



#NSHD

National Sporting Heritage Day 2022
CELEBRATING DIVERSITY



RESOURCE PACK

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WHAT HAPPENS ON NATIONAL SPORTING HERITAGE DAY?

Held on the 30th September, National Sporting Heritage Day is our annual event to champion our sporting heritage stories. We want people to use the 30th September to share, celebrate and be inspired by the diversity in sport.

The 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 partners.

NSHD2022: CELEBRATING DIVERSITY

Our theme this year is celebrating diversity in sport.

This year we want to use NSHD2022 to celebrate and share the diversity within sporting heritage. We would like the activities that happen on and around 30th September to reflect all of our experiences of sport and sporting heritage, and to inspire all communities.

We want to work with and support people and organisations to use National Sporting Heritage Day to share stories from their communities and celebrate what they do. This includes communities who we recognise are under-represented in our work so far, including young people, women, LGBT+ people, disabled people, people of colour and neurodiverse people.

To achieve this, this year we will aim to:

- Work with new, diverse Sporting Ambassadors to promote our work and the work of our partners
- Support activities that celebrate diversity in sport by offering funding through our Community Grant Fund
- Develop resources that highlight sporting collections and stories from under-represented communities
- Use our social platforms to celebrate and share diverse sporting heritage stories
- Promote progressive projects that value and celebrate difference.

WHY SHOULD I GET INVOLVED?

National Sporting Heritage Day is an exciting opportunity to take part in a national campaign to champion your sporting story.

It can help you celebrate and promote what you do, find new audiences, give profile to your sporting pioneers and inspire a new generation. There are many ways to get involved, from hosting an event, to promoting your work and sporting collections online.

“National Sporting Heritage Day helped us to provide a platform for female football players from a diverse range of ages and ethnicities to share their experiences. It has also increased confidence and pride amongst our group members and opened opportunities for us.”

Ruth Johnson, Football Unites, Racism Divides.

National Sporting Heritage Day is celebrated by a growing community, and it relies on people getting involved to make a change and have an impact.

What you do on the day is really up to you and any amount of activity counts. You could organise a special event or exhibition, host a tournament for your local sports group, or simply share your sporting memories and collection online through short videos, blogs or images. You can get some inspiration from our showcase gallery.

SHOWCASE EVENTS

Find out more about some of our past projects to help inspire your own...

Football Unites, Racism Divides: Thirteen Players and a Poet

Football Unites, Racism Divides is a grassroots football organisation supporting women and girls of all ages and backgrounds to take part in regular football sessions in Sheffield. Last year they worked with a filmmaker and a poet to capture their experiences of playing football, the barriers they faced and how they overcame them. They created a fantastic film that was shared by Sporting Heritage CIC to celebrate their work.



Women play football as part of a Football Unites, Racism Divides team.

Remembering France: Gender, Football and Nation in Wales' Red Wall at Euro 2016

This ground-breaking project captured the experiences of women who travelled to France to support Wales in the 2016 European Championships. Starting with her own experience of fandom, Dr Penny Miles celebrates and makes visible the stories of female fans, challenging stereotypes and making space for new stories. On NSHD2021, Expo'r Wal Goch, Dr Penny Miles and the Welsh Football Museum held an online panel discussion about female fandom and representation.



Female football fans at the 2016 European Championships.

Friends of Hailey Park: Reconnecting with the Local Community Through Tennis

To bring together their local community around Hailey Park in Wales, community organisation, the Friends of Hailey Park, ran a heritage and sport project to bring the story of tennis enthusiast and philanthropist Claude Hailey.

Local children learnt about Claude Hailey and had sessions on the tennis courts of Hailey Park with a local tennis coach.



Children take part in tennis sessions and learn about the tennis heritage of their local park.

Podcast: Celebrating women's and disability sport on NSHD2021

“Until being invited by Sporting Heritage to join Podcast conversations about the Heritage Champion role, my only experience was as a listener. Nervous? Yes - but no need, everyone taking part was put at ease and the conversation flowed. I have learnt a lot about the history of other sports, and it was a great platform to share and promote my sport with a wider audience. From Podcasts to National Sporting Heritage Day, don't miss out on the opportunity to take part.”

Gilda Chambers, Keep Fit Association

Last year we worked with those leading on women's and disability sport across the UK to produce digital content for a new audience. In our podcast series, Para Dance UK, the Keep Fit Association and the Riding for the Disabled Association came together to talk about how they used National Sporting Heritage Day to be a launchpad for their work, to help grow their organisations, and celebrate the people that participate in their sport.

“I never thought about how talking about our past would help the future promotions of our sport and physical activity, by sharing ideas and telling our story we were able to not only open people eyes to what is available in dance sport but also show how it linked to so many other areas within and around being a Charity and NGB. I would very much recommend other NGB's and organisations to take part and share your knowledge and experiences as well as learn from others during these amazing podcasts and working with the Sporting Heritage Team.”

Patrick McGeough, CEO Para Dance UK

You can listen to our podcasts on SoundCloud:

soundcloud.com/sportingheritage



ParaDance UK: Online day of Dance

Para Dance UK is the national governing body for Para Dance Sport in the UK. They work to develop and promote dance as a sport and inclusive leisure. In 2021 they got involved in National Sporting Heritage Day for the first time, hosting an online inclusive day of dance. Throughout the day Para Dance UK instructors took the lead with easy-to-follow dance routines from a range of genres.



“It was wonderful to see so many different people involved in the day, enjoying dance in many forms.”

Patrick McGeough, CEO, Para Dance UK

COMMUNITY GRANT FUND

Each year we run a Community Grant fund to help organisations fund activities to celebrate National Sporting Heritage Day. We can fund a variety of activities and are particularly interested in supporting those that develop this year's NSHD theme of celebrating diversity in sport. This year we are particularly interested in hearing from community and grassroots sports organisations and groups who have not applied to the fund before.

The fund is open to all groups and organisations with a formal constitution, such as museums, archives, schools, youth clubs and community groups.

The fund is flexible and can be used to cover many different activities, including creating resources and digital content, delivering events, training and development, volunteer expenses, marketing and publicity, purchasing equipment and creating exhibitions.

Applicants can apply for a total of £250 and the application process is very simple. Applications open at the end of May and successful projects will be announced a few weeks later.

You can find out more on our website: www.sportingheritage.org.uk

We are happy to speak to anyone who is considering making an application to give them advice and support.

SPORTING AMBASSADORS

Our Sporting Ambassadors work with us to promote the benefits and opportunities of sporting heritage. Our diverse team support National Sporting Heritage Day by using their media profile to amplify our work. They take part in online activity on the 30th September, bringing a new audience to what we do.

Meet our Sporting Ambassadors

Dana Abdulkarim

Dana Abdulkarim is a role model for celebrating diversity and authenticity in sport. In 2000 she became the first Muslim and Arab woman to complete for England internationally, with 67 caps in Rounders, going onto to coach an England team. She later became the first Hijabi Muslim Women to qualify to teach PE in England and now works to promote inclusion and wellness for all children through physical education and movement.

In her previous work as a trustee of the Muslim Sports Foundation and now as an Ambassador for Sporting Heritage CIC she provides support and insight into the barriers faced by BAME athletes in participation in sport, particularly at elite level.

We are absolutely delighted to welcome Dana to the Sporting Heritage team for NSHD2022.



Dana Abdulkarim with school children from Sheffield.

Hannah Cockcroft OBE



Hannah Cockcroft OBE

Hannah is a British wheelchair racer and TV presenter holding a number of world records. She rose to prominence during the London 2012 Paralympic Games, in which she won two gold medals. Since then she has won three gold medals in Rio and two golds in Tokyo in 2020. She also holds twelve World Championship golds making her the most successful British Athlete in Athletics World Championship history.

This year, Hannah will present our inaugural Sporting Heritage awards and will help us to promote paralympic and disability sporting heritage across National Sporting Heritage Day.

Joanie Evans



Joanie Evans

Our latest member of the Sporting Ambassador team is Joanie Evans. Originally from Birmingham moved to London in the 1980s and discovered her love of sport, and in particular football. Joanie began playing for Hackney Women's Football Club in the early 1990s and went on to take part in the 1st 'out' team in Europe that participated in the 1994 Gay Games in New York.

Joanie became Co-President of the Federation of Gay Games in 2013. She is an active member of the LGBT+ sporting community, being named a top ten nominee for 'Outstanding Contribution to LGBT+Life' in the 2019 British LGBT Awards and winning the Administration Award from the Football Black List. She is regular speaker and panellist talking at events including for Sports Media LGBT+ conferences.

Our Sporting Ambassadors help promote our social media campaign on National Sporting Heritage Day and throughout the year.

#YourSportingStory

Every year this campaign gets bigger and bigger and it is a really simple way to engage with National Sporting Heritage Day. Can you share a story from your own sporting journey on 30th September using the hashtag: #YourSportingStory

Could your sporting heritage story feature alongside our Ambassadors this September?

EVENT REGISTRATION FORM

Organisation name		
Contact details		
What activity or event are you planning for NSHD2022?		
Further Information		
Web links for event details	Please share any web links that we can share to promote you or your event:	
Social media handles	Please share your social media handles and those of your partner organisations:	
Are you interested in applying for a community grant?	Yes	No
	<i>If you answer yes, we will be in contact with more information.</i>	
Would you like your event to feature on the Sporting Heritage event listings?		
Images	Please share links for images that we can use to promote your event:	

Promote your Event

When sharing your stories and content online in the build up to National Sporting Heritage Day and on 30th September, please use the following hashtags:

#YourSportingStory

#NSHD2022

#NSHD

Tag us in your social posts:

 @SportingHeritageCIC

 @SportingHistory

 @SportingHeritageCIC

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 2022.

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.			

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 below.

(* 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*:

Links

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

Link 1	<input type="text"/>
Link 2	<input type="text"/>
Link 3	<input type="text"/>
Link 4	<input type="text"/>
Link 5	<input type="text"/>

Further comments

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

Contact us

We are very happy to discuss your ideas for National Sporting Heritage Day. Or if you would like to tell us about an event you have already planned, please get in touch.



Belinda Scarlett - NSHD Campaign Lead

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