

A poster advertising the 1966 World Cup in England

The 50th anniversary of England’s generation-defining World Cup win will be celebrated this year thanks to National Lottery funding.

The National Football Museum and the Football Association (FA) will host two exhibitions in June that explore and commemorate England’s famous 1966 victory.

Backed by a £302,500 grant from HLF, the exhibitions will take place simultaneously at the museum’s Manchester home and Wembley Stadium. They will look at themes from the tournament including the stories of the players and their families, the fans and the popular culture of England at the time.

The ball used in the final and the Jules Rimet trophy will be on display along with rarely-seen objects, photographs and films.

[quote=Sara Hilton, Head of HLF North West]"This is a fitting project to mark the 50th anniversary of England’s triumph."[/quote]

Chair of the FA Greg Dyke, said: “I can remember going to games as an England fan and it was an incredible time that brought the nation together. We know now just how unique a moment that was and how special those individuals were on and off the pitch.”

Geoff Hurst’s winning goals during extra time in the cup final capped the end of the first truly global sporting event, one that marked the birth of modern football. It is also a special personal memory for the 32 million people in England who watched the drama unfold live.

The Sporting Memories Network will collect some of these memories as part of the project and feature the films and recordings in the exhibition and on a new website. This will form a key part of their outreach programme to engage with older people in Greater Manchester and use sporting memories to combat the debilitating effects of dementia, depression and loneliness.

Sara Hilton, Head of HLF North West, said: “This is a fitting project to mark the 50th anniversary of England’s triumph and an innovative way of using our shared heritage to boost people’s well-being.”