Trent Bridge event kick-starts East Midlands'



HLF East Midlands is running a Sporting Lives campaign this year

Sports clubs, groups, societies and enthusiasts from across the East Midlands have a chance to find out how to get funding for projects exploring their history and heritage at a special event being held at Trent Bridge on Monday.

Organised by HLF and the Sports in Museums Network, the event will bring together dozens of people who are interested in protecting the region's diverse sporting heritage.

Attendees will hear tips and advice from speakers including:

- Andy Pearce from the National Football Museum who recently launched a major Memories of 66 exhibition
- Matthew Constantine from Leicester Arts & Museums Service who staged the Fearless Foxes exhibition following Leicester City's Premier League win
- Catherine Croney from Matlock Baileans Hockey Club who led an HLF-supported project celebrating the team's 70-year heritage

[quote=Jonathan Platt, Head of HLF East Midlands]"Our Sporting Lives campaign aims to support people to conserve and share heritage that is important to them before it is lost for good."[/quote]

Inspired by the East Midlands' proud sporting history and the unprecedented recent successes of its teams, HLF has recently launched a Sporting Lives campaign. We are offering grants of between £3,000 and £100,000 for projects that look back at some of the key moments, teams and heroes.

A number of projects with sporting connections have already been supported in the region: from football, rugby, cricket and hockey - to bottle kicking, Shrovetide and parachuting.

Jonathan Platt, Head of HLF East Midlands, said: "We know that the East Midlands has a sporting history that rivals anywhere in the world but much of this only exists tucked away in clubhouses, dusty attics and people's memories. Our Sporting Lives campaign aims to support people to conserve and share heritage that is important to them before it is lost for good.

"Work by organisations like the Football Museum in particular has shown us the power of these projects and the impact they can have on people and communities which is why we want to get the whole region thinking about what to do next."

The event will also launch the new Sport in Museums regional network which will support sports and heritage organisations in developing, caring for and sharing the sporting heritage of the East Midlands.

Get involved

Limited places are still available for the event. Admission is free but booking is essential.

Anyone who is interested can sign up on the Eventbrite page.