



**Nottinghamshire  
County Council**

# NOTTINGHAMSHIRE SPORTS HERITAGE

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*SATURDAY 27 SEPTEMBER -  
SUNDAY 5 OCTOBER 2014*

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A week-long celebration of our county's sporting past  
Supporting the National Campaign for Sports Heritage

[www.nottinghamshire.gov.uk/sportsheritage](http://www.nottinghamshire.gov.uk/sportsheritage)

# NOTTINGHAMSHIRE

## SPORTS HERITAGE WEEK 2014

For the first time ever, National Sports Heritage Day was celebrated this year on 30 September 2014. The purpose of the event was to show that sport and its history is part of our national story. Its aim was to tell people the story of our sporting heritage through objects, sports grounds, archives, exhibitions and events. In Nottinghamshire, we held our own week-long sports heritage celebration from 27 September – 5 October 2014.

## WHY DID NOTTINGHAMSHIRE COUNTY COUNCIL CHOOSE TO GET INVOLVED?

### Reason 1 – it fits our county’s story

Sport and its heritage are one of Nottinghamshire’s key story strands.

Nottinghamshire has **more sports facilities per head of population** than anywhere else in Europe. In addition, it boasts **iconic sporting heroes** from the past as well as the present and a wealth a **‘hallowed’ sports grounds**.



### Reason 2 – it contributes to our county’s economy

Current sporting events contribute significantly to the Nottinghamshire local economy. For example, the Ashes at Trent bridge was the biggest tourist draw to our county in 2013 attracting **125,320 visitors**. It is estimated that it brought in **£30 million for the Notts economy** – a mix of direct spending from people who came, stayed and spent, and the intangible benefits that flow from worldwide media exposure.

By building on this current success to encompass events relating to the sports heritage of Nottinghamshire and diversifying the offer in this way, we can attract more potential visitors who may not have thought of getting involved or visting before (see reason 5).

### **Reason 3 – it helps to conserve sports heritage for future generations**

Without **protecting and conserving** the sporting heritage, there will be nothing to use to attract visitors and participants.

Currently, the national picture is a fractured one with sports collections being lost or sold on a daily basis.

The 2012 Olympics brought new audiences, stories and objects but after 2012 the feeling was almost as if we had 'done sport' and so keeping up the impetus is important.

### **Reason 4 – two sectors supporting each other**

Although they talk a different language, both the heritage and sports sectors share similar attributes in that they are often looking to attract participation, struggling to secure funding and often run, at a local level, on a voluntary basis.

The link between the heritage sector and the sporting sector/sports clubs aren't there – there needs to be greater **supportive partnership working** as both have valuable things to offer each other.

### **Reason 5 – attracting new audiences**

Sports themed exhibitions can be found in sports clubs as well as museums/heritage sites, libraries and leisure centres. However, there was little understanding of how these could be opened to a wider audience.

Sports heritage is invaluable in that it is **intergenerational and attractive to young people**. People who are interested in sport may not have considered engaging with heritage and vice versa. Sports heritage can bring people together in new and exciting ways and attract non-traditional audiences to both the heritage and sports sectors.

### **Reason 6 – Nottinghamshire leading the way**

The first ever celebrations saw events happening around the country however, Nottinghamshire was **the only place to offer up a county-wide response** to the celebration.

This is Nottinghamshire's chance to become well known as THE sporting county, set a precedent and act a model for best practice for other areas nationally.

***"I wouldn't say I was the best manager in the business...but I was in the top one."***

**Brian Clough**

### **Publicity and promotion of the celebration**

A flyer was created (see first page of this report) funded by Nottinghamshire County Council which encouraged participation and involvement in the events.

**3000** of these were distributed to key contacts, tourist information centre's, libraries and leisure centres.

There was coverage on BBC Radio Nottingham, in The Chad Newspaper and on the Sports Nottinghamshire website.

The National Museums Journal September 2014 also covered the story which has a readership of **25,000** museum and heritage professionals.

## ***DURING THE WEEK***

The Nottinghamshire Sports Heritage week commenced on Saturday 27 September until Sunday 5 October and there were events held county-wide.

### ***In Newark and Sherwood***

**The Museum of the Horse, Tuxford** created a special exhibition celebrating famous Notts Sports horses and gave free entry to the Museum. (normal admission price £4 / £2).



### ***In Ashfield***

The **Hucknall Tourism and Regeneration Group** in partnership with **Rolls Royce Leisure**, held 'A Question of Nottinghamshire Sport' quiz, celebrating the county's sporting heritage. Entry was free and a pie and pea supper was available priced £5. Prizes were donated from a variety of local businesses for the event.

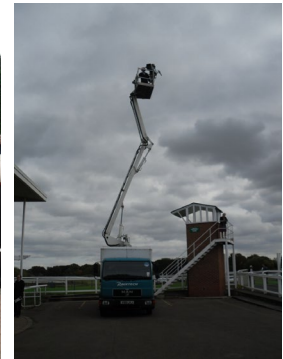
### ***In Rushcliffe***

A fascinating, behind-the-scenes guided tour of the world famous venue, the **Trent Bridge Cricket Ground**. The free tours lasted one hour and were held at 11am and 2pm.





**Nottingham Racecourse** gave free entry (worth £12) to the races for people with an NG postcode. I.D. with postcode was needed on entry.



**IN MANSFIELD**

The Mansfield BID and Mansfield District Council held meetings to try and encourage participation as well as staging a town centre event on 27 September.

To support the positive response from Mansfield, the Heritage Tourism Team held Sports Heritage assemblies in 3 Mansfield primary schools to over 1000 children, all of which received an 'I love Mansfield' wristband that won them an on-the-spot prize if they wore it at the event.

Partners who attended the Mansfield Town Centre Event included:

- Mansfield BID
- Mansfield District Council
- Mansfield District Leisure Trust
- Nottinghamshire Archives
- Nottinghamshire County Council – Heritage Tourism
- Nottinghamshire County Council – Disability Sport
- Mansfield Roller Derby
- Forest Bowmen Archery Club
- Beales Dept Store
- Dragon Tai Chi
- Commando Joe's
- West Notts College
- Mansfield Fencing Club
- Mansfield Town Football Club
- Mansfield Petanque Club
- Mansfield Harriers

The event included trails, quizzes, displays, face painting, crafts, a football tunnel and wheelchair basketball.





## IMPACT OF NOTTINGHAMSHIRE SPORTS HERITAGE WEEK

### Participation, learning and awareness

Approximately **1,261** people were directly engaged through Nottinghamshire Sports Heritage week events. However, it is safe to say that awareness of the event reached a much wider audience through networks, websites, newsletters and publicity.

The majority of the participants who attended the events were adults, this may be due to when some of the events were held. For 2015, the event could include more events in the evenings and at weekends. The event could be advertised to schools and colleges who could run their own events or be invited more openly to take part.

### Feedback from Event Organisers:

- ✓ Good networking opportunity
- ✓ Good outside activities
- ✓ Lots of different activities
- ✓ People stayed for a long time and were busy while they were here
  - ✓ Wide range of visitors
  - ✓ Our stand was busy
  - ✓ It helped promote our club
- ✓ Lots of people were in the town centre
- ✓ Pre-event promotion with schools paid off

### Summary of impact

In terms of the impact on the organisations who took part, many agreed that **it was good publicity for their organisations** (both sports and heritage); it had made them **more aware of the National Sports Heritage Campaign and the county's wealth of sporting**

**heritage.** It was positive that **80 % of the organisations said they would take part again** in the future.

### **Participant profile**

One aspect of the Nottinghamshire Sports Heritage Event was its ability to attract such a **diverse range of people.** The ages of people who took part and gave feedback ranged **from under 10 years of age to over 70!** Double the amount of males took part than females showing how this initiative can **break down barriers to male engagement and boys' attainment.** As expected, the majority of people who participated came from Nottinghamshire (particularly centred on the Mansfield area) however, some came from as far as Bradford and County Durham demonstrating the **potential that this has on tourism** for our county.

### **Summary of impact**

In terms of the impact on the event participants, **65%** were more likely to take up a sport, **75%** were more likely to want to go to a heritage site, library or museum to find out more about our county's sporting past, **54%** more aware of the National Sports Heritage Campaign and the county's wealth of sporting heritage and **82%** more likely to attend a sports heritage event in future.

### **Economic benefits**

**Money was spent by participants who attended the events.** For example, some people who attended the Trent Bridge tours had lunch in the Trent Bridge Inn afterwards and purchases of food and beverages were made on the Quiz Night in Hucknall.

However, the economic benefits can only truly be measured for one event which was the Mansfield town centre event as footfall counters exist around this area.

**On 27 September, the day of the Mansfield Town centre Sports Heritage event, footfall was up by 1526 people from the previous Saturday which was an increase of 4.8%.** It is not possible to attribute the whole rise in this figure to the event but this is a telling sign that people were in the town for it.

### **Other benefits:**

The Nottinghamshire Sports Heritage week is multi-faceted which enables contribution to various current national and regional agendas:

- Health and well-being
- Learning – Narrowing the gap between boy's and girl's achievement
- Community cohesion
- Heritage preservation
- Volunteering
- Skills for employment
- Family cohesion/positive role model – 'Lad's and Dad's'



## Partnership working and Community Engagement

The Nottinghamshire Sports Heritage event was a success due to **effective partnership working on a national and local level.**

Attitudes towards the event were mixed from both the Sports and Heritage sectors. The general consensus was that it was a good initiative. Some groups and organisations immediately saw the benefits of being involved and offered to run events for free or charged in order to cover costs. They benefited from increased marketing from the County Council with a wider reach than they may have been able to achieve alone. The event did **bring communities together**, this was particularly evident in Mansfield who organised a town centre event which engaged many sports and heritage groups from around the town.

For more information contact:

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