of information locally, regionally and nationally, and to ensure a consistent and increased celebration of sporting heritage collections in Wales by end 2022 and deliver to 2025</p> <p>We will create key impact case studies and clearly demonstrate the impact of sporting heritage across a range of output areas by mid 2023 and continue to grow this bank to 2025</p> |

| What's our goal? | What will success look like? | What will we do to achieve success? |
|--|---|--|
| <p>We will celebrate and share the sporting heritage of a selection of individuals from across Wales with different stories to tell to demonstrate the diversity and impact of these stories</p> | <p>We will establish a number of Wales Sporting Heritage Ambassadors who shine a light on sporting heritage, its impact, opportunities, relevance, diversity and importance</p> <p>Achieved by:</p> <p>We will create relationships and partnerships with a number of different sporting individuals from across Wales who the panel feel represent the diverse Welsh sporting heritage</p> <p>We will work with the individuals to assign them to elements of the Framework delivery they feel comfortable with</p> <p>We will work with the individuals to develop opportunities to share their stories and discuss and celebrate sporting heritage, but also use these opportunities to discuss ignored heritage and the importance of collections which aren't currently shared</p> | <p>We will call out for Wales sporting individuals who see their goals reflected in the Framework and would like to help us successfully deliver it by end 2022</p> <p>We will create case studies, podcasts, and films with the ambassadors where they discuss their own heritage, but also discuss together the importance of sporting heritage throughout the lifetime of the Framework by end 2023</p> <p>We will share stories via the <i>Sporting Heritage</i> digital feeds and those of our partners by end 2023</p> |
| <p>We will develop a clear understanding of opportunities to share, celebrate and increase participation in and access to sporting heritage</p> | <p>We will have appropriate consistent engagement opportunities which celebrate relevant and diverse sporting heritage of Wales</p> <p>Achieved by:</p> <p>We will understand the rich and varied opportunities which link to sporting heritage in Wales and use these to share our stories</p> <p>We will work with partner organisations to support their understanding of the relationship of sporting heritage to their activity, to allow them to support and share this heritage</p> | <p>We will work with our partners and the public to create a calendar of annual and one-off events which will allow the planning of sporting heritage celebrations and info share, linked to a wide range of agendas, by end 2022 and grow this to 2025</p> <p>We will establish key events, projects, and campaigns which celebrate and share sporting heritage widely by end 2023</p> <p>We will establish a network of interested individuals and organisations and provide a varied range of engagement and training opportunities by mid 2023</p> |

| What's our goal? | What will success look like? | What will we do to achieve success? |
|--|--|--|
| <p>We will ensure that the role of sporting heritage in supporting the local and national economy is understood and reinforced</p> | <p>We will understand how sporting heritage activity increases local and national economic resilience, and use this understanding to increase urban and rural regeneration</p> <p>Achieved by:</p> <p>We will clearly define how and why sporting heritage activity impacts positively against local and national economic priorities</p> <p>We will understand the different economic impacts (for example urban regeneration and tourism) and increase the ability for sporting heritage to respond locally and nationally</p> | <p>We will conduct research which demonstrates and defines the role of sporting heritage to the economy at local and national level by end 2023</p> <p>We will use the research to express the impact of sporting heritage on economic agendas, with the aim of leveraging in additional funding to support the sector's growth by mid 2024</p> <p>We will increase capacity and ability for sporting heritage activity at local and national level to respond to economic agendas through the Sporting Heritage Community Grants programme for example, by end 2023</p> |



2 WE WILL UNDERSTAND THE SIGNIFICANCE AND RELEVANCE OF THE SPORTING HERITAGE OF WALES THROUGH A PARTICIPATORY APPROACH

| What's our goal? | What will success look like? | What will we do to achieve success? |
|--|--|---|
| <p>We will establish the Distributed Collection of Welsh Sporting Heritage</p> | <p>We will establish a defined and recognised Distributed Collection of Welsh Sporting Heritage¹³, drawn from the rich and diverse collections held in various ownership across the nation</p> <p>Achieved by:</p> <p>We will have defined the significance and relevance of the sporting heritage of Wales</p> <p>We will have defined the nature and distribution of the collections of Wales</p> <p>We will have implemented clear mechanisms for the owners of the distributed collections to collaborate, protect, and share sporting heritage</p> <p>We will have a clear mechanism and process in place to support loans across venues and to support wider access to heritage</p> | <p>We will define what is meant by “significance” and “relevance” in relationship to the sporting heritage of Wales by mid 2022</p> <p>We will use existing tool-kits which will allow us to reference and assess the significance of sporting heritage collections and heritage. We will use these to support the creation of the Distributed Collection of Welsh Sporting Heritage by mid-2024¹⁴</p> <p>We will investigate how sporting heritage loans are currently supported across Wales, and the wider UK, and use our findings to provide clear guidance and support to increase loans activity, which in turn will increase the number and type of sporting heritage narratives within the public domain by mid 2023</p> |
| <p>We will establish a clear research plan for the Distributed Collection of Welsh Sporting Heritage</p> | <p>We will create a research strategy for the sporting heritage of Wales. We will ensure that the strategy recognises the importance of research at all levels from volunteering and less formal research activity, through to academic research and partnerships with universities and wider research bodies</p> <p>Achieved by:</p> <p>We will ensure that the sector is valued as specialist in sporting heritage research and that research activity is not limited to academic institutions</p> <p>We will support the sector to engage in academic research, for example supporting collaborative partnerships, and increased understanding of how to create a research project</p> | <p>We will create a research panel for the sporting heritage of Wales by end 2022. The panel will create a research strategy by end 2023 which should not be focussed purely on PhD level research, but also draw in opportunities for research at all levels, and through all sporting heritage protagonists, including volunteers, and those with lived experience of diverse sporting heritage</p> <p>We will use the strategy to lever in funding and investment to deliver its aims and objectives by end 2024</p> <p>We will draw on <i>Sporting Heritage's</i> work to date in this field to deliver training specific to research activity to the sector between 2022 and 2025</p> <p>We will work with universities (both inside and outside of Wales) research bodies and other organisations interested in research activity at all levels (for example the National Lottery Heritage Fund) to build on the work already delivered by <i>Sporting Heritage</i> in delivering collaborative research programmes by mid 2024</p> |

3 WE WILL SUPPORT THE PHYSICAL AND DIGITAL PRESERVATION OF SPORTING HERITAGE RELATED TO WALES

| What's our goal? | What will success look like? | What will we do to achieve success? |
|--|---|--|
| <p>We will have a clear understanding of the collections which tell the story of sporting heritage in Wales, mechanisms in place which increase the representation of different stories, and vehicles for sharing heritage in the long term.</p> | <p>We will ensure that the sporting heritage of Wales, its interpretation and display, is accessible, diverse, inclusive and participatory</p> <p>To achieve this:</p> <p>We will know where sporting collections are (or be able to predict where they may be found), their condition, and the stories they tell</p> <p>We will know who collects sporting heritage, why, and how it is shared, or the reasons why it isn't shared</p> <p>We will know the gaps which exist in the story of the sporting heritage of Wales, and begin to implement programmes to bridge these gaps</p> <p>We will understand how contemporary collecting is approached, and the opportunities to increase and improve this practice</p> <p>We will have a clear picture of the sporting heritage of Wales on which to build for the future</p> <p>We will ensure digital delivery is at the heart of scoping collection, collections management, and sharing collections</p> | <p>We will conduct an in-depth scoping of tangible and intangible Welsh sporting heritage - type, condition, ownership, potential risks, and stories told by end 2023</p> <p>We will ensure the scoping underpins the relevance and significance of collections and demonstrates the diverse heritage of Welsh sporting collections by end 2023¹⁵</p> <p>We will use the scoping programme to draw out previously ignored heritage, and conduct a discreet piece of work which establishes the specifics of what needs to happen to ensure different and diverse tangible and intangible sporting heritage can be better represented by end 2023</p> <p>We will create a Bibliography of Welsh sport by mid 2024</p> <p>We will establish how this information we will be shared and stored publicly by end 2023, drawing on the <i>Sporting Heritage Collections</i> Database and The People's Collections Wales</p> <p>We will draw on the activity of <i>Sporting Heritage</i> to date and the Sporting Heritage Tool-Kit, to support those without previous collections management experience to keep records about their collection by mid 2023</p> <p>We will develop digital pilot programmes in collaboration with key partners and the public to share sporting heritage in new and innovative ways by end 2023</p> <p>We will define what is meant by the term "Contemporary Collecting" in relationship to sporting heritage in Wales by end 2022, and use this definition to establish current practice, gaps, and training needs and deliver supporting programmes and activity by mid 2023¹⁶</p> |

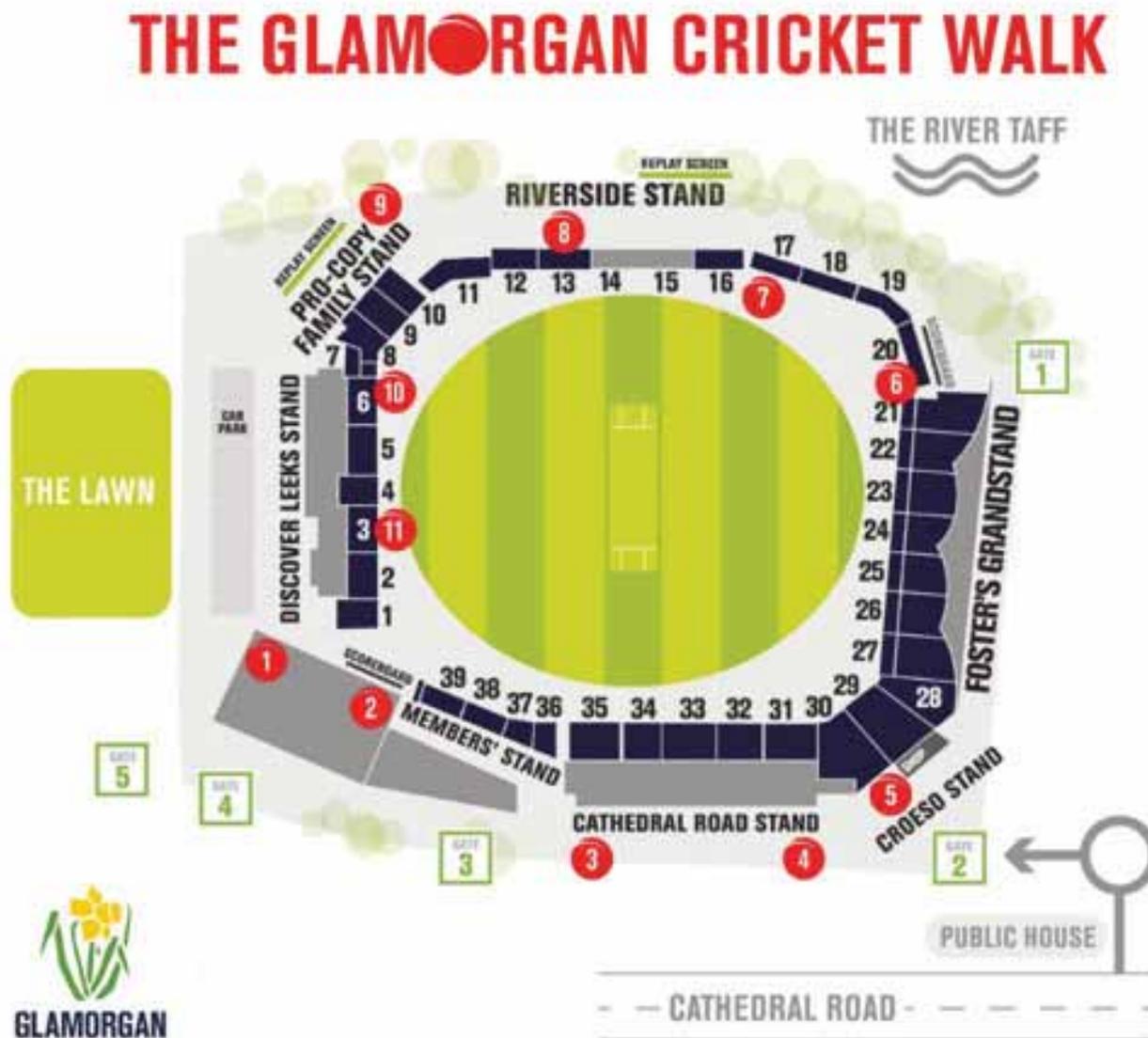
| What's our goal? | What will success look like? | What will we do to achieve success? |
|---|---|---|
| <p>We will understand the risks to Welsh sporting heritage collections and implement activities to mitigate these risks</p> | <p>We will assess and define the risks and threats to both tangible and intangible sporting heritage, and put into place activities to reduce these risks and threats to the best of our abilities</p> <p>To achieve this:</p> <p>We will know the key concerns and issues affecting collections and those who manage / own them</p> <p>We will understand which collections are likely to be most at risk and put into place mechanisms which remove collections from risk</p> <p>We will understand the intangible risks to sporting heritage in Wales, for example the lack of diversity in collections or the under-representation of the Welsh language in enabling sporting heritage activity and put into place activities to rectify this</p> | <p>We will draw out information from the scoping programme to define the risks to Welsh sporting heritage by end 2023</p> <p>We will create a risk register which establishes the key risks and key actions needed to remove collections from risk, and lever in investment to support this activity by mid 2024¹⁷</p> <p>We will conduct volunteer, Sporting Heritage Champions, and workforce development training as outlined in section 5 of this Framework in order to remove collections from risk through providing education, information, advice, networking and signposting from grassroots sport to national museum collections, beginning in 2022 and delivered through the lifespan of the Framework</p> <p>We will create clear partnerships which increase access to safe storage, collections management support, and opportunities for deposit and loan by mid 2024</p> |
| <p>We will create a sustainable digital sporting heritage sector in Wales</p> | <p>We will ensure that the sporting heritage volunteers / workforce are upskilled in digital delivery, and that sporting heritage collections are made accessible online</p> <p>To achieve this:</p> <p>We will understand the skills gaps currently in place across the sector and deliver relevant training and support</p> <p>We will ensure that collections are uploaded to relevant database platforms to increase knowledge and breadth of collections awareness</p> <p>We will ensure that digital sporting heritage content increases</p> <p>We will ensure that new and different audiences access sporting heritage digitally</p> | <p>We will create a digital delivery action plan and ensure the plan includes all aspects of policy, display and access by end 2022 and begin delivery</p> <p>In the interim, we will increase the current training offer delivered by Sporting Heritage to support individuals and organisations regarding digital sharing and delivery by mid 2023</p> <p>We will deliver a programme of digital exhibitions and virtual museums on the Sporting Heritage online platform which represents the rich variety and wealth of Welsh sporting heritage by end 2023. (Two per year throughout the lifespan of the Framework built through a participatory approach)</p> |

CASE STUDY: OPENING UP ACCESS THROUGH NEW TECHNOLOGY

In 2017 the CC4 Museum of Welsh Cricket created a **QR-coded Stadium walk**, with a series of eleven QR code panels at various locations around the Sophia Gardens ground (then known as The SSE SWALEC Stadium).

This was an auxiliary activity for our popular tours, as well as school visits. There was also great interest shown by spectators on match-days and in June 2019, when we were one of the host venues for the ICC Men's Cricket World Cup. Panels 4 and 5 closest to the main public entrance attracted the greatest number of visits by any QR panels at heritage sites in Wales.

These have given the museum and heritage activities greater exposure and the walk has dovetailed well with the museum's activities for older people, including those with dementia/health-related issues. This has allowed the museum to diversify their audience and explore new locations, not inside the physical confines of the museum, in which to display and promote their heritage-based material.



4 WE WILL ENSURE WIDE-REACHING ACCESSIBILITY TO THE DIVERSE SPORTING HERITAGE COLLECTIONS OF WALES

| What's our goal? | What will success look like? | What will we do to achieve success? |
|--|--|--|
| <p>We will understand which audiences currently access the sporting heritage of Wales, audience needs, and opportunities for more diverse audience engagement and representation through collections</p> | <p>We will ensure that audiences of sporting heritage reflect the demographics of the population of Wales and create greater opportunities for all to participate as both visitor and co-creators of heritage provision</p> <p>To achieve this:</p> <p>We will know which audiences currently access the sporting heritage activities and provision of Wales, and have an understanding of what they value in sporting heritage provision</p> <p>We will know which audiences are currently excluded from accessing sporting heritage in Wales and have a clear understanding of the barriers which prevent participation and access</p> <p>We will be able to compare the users and non-users of sporting heritage in Wales to the overall nation demographics, and use this to inform user and participation gaps</p> <p>We will ensure that audiences are central to collections development and management of the sporting heritage of Wales and a participatory approach will be reflected at all times</p> | <p>We will conduct an audience research programme to establish users and non-users of the sporting heritage of Wales and establish barriers and opportunities for change by mid 2023</p> <p>We will work to develop clear partnerships and engagement mechanisms (for example virtual panels, Facebook groups, co-curation activities) with those audiences which have been highlighted as non-users and / or whose heritage is currently ignored by end 2023. We will ensure this activity is approached with a long-term sea change objective, rather than one-off activities</p> <p>We will draw on the research above to establish the activities and provision which most successfully engage users and non-users and use this to inform future training, funding priorities, and engagement programmes by mid-2023</p> <p>We will establish best practice training, which supports sector understanding of the importance of placing audiences at the heart of collections policy and management activity, supporting evaluation and engagement at all levels, and which is led by our audiences by mid 2023</p> |



| What's our goal? | What will success look like? | What will we do to achieve success? |
|--|---|--|
| <p>We will understand the potentials and opportunities for sporting heritage to deliver towards wider agendas, and implement subsequent programmes which contribute to these agendas</p> | <p>We will understand the impact of sporting heritage to wider agendas (for example those outlined earlier in this document) and be able to demonstrate the role and value of Welsh sporting heritage clearly against them</p> <p>To achieve this:</p> <p>We will understand the range of potential agendas sporting heritage can deliver against</p> <p>We will have clear and robust evidence of impact across these agendas</p> <p>We will have a clear understanding of what evidence is missing in terms of demonstrating the impact of sporting heritage and put into place activities to test and provide this evidence</p> <p>We will have developed strong partnerships with organisations and individuals across these varied output areas in order to embed sporting heritage as a key deliverable towards these outputs</p> | <p>We will conduct literature and in practice reviews and research to provide baseline data, demonstrating the impact of sporting heritage, with reference specifically to the policies outlined on page 14 by end 2023</p> <p>We will conduct a stakeholder analysis of relevant partners, and draw together key existing and new partners to further this work by end 2022 and grow this activity for the following three years</p> <p>We will conduct research to establish quantitative and qualitative evidence of the role and value of sporting heritage by end 2023</p> <p>We will use the findings of this research to develop and deliver a programme of resources to support these wider agendas – for example teacher packs which deliver towards the new National Curriculum of Wales and Reminiscence tool-kits to support care homes to deliver memories programmes in-house, by mid 2024</p> |



5 WE WILL BUILD CAPACITY AND LONG-TERM RESILIENCE IN SPORTING HERITAGE OF WALES

| What's our goal? | What will success look like? | What will we do to achieve success? |
|--|--|--|
| <p>We will ensure that those working with sporting heritage collections are provided with the right support and skills development</p> | <p>We will ensure that all those working with sporting heritage collections of Wales, whether they be heritage professionals, sporting heritage specialists, community historians, or volunteers, are provided with relevant advice and guidance to ensure their collections are diverse, relevant, and removed from risk.</p> <p>To achieve this:</p> <p>We will understand the existing workforce needs and implement plans to support these</p> <p>We will understand the different needs of the workforce depending on the roles and venues – for example the needs of those working in museums are different from those working in a sports club – and implement a range of training and support accordingly</p> <p>We will work to ensure that those working with sporting heritage collections are able to share and support each other, and that mechanisms and finances will be put into place to underpin these activities</p> | <p>We will increase capacity in <i>Sporting Heritage</i> to manage and deliver the Framework's aims and objectives by end 2022</p> <p>We will maintain and increase the capacity of the specialist panel to engage in the delivery of the Framework by end 2022</p> <p>We will increase the ability of those working with the sporting heritage sector (museum, archive, library staff, volunteers, sports professionals, etc) to access training and support, and time to create provision and partnerships by end 2022 and continuing to 2025</p> <p>We will use the Wales pages of the <i>Sporting Heritage</i> website and tool-kit to signpost to existing resources (or, where necessary create new resources) which support those working with sporting heritage collections relating to Wales to better understand how to collect, preserve, and share their collections between 2022 and 2025</p> <p>We will build on the work of the specialist panel, and the pre-existing work of Sporting Heritage to establish an inclusive Wales network which draws in all those with an interest in sporting heritage, or who manage sporting collections, to meet, share information, discuss best practice, and provide peer to peer support between 2022 and 2025</p> <p>We will draw on the existing work of <i>Sporting Heritage</i> and the findings of the research programmes listed above, to provide a menu of workforce development activity by end 2022 including:</p> <ul style="list-style-type: none"> - Webinars and training covering a variety of topics including subjects such as collections care and access; diversifying audiences; creating resilient governance; and co-curation - Access to the <i>Sporting Heritage</i> tool-kit for community and sports clubs (and ensure there is an opportunity to expand on this to include Wales case studies and best practice as the Framework increases knowledge and awareness here) - Access to the Sporting Heritage e-learning modules for those working with sporting collections (and ensure there is an opportunity to tweak this to reflect Wales sporting heritage activity) - Digital networking hangouts to allow for discussion across a range of subjects informally and build relationships with local partners - In person study days and events - Access to online resources, films, and podcasts |

| What's our goal? | What will success look like? | What will we do to achieve success? |
|--|---|---|
| <p>We will ensure that routes into the sporting heritage sector workforce are many and diverse</p> | <p>We will ensure that the sporting heritage workforce is varied and diverse and reflective of the aims we have for the heritage which is collected and shared, increasing local economic growth and sustainability</p> <p>Achieved by:</p> <p>We will understand how individuals currently access routes into sporting heritage, and the different roles which currently exist</p> <p>We will understand the barriers to accessing roles in sporting heritage at present and develop an understanding of how to remove those barriers</p> <p>We will put into practice activities and programmes which aim to begin to remove the barriers to accessing roles within sporting heritage</p> <p>We will begin to establish opportunities for creating new practice and new roles which expand the development of sporting heritage and diversify the workforce as a result</p> | <p>We will conduct a piece of research to understand the current picture of sporting heritage roles – paid and unpaid – and access to those roles, demographics of those who hold those roles by mid 2023</p> <p>We will conduct a piece of research to understand what the barriers are to accessing careers in sporting heritage – paid and unpaid – and provide a series of recommendations to remove these barriers working with partners, organisations, and communities by mid 2023</p> <p>We will draw on the work of <i>Sporting Heritage</i> to date, to create podcasts and films which support access to sporting heritage careers. Draw on those working in the sector at different levels and with different emphasis by end 2022 and growing this bank of provision throughout the Framework's lifetime</p> <p>We will ensure that central to this work is an underpinning understanding that specialist knowledge and experience comes in lots of different forms, and can be acquired in lots of different ways – i.e. a museums studies qualification is not necessarily needed to achieve and excel</p> |



CASE STUDY: CREATING HERITAGE CHAMPIONS



When linking up with cricket clubs in Wales, the CC4 Museum of Welsh Cricket have found it extremely beneficial to have a heritage champion at the club. This is an individual (or small group of people) who are responsible for the heritage items (objects, photographs, oral history etc) at the club and with whom they can could liaise and who is responsible for the safe storage and conservation of heritage-based material.



One of our best examples is their work with Rogerstone Welfare CC, near Newport. A keen local historian, based at the club, has been able to collate a series of photographs and other information about the club and has allowed the museum to create a series of pages on their website dedicated to the Rogerstone club. Through the Heritage Champion, the museum has been able to make contact with past players and others associated with the Rogerstone club.



Other positive outputs from this work have been the creation of content for museum podcasts and their online projects on the Lost Grounds of Wales and the Cricket Pavilions of Wales. This has allowed the museum to establish a number of new links and contacts, besides creating fresh and new information for the museum website and displays, as well as embracing new audiences and ensuring that the heritage items are not lost or accidentally destroyed.



GET IN TOUCH WITH US

You can contact us at any time to discuss the Framework:

info@sportingheritage.org.uk

Twitter: [@sportinghistory](https://twitter.com/sportinghistory)

Facebook / Instagram / Linked In: **Sporting Heritage**

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Heritage

NOTES

- 1 <https://gov.wales/sites/default/files/publications/2019-08/celebrating-our-sporting-heritage-a-sports-museum-for-wales-feasibility-study.pdf>
- 2 <https://gov.wales/well-being-of-future-generations-wales>
- 3 <https://gov.wales/sites/default/files/publications/2019-07/expert-review-of-local-museum-provision-in-wales-2015.pdf>
- 4 See for example <https://www.museumsassociation.org/campaigns/decolonising-museums/our-statement-on-decolonisation/#>
- 5 See for example https://www.library.wales/fileadmin/fileadmin/docs_gwefan/amdanom_ni/dogfennaeth_gorfforaethol/2017-2021_Strategic_Plan_FINAL.pdf
- 6 <https://gov.wales/sites/default/files/publications/2020-04/strategic-equality-plan-equality-aims-objectives-actions-2020-2024.pdf>
- 7 <https://hwb.gov.wales/curriculum-for-wales>
- 8 <https://gov.wales/action-disability-right-independent-living-press-release>
- 9 See for example <https://gov.wales/written-statement-lgbt-report-and-action-plan>
- 10 <https://www.sport.wales/sport-wales-strategy/>
- 11 See for example <https://ppmanifesto.hcommons.org/> and Collections Trust's Digital isn't Different <https://collectionstrust.org.uk/digital-isnt-different/>
- 12 See for example <https://senedd.wales/laid%20documents/cr-ld13401/cr-ld13401-e.pdf> and <https://www.library.wales/about-nlw/work-with-us/collecting-wales-covid-19-experience>
- 13 Available on the Sporting Heritage website at www.sportingheritage.org.uk
- 14 **Definition of Distributed Collection** "the objects and records that provide the evidence of the history of the people of Wales. The collections that tell the story of Wales are kept across the nation by a diverse range of organisations. Museums, libraries and archives from across Wales hold items of cultural significance that combine to tell the story of Wales".
<http://welshmuseumsfederation.org/en/news-archive/resources-landing/Collections/collections-distributed-national.html>
- 15 See for example <https://gov.wales/sites/default/files/publications/2019-08/why-do-we-have-it-a-significance-process-and-template.pdf> and https://www.arts.gov.au/sites/default/files/significance-2.0.pdf?acsf_files_redirect
- 16 See for example <https://museum.wales/collections/collecting-covid/>
- 17 Working with the Archive Wales to ensure this is linked to the work of their Records at Risk Officer



CARDIFF FOOTBALL CLUB

New Zealand v Cardiff

AT CARDIFF ARMS PARK, CARDIFF.

BOXING DAY, December 26th, 1905, kick off 2.30 p.m.

ADMIT TO SEAT INSIDE THE ROPES. Ticket 3/- Reserved (Not Numbered).

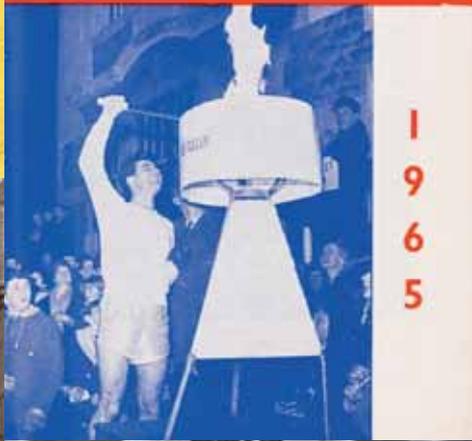
NOTE:—All the seats here have already reserved and have been carefully examined but all tickets of admission issued for the Cardiff Football Club are not transferable. Seats are issued upon the condition that the holder shall have no money against the club. The Committee of the Club are not responsible for any loss or damage to any property of the holder of a ticket or for any loss of property of the holder of a ticket.

W.B.—This ticket must not be given up, but high to the ground as it is reserved for seat.

Chas. S. Ashbur

ENTRANCE:—GATE NEAR COUNTY CLUB. Secretary.

NOS GALAN



1965



mph in
During the Senior event of 200
John McQuinn became the
first in TT race history to lap 11
mountain courses at over 130mph

Sporting Heritage

