



SHARING STORIES



EVERYTHING YOU NEED TO HELP YOUNG PEOPLE
BECOME MEMORY MAKERS®

REPLAY™
**MEMORY
MAKERS**
SPORTING MEMORIES UNITING GENERATIONS



WHAT IT MEANS TO BE A MEMORY MAKER

Being a Memory Maker® is a simple way for young people to engage with their local communities through sport.

This guide will help you plan a successful Memory Maker event, allowing young people to interact with older people and capture their stories. Themed around sport, an event could focus on anything from the Olympic Games to local sports clubs.

This is an activity that involves older sports fans, players and former players. Sport is an area where people love to share their memories and these stories can be shared to help older people living with conditions like dementia or experiencing isolation and loneliness.

In addition, through being a Memory Maker, young people develop communication skills, confidence and teamwork. As well as finding connections with other members of their community, they'll learn about their own community's sporting history and heritage. It's also fun, and something they'll remember for a long time.

ALLOWING YOUNG
PEOPLE TO
INTERACT WITH
OLDER PEOPLE
AND CAPTURE
THEIR STORIES

HOW COLLECTING STORIES BENEFITS US ALL

From childhood onwards, thinking and talking about the past can be a positive thing that helps us make sense of our lives. The fact is, collecting stories is important for everyone – from the children involved, to the older people whose memories they’re capturing, and beyond.



Children of all ages develop confidence

Schools and youth organisations engage with the wider community

Directly helps older people

Benefits a wider audience with memory issues

Preserves sports history and heritage

CONNECTIONS ACROSS THE GENERATIONS

By being a Memory Maker, children can connect with older people through recollections about sport. This offers a variety of benefits:

- Increased confidence
- Gain interviewing skills
- Increase historical knowledge
- A better understanding of older people

Reminiscence “deliberately attempts to trigger memories of the past and use them as a vehicle for communication in the present” (Bruce and Schweitzer, 2009)



PRESERVING LOCAL HISTORY

A lot of sporting heritage is only held in the memories of older fans, especially where smaller sports clubs are concerned. Everything from the journey to a match to the singing on the terraces, reminiscence offers a way of preserving aspects of our sporting history that might otherwise be lost forever.

This is something that may appeal to local sports clubs. Instead of different generations of club members remaining in their own separate groups, a Memory Maker event can help bring the generations together.

THE BIGGER PICTURE

All the stories captured can be transcribed and uploaded to the Sporting Memories website. From here, they can be downloaded and used by our clubs around the UK to help trigger the memories of other older people who may have memory problems through conditions like dementia.



MAKING A DAY OF IT

Choosing a theme, finding the right partner

With so many different ways you could organise a Memory Maker event, how should you go about it?

In our experience, the best place to start is to choose a theme and then identify a forthcoming local event or create your own where you can engage with the wider community.

The simplest way could be through something you're already organising, such as a sports day or sports tournament. Young people who aren't taking part can gather stories from spectators and visitors during the event.

Another good idea is to work with a local sports club. This gives you more opportunities to gather stories – not only from spectators, but also from players and former players.

Clubs, both small and large, are often happy to make this part of one of their own matches, fixtures or events. They're often surprised at how popular this can be, and how it builds their knowledge of the club's history.

In an Olympic year especially, the theme of the Olympics and the Paralympic Games can be a strong theme for reminiscence. Not only are there lots of additional triggers and prompts in the media, but also almost all younger people have their own strong memories of the London 2012 Games. We have provided Olympic Sporting Pink Specials of various Olympic Games to help start conversations.



RESOURCES

- For information about how you can create a much larger event involving the wider community see our Special Event toolkit.
- You'll find examples of different kinds of events in our case studies.
- We have put together an example letter template for how to approach a local sports club.





GETTING PREPARED AHEAD OF THE EVENT

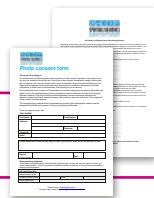
First and foremost, you'll need a team of willing volunteers. If your Memory Makers will be at a public event, it's sensible to have children aged at least twelve or thirteen – however, younger children could be involved if your event is something like a school sports day.

It's a good idea to get the young people involved to practice in pairs on each other, on other pupils, teachers, family members or friends. This will help them get used to interviewing and using the equipment.

Setting up some particularly friendly interviews in advance can quickly build the confidence of any Memory Makers who might be feeling a little unsure of themselves. It's just a case of these "tame" interviewees knowing the questions and the nature of the project in advance. We find that children's confidence and enjoyment build quickly after one or two interviews.

You also need to print out copyright assignment sheets in advance. It is important that people being interviewed formally allow their stories to be shared.

[Click here to download copyright and photo permission sheets](#)



HERE ARE SOME QUESTIONS TO THINK ABOUT:

How will you publicise the event?

It's helpful if the club involved can publicise the event and ask its members for stories in advance, as well as on the day. If former players or older club members can be identified beforehand, that can really help on the day.

How will the young people be supervised?

Make sure appropriate insurance is in place on the day, and that any club involved has the correct policies in place for health and safety.

What equipment will be used for recording memories?

Digital recorders can be useful, but our Replay Sporting Memories app will allow users to capture and upload memories to the Sporting Memories website. All that's needed is a smartphone or tablet with microphone. Make sure to familiarise yourselves with the App or recording equipment ahead of the interview.

How will the Memory Makers identify themselves on the day?

This can make interviewing easier. Perhaps they could wear school uniforms, bibs or vests. There are also official Sporting Memories Memory Maker bibs available. Clipboards can also be very useful.



GETTING THE MOST OUT OF THE DAY

It's a good idea to prepare a briefing document in advance of the day. This should include a script so Memory Makers can tell people the following:

- **Why they're collecting stories**
- **How they will be used**
- **A set of prepared questions they can ask**

We've prepared a checklist with some example questions to give you a better idea of what you could include.

Think about timing. You could choose to have the Memory Maker activity before a match or during a game itself if it works better. This is all about common sense, and depends on the type of event. For example, people are more likely to be prepared to talk during a cricket match than while a game of football or rugby is on. It's a good idea to work out with the club when the best time will be.

You should arrange the activity to take place somewhere that's easily supervised but also where people are likely to be standing around or passing through but not too noisy. It should also be somewhere people aren't in a hurry, so they have time to share a memory. Again, you'll probably get good advice about this from the club you're working with.



Working in pairs works particularly well, with one person focusing on using the equipment while the other asks the questions. See page eight for more tips on interviewing.

Don't be afraid to encourage a little competition between the interviewers. You could give recognition or a small prize for things like the most interesting story, talking to particular former players or finding important club members. It can all add to the fun of the day for the young people involved.



GETTING A GOOD INTERVIEW

Some principles for a successful session

WHAT TO ASK, AND HOW TO ASK IT

The most important thing to remember is to ask 'open questions'. These are the kind of questions that can't be answered with a simple 'yes' or 'no'.

If people are giving one-word answers it's helpful to keep following up with open questions like 'what was it about x that you liked so much?' or 'what was so special about that game?' or 'how did you feel?' Persistence pays.

For people with dementia and other cognitive issues, direct questions like 'do you recognise this player?' can be difficult. A good approach is to show a photo and wait and see if it prompts a response, or perhaps say something about the photo to get the conversation going.

HOW MANY INTERVIEWERS?

A one-to-one interview will create the best rapport between people, but younger people may benefit from at least one other for support, and the interview itself can benefit from multi-questioners.

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.



PROMPTS AND TRIGGERS

If you are intending to use the Olympic Games as a theme you can print out the attached Olympic Special Sporting Pinks. This is a useful set of material that can help trigger conversations.

- **Find out which Olympic Games is most familiar to the person you are interviewing**
- **If you are working with a specific sports club or around a particular theme, it's worth doing some research in advance**
- **Material from the web, memorabilia from a club or library books can all help**
- **Video clips on YouTube are useful**



INTERVIEWING TIPS

If possible try and arrange a very informal first reminiscence session without any recording equipment. This will 'break the ice' so pupils can chat informally with the older people involved.

- Remember to ask open questions
- 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

DON'T FORGET

- Make sure your recorder has power, is switched on and is working
- At the beginning of any interview ask people 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
- If it's a quieter setting, it's less intrusive to put the recorder on a table between you

PUTTING IT INTO PRACTICE

Get pupils to interview each other in pairs. Observe and provide feedback on how they're using the recorders. Encourage them to:

- Test the recorder
- Make eye contact
- Glance at questions



DISCUSSION:

What worked and what didn't work?

EXERCISE 1

Interview each other in class – play back and review (Video)

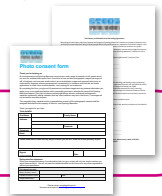
EXERCISE 2

Interview teachers/staff/parents about their sporting memories

OBTAINING PERMISSIONS

The copyright of anyone's story always belongs to that person. Getting permission to use people's stories allows them to assign the rights so others can publish them. The same applies to photographs of reminiscence sessions: permissions should be sought from parents and the older people involved. We have produced a simple permission form to help.

[Click here to download copyright and photo permission sheets](#)



Remember, students also have copyright of their voices on the recordings. You can find out more at the Oral History Society website.



WHAT TO DO WITH THE RECORDINGS

Once recordings have been made the most important thing is to upload them.

Our Replay Sporting Memories app can be downloaded for all smartphones or tablets by going to Google Play for Android devices or the Apple App Store. It can also be accessed via the web for PCs at: www.sportingmemories.uk

Of course, your school or organisation may also want to use reminiscence stories in newsletters, sporting history booklets or exhibitions.

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.



USEFUL RESOURCES

We have several downloads that can help you plan a successful Memory Makers event, along with some case studies that show how other people have done it.





www.replaymemorymakers.com