

national day

Sporting Heritage



NATIONAL SPORTING HERITAGE DAY 2021 RESOURCE PACK

Welcome to National Sporting Heritage Day 2021

Held on the 30th September, National Sporting Heritage Day is our flagship annual event to celebrate sporting heritage and use the stories it holds to educate and inspire. The day is for everyone involved in sport and heritage from grassroots teams, community sports organisations, museums and archives, universities, schools and national governing bodies across all sports. The day aims to be as diverse and representative as possible and to make sporting heritage accessible to all.

The annual celebration began in 2014 with a handful of activities and has grown each year to include more sports and a greater variety of events and promotional activities. There are many ways to get involved, from hosting an event, to promoting your work and sporting collections online, all with support from Sporting Heritage CIC.

National Sporting Heritage Day can help your organisation find new audiences, celebrate your sporting pioneers and inspire a new generation. The public can get involved by attending an event in their area or by engaging with #NSHD2021 and exploring sporting heritage online.

Inspire, Share and Celebrate

This year's theme is 'Inspire, Share and Celebrate' and will focus on inter-generational activities and learning; using sporting heritage collections and stories to encourage conversations across generations and support young people to learn about and be inspired by the sporting pioneers that came before them.

This year we will also be supporting online events and activities.

We are also delighted to announce The Mirror as our media partner for National Sporting Heritage Day 2021 helping to bring sporting heritage to a wider audience than ever before.



Get involved

We can help you to organise, fund and publicise your event. This resource pack is your step-by-step guide to getting involved this year and includes tips about how to organise your event, case studies from previous campaigns to inspire you, information about how to apply for a Community Grant to support your activity, media and PR resources to help you to publicise your event and advice on how to capture the outcomes and evaluate your work.

All of these resources and more can also be found on our website at
www.sportingheritage.org.uk/nshd

On this page you can also find out about National Sporting Heritage Day events planned in your area. To keep up to date with this year's campaign, please follow us across our social channels.

Search for:

#NSHD2021

Twitter: @sportinghistory

Insta: @sportingheritagecic

Facebook: @sportingheritagecic

ORGANISE YOUR EVENT

There are many types of activity that you can host on National Sporting Heritage Day and the event you hold will depend on the type of organisation you are, your capacity, your audience and what you want to achieve. You can hold your event on National Sporting Heritage Day itself, Thursday 30th September, or on a more convenient day in September - some of our partners host events in the preceding week/weekend.

This year we will also be supporting organisations that want to develop online content and virtual events.

Here are some of the types of activity you could organise:

- Exhibition, open day or community event
- Reminiscence activity or oral history event
- School event
- Online event

There is a variety of online content you could create or be involved in for NSHD and which we can support you to develop and promote. For example:

- Feature in a Sporting Heritage podcast
- Write a blog for the Sporting Heritage website
- Create a short video featuring your heritage collection or story
- Feature in a Sporting Heritage online exhibition

It might help to ask yourself some of these questions before deciding on what type of event you would like to do:

- What is the key story/stories that you want your audience to find out about and learn from?
- Who are the key people whose stories you would like to tell?
- Who do you want to engage with your work?
- What social media platforms do you already use?
- What digital collections do you have and how could you use these online?

To help you decide what type of event you might like to host this year, please explore some examples of our past events below.

CASE STUDIES

Exhibition, open day or community event

Exhibitions that bring in objects, archives, images, film and stories about sport are a great way to showcase a sporting theme, sport, sports person, or local sporting tradition. They're also a perfect way to highlight the development of local sports clubs. They don't have to be grand displays in museum settings (although that's great too!).

The format could be a one-off display in a village hall lasting for a weekend, there could be opportunities for the community to work together to create an exhibition focused on a local story, or this could be a chance to share the history of the development of your organisation or sports club in a physical or digital timeline.

CASE STUDY - National Paralympic Heritage Trust

In 2018 the National Paralympic Heritage Trust successfully applied for a Sporting Heritage Community grant. The grant was used to fund a community open day at Stoke Mandeville and a pop-up exhibition exploring the history and heritage of the Paralympics. Supported by a social media campaign the event helped to raise the profile of the British Paralympic movement.



National Sporting Heritage event at the National Paralympic Heritage Trust, 2018.

Copyright: NPHT

CASE STUDIES

CASE STUDY - The Hockey Museum

For NSHD 2020, to celebrate hockey's Olympic success, The Hockey Museum brought together three Olympic hockey gold medals won by England/Great Britain under one roof for the first time: England men 1908, Great Britain men 1988, and Great Britain women 2016. The event was open to the public who were invited to meet players from the 1988 and 2016 squads. There was a book signing and a strip of artificial turf in the street to encourage the public to practice their hockey skills. The team also created and launched a discovery chest interactive exhibit for children and produced a short film to celebrate these sporting stories.



National Sporting Heritage Day event at the Hockey Museum in 2020.

Copyright: The Hockey Museum

Reminiscence and oral history activity

You can use National Sporting Heritage Day as an opportunity to capture memories of your sport and encourage reminiscence amongst older players, fans and others in the community. These events are easy to organise, need a minimal amount of specialist equipment and help to make sure that the lived history of your sport is saved for future generations.

CASE STUDIES

CASE STUDY - National Football Museum

On NSHD 2018 the National Football Museum hosted a reminiscence day to celebrate and capture the oral histories and memories of women in Manchester and beyond who had played football between 1945 and 1993. Over 50 women attended a curator led session to learn about the history of the game and to talk about and share their own sporting memories and collections. A number of new objects and oral histories were captured and added to the museum's collection, some of which have since been displayed and the films are available on the museum's YouTube channel.



National Sporting Heritage Day reminiscence event at the National Football Museum, 2018.

Copyright: The National Football Museum

CASE STUDY - Kent's Sporting Memories

Kent's Sporting Memories aims to record and preserve the post-war history of sport in east Kent using oral history and reminiscence sessions. The project is being delivered in partnership between Kent Sport, the Active Partnership for Kent, and in coordination with the Sporting Memories Foundation. For NSHD 2019 the partnership worked with Folkestone Sports Centre to explore the sporting history of the town and surrounding area. The project drew on oral histories, documents and photographs from the centre's archive to create a pop-up exhibition. In 2020 many of these oral history recordings and archive were put online as a digital resource.



National Sporting Heritage Day event, 'Kent's Sporting Memories', 2019

CASE STUDIES

Online activities and digital content

As we emerge from the pandemic, online activities and digital content may be the perfect way for you to promote your sporting heritage and celebrate National Sporting Heritage Day 2021. You don't need to be a digital expert to create simple videos or podcasts and our website hosts a variety of free resources and training webinars to help you.

CASE STUDY - HMS Prescoed Prison

For NSHD 2019 Indycube CIC received a Sporting Heritage Community Grant to fund a project with Prescoed FC, the only prison football team in Wales. For the prisoners involved, football formed an essential part of their community activity and plans on release. Writer, Jamie Grundy, interviewed the players and created a Sporting Heritage podcast and later a book based on his research and interviews.

soundcloud.com/sportingheritage

CASE STUDY – The Keep Fit Association

To celebrate NSHD 2020 the Keep Fit Association dived into their rich video archive to create a series of short films celebrating their history.

You can see this and other Sporting Heritage videos on our YouTube Channel

www.youtube.com/channel/UCoQ2B2I8lrEydC_-9N-lyIA/videos

School events and activities

Sporting heritage provides innovative ways to teach various aspects of the school curriculum, inspiring children and young people to learn through the sporting past. There are lots of examples across the country of schools using sport to teach about transport and immigration, rights and women's issues, local history and community development. We have developed specific resources to support schools that would like to celebrate National Sporting Heritage Day 2021 and you can download these from the Sporting Heritage website.

www.sportingheritage.org.uk/nshd

CASE STUDY – Park House School

For NSHD 2019 Park House School aimed to celebrate the schools own sporting heritage. Year 10 students produced a short documentary-style video, in turn filmed and produced by A Level Media Studies students at the school as part of their coursework. The video set out to reflect how the school's ethos and culture is based on a sporting heritage which encompasses present and former staff, and sporting alumni who have gone on to become international athletes – as well as to celebrate the current cohort of students whose values and behavior are positively shaped by it.

ORGANISE YOUR EVENT

Register your event with us

Once you have decided on your event, or even when you have an idea about how you might mark the day, you can register your event with us. This means that we will be able to promote your event on our website, social media channels and through our national media campaign. We may also contact you to help us to understand your activity and how we can help support your work. Don't worry if not all the details are finalised at this stage. The earlier you get in touch about your work the better chance you have to get your activity promoted. There will also be an opportunity to apply for a Community Grant to kick-start your activity.

Below you will find a copy of our event registration form. Please complete this form and return it to our NSHD Campaign Lead, Belinda Scarlett belinda.scarlett@googlemail.com You can also download a copy of this form from the NSHD resource section of our website: www.sportingheritage.org.uk/nshd

EVENT REGISTRATION FORM

Organisation name:			
Your contact details:	Name:		
	Email:		
	Telephone:		
Type of activity or event	In-person <input type="checkbox"/>	Online <input type="checkbox"/>	Blended <input type="checkbox"/>
Please summarise your activity			
Web links for event details			
Social media handles			
Are you interested in applying for a community grant?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	
Would you like your event to feature on the Sporting Heritage event listings?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	
Are you interested in being included in other promotional and media opportunities organised by Sporting Heritage CIC?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	

Please return this form to belinda.scarlett@googlemail.com THANK YOU

FUND YOUR EVENT

COMMUNITY GRANT SCHEME 2021



NSHD event at Watford FC in 2019



Tower Museum, Northern Ireland.

Copyright: Derry City and Strabane District Council

This year we will continue to offer a small community grant programme to support organisations that wish to take part in National Sporting Heritage Day 2021.

We aim to support activity that shines a light on the importance of sharing community sporting heritage for inter-generational learning, celebration and better representation. This funding will support engagement with local and diverse collections, which tell the story and stories of sporting activity, heroes, and endeavours. We are particularly interested in applications from organisations that support women's and disability sport.

We would like to see a range of different in person and online activities supported through this programme of funding and as such, we are not prescriptive about what the funding may be used to support. Instead, we provide guidance on what we can fund, and what we can't, and ideas about the type of project you may wish to develop.

FUND YOUR EVENT

What can we fund?

Community grants are open to any group or organisation with a formal constitution. This includes, but is not limited to, museums, archives, libraries, sports clubs and governing bodies, schools, uniformed groups, youth clubs, and community history groups.

We support projects which:

- are focused on collections
- improve remote or online access to sporting heritage collections and their stories
- are focused on communities and community engagement
- engage new and diverse audiences with sporting heritage
- focus on inter-generational celebration and learning

Funding can be used to support many different types of activity, including (but not limited to):

- Creating resources and online content such as podcasts and short films
- Delivering events
- Transport
- Marketing and publicity
- Volunteer expenses
- Purchasing equipment
- Engaging consultants / experts
- Delivering temporary exhibitions
- Developing new ways of working
- Training and development opportunities
- Backfilling posts

Funding cannot be used to support on-going organisational costs.

How much can you apply for?

This year we will be offering grants of £250.

FUND YOUR EVENT

How do I apply?

Informal advice on eligibility may be sought from our NSHD Campaign Lead at any time by email on belinda.scarlett@googlemail.com

Applications are submitted via an online application form that can be accessed here:

www.surveymonkey.co.uk/r/NSHDgrant2021

Deadlines for application and activity

Applications for funding open	20 th May 2021
Application deadline	15 th June 2021 at 12pm.
Applicants notified by	30 th June 2021
Acceptance forms returned by	14 th July 2021
Activity begins from	15 th July 2021
Activity completed no later than	30 th November 2021

How will my application be assessed?

Our team leading on the National Sporting Heritage Day programme will look at all the applications and ensure that we are able to fund a range of activity that is a geographically diverse and meets the aims and objectives of the programme outlined above.

What happens if I'm successful?

We'll ask you to complete a simple form, which outlines how the project went, what worked well, and what you'd do differently if you had to do it again.

We'll also ask you to share your activity through a simple blog post.

We'll ask you to let people know that we've funded your activity through use of our logo and recognising Sporting Heritage CIC in promotional material.

Again, if this provides a barrier to your participation in the programme, get in touch via email at belinda.scarlett@googlemail.com and there are lots of adjustments we can put in place to ensure we can support you.

PUBLICISE YOUR EVENT

MEDIA AND PR RESOURCES

We are delighted to have you on board for this year's National Sporting Heritage Day campaign. We can support you to plan and promote your events and activities. By working with us you can become part of a national campaign, bringing your sport and your heritage to a wider audience than ever before.

Please tell us as far in advance as you can about any activities you have planned for NSHD2021 using the event registration form in this pack or available from our website. This will allow us to build your event into our marketing and social media campaign.

National Sporting Heritage Day takes place on 30th September every year but we will be building up our campaign over the next few months and we encourage you to do the same.

This Media Pack includes all the resources you need to build your campaign, including:

- Social media guide
- Media partner information/Press release template
- Photography and filming permission form
- NSHD logo
- How to get involved in our digital content

Social Media Guide

It is useful to identify early on which social media platforms you would like to use to promote your event. Please use #NSHD2021 when posting on social media about your NSHD activity, both on the day itself and during the build up to your activity or event.

#NSHD2021

Please tag Sporting Heritage CIC into your social media activity:

Twitter: @sportinghistory

Insta: @sportingheritagecic

Facebook: @sportingheritagecic

By using this hashtag and tagging Sporting Heritage CIC we will be able to re-post your social media activity across our channels, amplifying your project and your reach.

Please note, those organisations who receive a grant through the Sporting Heritage CIC Community Grant scheme must tag NSHD2021 and Sporting Heritage CIC in their related social media activity as a condition of the grant.

Press

This year we are delighted to have secured a number of major media partners to support National Sporting Heritage Day 2021.



Our media partners will be sharing details across their publications in the lead up to 30th September, showcasing sporting collections, museums and activities to promote National Sporting Heritage Day to their readers.

We do encourage you to share details of your events with your local media by issuing a press release or inviting them to attend a photo call on the day. A sample template is included to show how you can structure your release and the important details to include.

PUBLICISE YOUR EVENT

PRESS RELEASE TEMPLATE

PRESS RELEASE

DRAFT/FINAL

DATE:

COMPANY LOGO

**Succinct headline summarising story
that will capture the attention of
the journalist**

Make sure that your press release includes:

1. Who, what, why, where, and when – make sure this is the newsworthy hook and sums up the story in a paragraph
2. Include relevant quotes, organisations involved and any stats
3. Wrap up, how can people get involved etc.

ENDS

Photo details

Press releases with a good quality image attached have a better chance of gaining coverage.
List all names of those in photos along with any copyright and ensure permission has been granted

Media Contact Details

Name, number and email address for person journalist to contact

Notes to Editor

Any additional details on the organisation and social media details not included in the main release. Include details of the NSHD campaign, including:

- National Sporting Heritage Day takes place on 30th September every year
- This year's theme/tag line is 'Inspire, Share, Celebrate'
- Please also include Sporting Heritage CIC's social media details and NSHD2021

PUBLICISE YOUR EVENT

PHOTOGRAPHY PERMISSION FORM

You must secure the permission of anyone featured in photography and film used to promote your event, as well as anybody that you capture during your event. It is useful to ask all participants to complete a permission form before they attend your event, and to let attendees know that photographs and/or filming will be happening on the day and that these images may be published online or in printed material by Sporting Heritage CIC.

To help you can use the example permission form below:

Name	
Email	
Telephone number	
I consent to my photograph and/or film being taken for the purposes of the National Sporting Heritage Day event at	Signed:
	Date:
I understand by signing this form I agree that Sporting Heritage CIC can use the videos and images captured as part of the event, online and in printed publications. These will become part of the Sporting Heritage CIC digital archive and will be stored securely. I understand that my details will not be shared with third parties.	
GDPR Statement: We ensure that any information you give us will be kept confidential, private and anonymous were relevant by removing your name or other identifiable data in the collection, storage and publication of material unless otherwise agreed. The data generated in the course of the project will be kept securely in paper or electronic form. Electronic versions will be stored on a cloud-based system.	

PUBLICISE YOUR EVENT

National Sporting Heritage Day logos

We ask that you include the Sporting Heritage CIC NSHD logo on all printed and online material relating to your NSHD event. You can download the logo from the NSHD resources section of our website.

www.sportingheritage.org.uk/nshd

For a higher resolution of our logo please contact: kevin@sportingheritage.org.uk

Promoting your event through online content

We produce a variety of online content to promote National Sporting Heritage Day and there are a number of ways in which your organisation can feature.

Podcasts

The Sporting Heritage podcast channel (soundcloud.com/sportingheritage) is growing rapidly in content. From heritage professionals, to the volunteers and activists who form the backbone of grassroots sport, to elite and professional athletes, there's a range of perspectives on the importance of preserving and celebrating the heritage of sport. If you would like to take part in a podcast for NSHD2021 then simply email podcasts@sportingheritage.org.uk outlining in a short paragraph what you would like to discuss and who you would like to be involved.

Our in-house podcast producer Russell Todd will talk you through all technical steps and help plan the specific content. Simple as that.

Blogs

We are really proud and pleased to be able to give the sporting heritage sector a voice through our blog and we would love to use it to feature some of the fantastic activity planned for NSHD2021. If you would like to contribute to our blog series, please visit our website to download our blog template.

Please return your form to: belinda.scarlett@googlemail.com

Videos #yoursportingstory

We host an on-going digital campaign #yoursportingstory that you can link into to promote your digital work. If you have a short film that you would like to feature in the Sporting Heritage digital archive and our YouTube channel, please contact us at belinda.scarlett@googlemail.com

You can also find out more about how to create inspiring digital content by using our free, online resources. Find out more [here](#).

CAPTURE AND EVALUATE YOUR EVENT

It is really important that you capture all of the activity that you do on National Sporting Heritage Day and measure the impact of your work. There are many ways that you can do this and Sporting Heritage CIC can help you to promote what you have achieved.

During Your Event

There are a number of ways to capture the impact of your event:

- The number of people getting involved in your event or activity.
- The number of people reacting or engaging with your social media activity.
- Capture your activity by taking photographs or short films. It is important that you ask those that are taking part to fill in a photography and filming permission form included in this pack and on our website.
- If your event is online, you can capture a screen grab of your event in action.
- It is also useful to capture comments from participants. You can do this using comment cards on the day or even by filming short pieces to camera. This will help you to measure the impact of your event on those that attend but also help you to monitor which heritage stories and objects resonate with your audience.
- It may also be useful to capture any new heritage stories, archives or collections that come to light as a result of your activity. If you can, capture basic information about any heritage objects or stories such as what the collection/object is, when it dates from, what sportsperson it relates to, and a photograph if possible.

Our website has lots of free resources to help you capture digital stories about your work and collections. You can also explore our Collections tool-kits, which will support you to save and archive collections you uncover on NSHD.

After the event

To make sure that you record and share all of the impact of your activity, you can use the Sporting Heritage event evaluation form. We ask that all organisations complete this form as a minimum and send it to us at Sporting Heritage. This will help us to plan and improve our NSHD campaigns in the future and support you to share and promote your work.

Once we have captured this information, we/you can:

- Celebrate your event on social media
- Upload your videos and short films to the Sporting Heritage YouTube channel
- Write a blog for the Sporting Heritage website
- Contribute to a Sporting Heritage podcast

ACTIVITY/ EVENT EVALUATION FORM

Following your National Sporting Heritage Day event, please complete this form and return it to belinda.scarlett@googlemail.com by 30th October 2021 Thank you.

Organisation name	
Contact details	
Overview of NSHD activity	
How many people attended your event?	In person
	Online
Social Media Activity	Which social media platforms did you use to promote your event?
	How many engagements did you secure across your social media activity?
Comments	Please include at least three comments from participants. These can include online comments.
1.	
2.	
3.	
Heritage stories or collections	Please give an overview of any significant new heritage stories or collections that you have identified through your NSHD activities.

ACTIVITY/ EVENT EVALUATION FORM

Photography

Please include a selection of images or videos with your evaluation form. These should be as high resolution as possible and in JPEG format. Please include information about each image in the form below.

Alt-text is a simple description of the composition of an image for those using screen readers, e.g. "A woman stands on a football field wearing an orange shirt."

Please include any attributions or wording which needs to accompany images here: (* Required field)

Image 1	Caption:	
	* Credit:	
	* Alt-text:	
Image 2	Caption:	
	* Credit:	
	* Alt-text:	
Image 3	Caption:	
	* Credit:	
	* Alt-text:	
Image 4	Caption:	
	* Credit:	
	* Alt-text:	
Image 5	Caption:	
	* Credit:	
	* Alt-text:	

Permissions

I confirm that I am either the owner of the images and videos attached to this evaluation form or that I have the agreement of the owner to share the image/video with Sporting Heritage for use on their at www.sportingheritage.org.uk, through their social media channels, and through wider marketing and publicity related to not-for-profit activity delivered by Sporting Heritage.

Signed (please insert your e-signature)		Date:	
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ACTIVITY/ EVENT EVALUATION FORM**Links**

Please provide links to any online activity, blogs, websites etc. that relate to your activity.

Link 1	
Link 2	
Link 3	
Link 4	

Any other comments

Do you have any other comments or information about your event that you would like to share with Sporting Heritage CIC?

Thank you for your interest in National Sporting Heritage Day 2021. If you need any more information or would like to have an informal chat about how you can get involved, please contact our NSHD Campaign Lead, Belinda Scarlett

Email: belinda.scarlett@googlemail.com