

MAKING HISTORY



YOUR GUIDE TO ORGANISING A SPORTING HERITAGE PROJECT

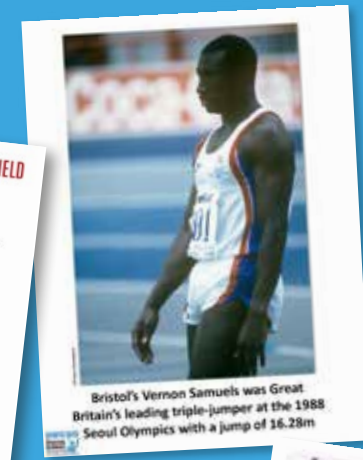
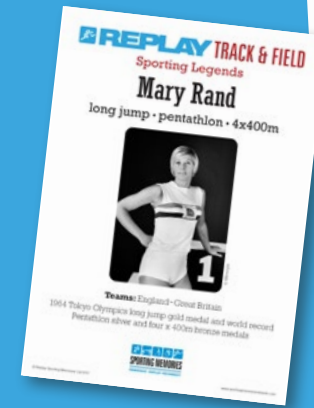
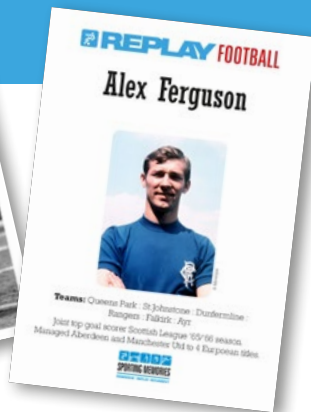
REPLAYTM
**MEMORY
MAKERS**
SPORTING MEMORIES UNITING GENERATIONS

WHY OUR SPORTING HERITAGE MATTERS

Whatever kind of sport, its history and heritage are made up of countless personal human stories.

Whether those stories are about the commitment of fans to a professional football side, or the achievements of a local running club, they're something most of us can relate to. And they're stories worth saving.

At The Sporting Memories Foundation we're experienced in helping young people capture these stories as part of a Sporting Heritage Project. This guide will provide the ideas, tips and practical advice you need to organise a successful project.



BRINGING HERITAGE TO LIFE

Why a sports-based project is rich in potential

Sport brings people together. A Sporting Heritage Project can involve a wide range of different interests and has a broad appeal for young people. It may even reach some who might not normally be interested in historical subjects.

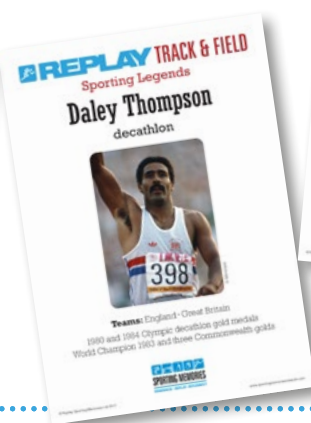
It's an area most young people can personally relate to. Remembering their own first match, for example, visiting a crowded sports ground, or the first Olympic or Paralympic Games they watched.

From the local village to the world stage, sport is about glorious victories and heroic defeats, foul play and sportsmanship. Whether it's something that took place in 2012 or longer ago, the images and passions involved bring history to life.

SHARING STORIES TO HELP OTHERS

Through the work of The Sporting Memories Foundation, the research and content from Sporting Heritage Projects can also be used to help others. By gathering recollections of this country's sporting heritage we can share stories in a way that's often not been done before.

And this can help trigger rich and positive memories for isolated older people in our therapeutic groups.



HOW SPORTING HERITAGE BENEFITS US ALL

Very simply, gathering stories is important for everyone: young people learn and develop, sporting organisations and members gain a better appreciation of their history, and there can be therapeutic effects for isolated older people.



SETTING YOUR SIGHTS

Start by choosing the right theme

The subject of sport is so rich and varied, what should your project be about? Where do you start?

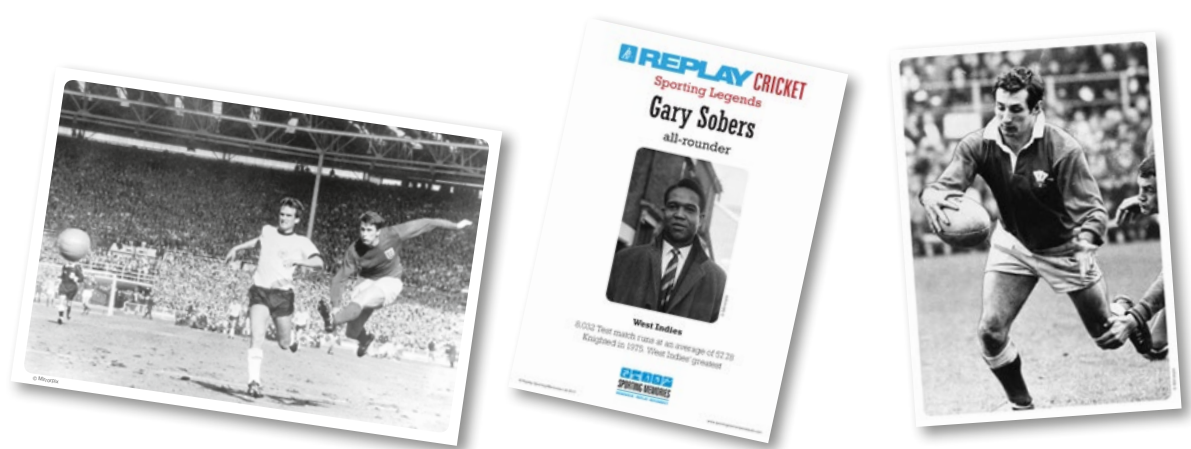
First and foremost, your theme should be something that inspires the young people involved. With the Commonwealth Games, and the London 2012 Games still vivid in people's memory, the Olympic and Paralympic Games could be an obvious theme.

Young people can draw on their own memories of London 2012, comparing the event with past Games. Maybe you have a golden post box in your area, or a Games venue nearby.

Taking another approach, is your area well-known for a particular sport? This could make an excellent theme for a project with a strong local appeal.

Even the smallest village or town will have its own sporting heritage. And very often, this is something that hasn't been captured or documented in a way that most people will know about. By researching a Sporting Heritage Project, young people can connect a community with its history in an accessible way – something that may not have been done before.

If you'd like some inspiration, take a look at our case studies. Covering everything from the story of a local rugby club to local sporting legends, you'll find a whole range of themes that have been successfully used in projects.



GET SET, GO

Some useful starting points for your project

Where you start with your project will often depend on the theme you choose. There are a number of avenues that can help and may be worth exploring. These include:

Library and Online research. This is an easy place to find rich seams of information that can underpin a Sporting Heritage Project.

Archives. Sporting clubs often have an historian or a member particularly interested in their club's history. Remember though, this may often be limited to statistical records.

Talking to former players or members. The most rewarding projects can be those that draw upon local knowledge and the living memory of people close by. This can bring to life particular incidents or events.

Family members or friends. Never underestimate the assets within the reach of younger people themselves, as these people may well have compelling stories or recollections to share.



TALKING POINTS

Some tips for interviewing people face-to-face



If research involves young people talking to players, fans or other people, here's a quick introduction to getting the most out of an interview. For a more detailed guide, see our Memory Makers® Toolkit.

- **Remember to ask open questions, ones that can't be answered with a simple 'yes' or 'no'**
- **Be friendly and polite, smile and give the person lots of time and encouragement**
- **Always thank them at the end of the interview and tell them what you intend to do with their stories**
- **It's difficult to concentrate on recording and interviewing – try having one person responsible for the recording equipment and one or two others asking questions**

DON'T FORGET

- **Make sure your recorder, tablet or smartphone has power, is switched on and is working**
- **At the beginning of any interview ask the person if they are happy to share their story**
- **In addition you need written permission**
- **Remember to ask the person's name so that you have it recorded with their story**
- **You may need to hold the recorder close to the person if it is a noisy environment**

RECORDING WITH OUR APP

Our Replay Sporting Memories app is an easy and convenient way to record interviews on a smartphone or tablet. It can be downloaded from Google Play for Android devices or the Apple App Store or accessed via the web for PCs at:

www.sportingmemories.uk

Memories can either be transcribed and uploaded as text or uploaded as audio files. (Each audio file is limited to five minutes but can be edited on the App). Photos can also be uploaded as well as links to appropriate YouTube videos.



HERITAGE FOR ALL

Choosing how to present your project

Of course, a Sporting Heritage Project could simply remain an internal exercise, something captured in exercise books and displayed on classroom walls.

But we believe projects are most valuable when they're shared as widely as possible. After all, not only is this more rewarding for the young people involved, but it also benefits your local community.

In addition, through our Sporting Memories in-person Clubs or online Groups, the content, the content of your project can benefit isolated older people.

SOME WAYS TO PRESENT YOUR PROJECT

- A blog gives access to the wider online world
- An exhibition is a great way to reach a local audience. This could be as straightforward as producing a display of A3 sheets
- A digital book could be simply created in PowerPoint or Word, saved as a PDF and shared via free programmes like Slideshare
- A *Sporting Pink*, which shows your project in a newspaper format. Just upload stories onto the Sporting Memories website, collate and share



USEFUL RESOURCES





www.replaymemorymakers.com