

**EVALUATION OF *FOOTBALL FOR ALL!*
CELEBRATING 600 YEARS OF FOOTBALL IN SCOTLAND**

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Executive Summary

This summary sets out key findings from a multi-method research study to evaluate ***Football For All! Celebrating 600 Years of Scottish Football*** a three-year project run by the Scottish Football Museum funded by the National Lottery Heritage Fund and the Museums Galleries Scotland. The research aimed to provide evidence as to the projects planning, outputs and outcomes. It also includes recommendations based on evidence from the six strands of the project.

Research Objectives

As part of their obligations to the funders, the Scottish Football Museum required an evaluation for each of the project strands, culminating in an end of project report. The evaluation is required to measure the success of each strand of the project against their original aims and objectives.

The objectives for the research as outlined in the Scottish Football Museum research specification were as follows:

- Evaluation of the milestones (***History Makers***) exhibition and women's football display.
- Evaluation of the overall performance of the ***Football For All!*** website.
- Evaluation of the **Scottish Legends packs**.
- Evaluation of the **Digital Archive**.
- Evaluation of the **Scottish Cup Gallery** and the associated online workshop
- Evaluation of the **One Game Many Nations** photographic exhibition and the associated online workshop.
- Evaluation of the **Showcasing Collections** virtual gallery.
- Evaluation of the **Local Heritage Projects** activity.
- An end of project report.

The eight areas for evaluation are covered across six strands in the report.

Research Methods

The key elements of the mixed methods study were:

- Two online surveys were conducted as part of the study. The first survey focused on museum visitors went 'live' in May 2024. The second survey of Scottish football supporters went 'live' in July 2025.
- The survey of museum visitors was limited in terms of hypothesising general views of visitors but did capture some useful data on the perceptions of the Scottish Cup Gallery. The survey circulated by the Scottish Football Supporters Association and other football supporters may be considered a reasonable basis for hypothesising about the views of Scottish football supporters in general. In terms of sample characteristics, the vast majority were male, white and born in Scotland.
- Interviews with those involved in the design and delivery of football heritage activities under the different project strands included digital designers, exhibition designers, a photographer, a textile conservator, academic researchers, Vice President of the Scottish Schools FA, Scottish Football Association officials and employees, football memories volunteers, football heritage volunteers as well as the museum staff.

- Analysis of secondary data sources, including data held by the museum (e.g. visitor numbers).
- Textual analysis of design elements of exhibitions and websites.

Key findings and recommendations

Strand 1: Scottish Legends Reminiscence Pack 1960-1990

The Scottish Legends packs were successfully launched in April 2023. The packs were co-produced with the assistance of the Hampden Memories group and the designers Darwin Media Group.

The researchers heard how the Scottish Legends packs created a much-needed new resource to support the health and wellbeing of individuals attending Football Memories Scotland groups.

The periodisation of the players and managers selected (between 1960 to 1990) has enabled the future proofing of the packs for future memories groups increasing the resilience of the work of Memories Scotland.

The information supplied with the packs, both on the cards and the enclosed booklet, means Scottish football heritage is better identified and explained.

The evaluation recommends the museum makes a continued effort to evaluate the use of the Scottish Legends packs in order to support training of future reminiscence co-ordinators which in turn could inform the development of future resources for Memories Scotland activities.

Strand 2: Milestone Exhibitions (The History Makers and 1872 Badge)

The History Makers exhibition successfully opened in November 2022 with a clear aim of celebrating the founding of the Scottish Football Association, the 50th anniversary of the founding of the Scottish Women's Football Association and the inaugural international teams and matches of 1872 and 1972.

Scottish football is rightly proud of its founding contribution to football across the globe. The exhibition was able to highlight aspects of the rich history and heritage of football within Scotland and its contribution to the global game.

A highlight of the exhibition was the conservation, display and contextualisation of the 1872 badge, a unique surviving remnant of the earliest years of Scottish international football. Other heritage items were also successfully identified and explained in the context of the development of both the men's and women's games in Scotland.

A significant outcome of the exhibition has been the promotion of equality through raising awareness of the challenges women have faced in playing football in Scotland. The football museum are advocates of the women's game and have proactively aimed to increase their collections and information related to women's football. A notable contribution to the exhibition came through the intergenerational involvement of Scotland's U15 Girl's team.

The museum launched an extensive exhibition which met and exceed its aims and objectives. The evaluation recommends the museum continues to work to preserve the heritage of Scottish football in particular promoting the story of Scottish women's football and engaging the next generation in the games' heritage.

Strand 3: *One Game Many Nations* Photographic Exhibition

The One Game Many Nations photographic exhibition based on the work of Alan Campbell successfully opened in October 2023 at the end of the UK's Black History month. The 20 images were chosen to highlight and celebrate the diversity present in the Scottish senior club game.

The exhibition highlighted and raised awareness of elite ethnic minority footballers playing in Scotland using 20 images from across the country to represent ethnic diversity in the Scottish game. From data supplied by the museum the evaluation estimated more than 25,000 visitors to Hampden Stadium would have seen the exhibition between October 2023 and February 2025.

The exhibition proactively promoted equality in Scottish Football primarily in relation to ethnic diversity. The prominence of the branding of the charity Show Racism the Red Card assisted the strength of this message.

The development of the accompanying educational resource in partnership with *Learning Through Football* extended the opportunity for learners to discuss and engage with the topic of diversity and discrimination in Scottish football.

The evaluation found that the use of Alan Campbell's photographs has great potential to stimulate engagement with the topics of diversity and discrimination through the lens of football. It recommends the museum continues its work to proactively enhance the educational aspects of the museum's collections, particularly to promote equality through football.

Strand 4: The Scottish Cup Gallery and 150 Years of the Scottish Cup

The Scottish Cup Gallery was successfully designed and installed by September 2023. The Gallery was officially opened in March 2024, marking the 150th anniversary date of the first Scottish Cup Final.

The evaluation suggested the Scottish Cup Gallery is considered essential viewing for visitors to the museum as an iconic feature of Scottish football which they would recommend to others. The Gallery created a lot of interest for visitors to the museum, particularly regarding the layered storytelling of the trophy's history. Visitors expressed that The Gallery added value to their museum experience by deepening their informal knowledge of the Scottish Cup trophy and competition.

The Scottish fan survey reiterated the value and significance of the Scottish Cup to supporters. Supporters also recognised the importance of the trophy's history and the need for the museum to preserve the trophy's heritage.

In achieving its plans to celebrate the 150th anniversary of the Scottish Cup the museum also successfully collaborated with *Learning Through Football* to create a new curriculum resource for Scottish schools.

The evaluation recommends the museum continues to promote the new Scottish Cup Gallery as one of its major visitor attractions, also ensuring new stories from the Scottish Cup are shared and celebrated with visitors. It is recommended the museum proactively promotes the use of the 150 Years of the Scottish Cup website by schools and young people more generally.

Strand 5: Local Heritage Projects

The museum successfully funded 11 Local Heritage Projects aimed to celebrate the 200th anniversary of the world's first football club formed in Edinburgh in 1824. The community projects were completed by September 2025.

In empowering individuals and local groups to engage with Scottish football heritage to research, highlight and celebrate local heritage there is potential to bring wider social, economic and cultural value to local communities across Scotland.

The project enabled the celebration and promotion of local football heritage far beyond the collections of the Scottish Football Museum. The evaluation illustrated the 11 projects all delivered benefits to local communities. Some projects were more expansive in their reach, sharing information to wider audiences either through touring displays, across multiple locations, or communicated more widely online through films, podcasts and online exhibitions.

The Local Heritage Project funding empowered individuals and local groups to research, highlight and celebrate local stories. The projects expanded local people's knowledge and encouraged communities to see football as a medium for sharing local heritage and stories.

The projects all illustrated a capacity to support a range of heritage skills from developing oral history interview skills to interpreting intangible heritage for exhibitions. Local people in communities across Scotland were also enabled to develop dissemination and communication skills through productions such as films, podcasts or online exhibitions.

The projects successfully connected people through football heritage. The researchers heard project members reporting how football is a great tool for engaging people and communities. Football, it was argued, is a powerful means for people to appreciate local heritage from a different perspective. The range and diversity of people reached through football was significant. The projects were also geographically spread and therefore brought stories to those who may not have the opportunity to visit the museum at Hampden.

The museum exceeded what it set out to achieve. The evaluation recommends the museum builds on the strong foundation; seeks future funding to support similar localised projects; considers maintaining links with the project leads for others to learn from their experience; work with the LGBTQI+ community to expand the reach of the museum; consider how projects can inform future exhibitions in the museum; and to explore connecting reminiscence-based projects with local care homes and other community groups.

Strand 6: Showcasing Collections

The museum successfully developed Scotland's Football Origins 1424-1873 in collaboration with a number of museum and heritage partners and also created a new resource with the development of the Scottish Football Museum Digital Archive. Both were launched in March 2023.

A key outcome of Scotland's Football Origins 1424-1873 reinforced the benefits of collaboration between heritage organisations across Scotland bringing together nineteen artefacts from across different collections in Scotland.

The new Digital Archive has delivered digital preservation and online access of material collections at risk from environmental decay or intrinsic factors such as paper frailty or rust from staples.

Museum staff gained additional skills with the entire curatorial staff and members of the front of house team receiving training on editing the new website.

The museum has achieved the majority of the objectives for the strand. The evaluation recommends opportunities are taken to build on this strong foundation. These recommendations include appropriately maintaining the Digital Archive; to seek resources to increase in the rate of digitisation of collections; to proactively promote the use of the Digital Archive by researchers, including schools, colleges and universities, as well as biographers and historians; and to explore ways for other external partners to contribute to the origins of football narrative.

Concluding Remarks

The evaluation concludes that ***Football For All!*** has admirably delivered its proposed projects for the benefit of a wide spectrum of stakeholders including visitors, partners, football supporters, local communities, reminiscence groups and learners.

Introduction

This report presents findings from the Scottish Football Museum-commissioned evaluation of ***Football For All! Celebrating 600 years of Football in Scotland***. This evaluation was conducted by a research team drawn from the University of Stirling. The evaluation formally started in December 2022 and concluded in October 2025. The project was awarded £192,398 (Award 360G-NLHF-NM-22-00151) by the National Lottery Heritage Fund (NLHF) running from August 2022 to September 2025. The project also received £50,058 (Award M1220431) from Museums Galleries Scotland (MGS) to support the development of the ***Scottish Cup Gallery*** and conservation of the 1872 badge.

Terms of the Evaluation

The Scottish Football Museum created a multi strand project called ***Football For All!*** to mark significant milestones in the history of the game. This included the 150th anniversaries of the first men's international football match and the formation of the Scottish Football Association (SFA), and the 50th anniversaries of the formation of the Scottish Women's Football Association and the first women's international football match. The Scottish Cup, the oldest trophy worldwide for the code of Association football celebrated its 150th anniversary in 2023 while 2024 marked the 200th anniversary of the formation of the world's first football club in Edinburgh. In 2024 the 600th anniversary of the first recorded evidence of football activity in Scotland was also celebrated. A diverse range of activities were planned and delivered to celebrate these landmark events and engage with audiences across Scotland and beyond.

As part of their obligations to the funders, the Scottish Football Museum required an evaluation for each of the project strands. This evaluative report is a culmination of the project and its delivery. The evaluation required the measurement of success of each strand of the project against the original aims and objectives set out in the NLHF and MGS funding applications. The evaluation of each strand has been produced under overarching themes for the overall project outlined in the table below.

Theme	Strand	Year of delivery
Theme 1: International Football and Governing Bodies	Strand 1: Scottish Legends Cards	2023
	Strand 2: Milestones Exhibitions	2023
	Strand 3: Photographic Display and Educational Workshop	2023
Theme 2: The Scottish Cup	Strand 4: Scottish Cup Gallery and Educational Workshop	2023
Theme 3: Football Clubs and Communities	Strand 5: Local Heritage Projects	2025
Theme 4: Football Origins	Strand 6: Showcasing Collections (Virtual Gallery and Digital Archive)	2024

Table 1: Football for All! themes and strands.

Evaluation Framework

Each strand of the project was evaluated separately and published as a separate chapter within the report. The structure of each strand evaluation follows the principles of the theory of change framework provided by NLHF. The report considers data gathered about the projects planned activities (e.g. the six strands), the resource inputs (e.g. staff, external agencies or partners and volunteers), the project outputs (e.g. exhibitions, online resources and heritage materials) and the outcomes of the activities (e.g. the changes delivered and benefits for visitors).

Each chapter also provides an analysis of what went well within each strand, such as notable successes, as well as what did not go so well, such as specific challenges or changes that needed to be made.

Each strand evaluation provides recommendations for what has been learnt through the process of delivery to provide the Scottish Football Museum with insights for the future management of the new football heritage resources. The outcome evaluations and recommendations are summarised in the Executive Summary of the report.

Brief conclusions for each strand are provided and further summarised in the concluding chapter of the report.

Note on Methodology

The evaluation used both quantitative and qualitative research methods to explore the planning, design, production and delivery of the various strands of heritage activity. This involved semi-structured interviews with a wide range of stakeholders (e.g. digital designers, exhibition designers, a photographer, SFA officials, educational professionals, football memories volunteers, football heritage volunteers as well as the museum staff). It also involved two online surveys of museum visitors and Scottish football supporters. The Scottish Football Museum provided data on visitor numbers and information regarding project plans and interim reporting to NLHF and MGS. Researchers also sat in steering group meetings throughout the course of the project.

The strategy for sampling visitors to the **Scottish Cup Gallery** relied on the use of a QR code placed adjacent to the Gallery for visitors to complete on their mobile phones while in the museum. The survey consisted of 16 questions, including some demographic information, multiple choice questions and a couple of open-ended questions to enable respondents to provide a written response. The average time to complete the survey was just over five minutes. The QR code was made available for several months following the official launch of the Gallery in March 2024 and museum staff encouraged visitors to participate in the survey. Perhaps for various reasons the response to the survey was very low (n.33). While this limited the significance of data it did provide some useful information on the quality of experience and information visitors gained from the Gallery.

In order to broaden the scope of data on the heritage value of the Scottish Cup a survey of supporters was launched with the assistance of the Scottish Football Supporters Association (SFSA) who at the time of the survey in July 2025 had 84,000 members. The supporter survey gathered data about fan awareness of and engagement with the various Scottish football anniversaries being celebrated by the

museum and asked specific questions about the heritage value of the Scottish Cup. A link to the survey was distributed online to the SFSA network via email and online newsletter.

The research team obtained ethical approval from the University of Stirling's General University Ethics Panel (No.14973). All contributors gave written consent to be involved in the research, and their names have been anonymised unless permission was given for specific identification purposes.

Theme 1: International Football and Governing Bodies

Strand 1: Scottish Legends Reminiscence Pack 1960-1990

1.0 Introduction

The evaluation of Strand 1 is based on project updates and data gathered from interviews and correspondence with football memories coordinators who have used the **Scottish Legends Reminiscence Packs 1960-1990** (referred from this point as the **Scottish Legends packs**) with their groups. The focus of Strand 1 relates to the development, distribution and use of the **Scottish Legends packs**.

1.1 Strand 1 Plans

Strand 1 aimed to produce a new reminiscence activity pack for Football Memories Scotland groups. As outlined in the original NLHF application, the **Scottish Legends packs** were considered a valuable dimension of the project because they renewed a key heritage resource for the long-established reminiscence activities undertaken by almost 600 member groups of Football Memories Scotland a partnership between the Scottish Football Museum and Alzheimer Scotland. This partnership has subsequently been expanded as part of Memories Scotland an initiative which also includes a partnership with the Scottish Library and Information Council.

The new cards replaced an earlier set of football reminiscence cards produced more than a decade ago. The **Scottish Legends packs** therefore provided a much-needed update in the resources available to groups in Football Memories Scotland network. In selecting the timeframe of famous Scottish players across the period 1960-1990 the new reminiscence packs ensured a level of generational future proofing for participants of Football Memories groups to recall for decades to come.

The development and production of the **Scottish Legends packs** met a key objective of the project to use Scottish football heritage to deliver health and wellbeing benefits. The cards also met a second key objective to make Scottish football heritage geographically accessible. Distribution of the **Scottish Legends packs** to football memories groups across the country ensured otherwise isolated individuals and communities in different parts of Scotland could have a connection to the heritage resources of the Scottish Football Museum. A final aspect worth noting is that the production of the cards would contribute to the economy through contracts with local designers in Glasgow.

1.2. Strand 1 Inputs

The inputs for this element of the project came primarily from:

- Staff at the Scottish Football Museum
- Football Memories Scotland volunteers
- Darwin Creative Media
- Football Memories Group Project Administrator

1.2.1. Staff at Scottish Football Museum collaboration with Football Memories Scotland volunteers

Staff at the Scottish Football Museum worked with 29 volunteer participants from the Hampden Club one of the most active groups in the Football Memories Scotland network. Over the course of two 90-minute sessions, volunteers selected 60 of their favourite and most respected players and managers of the period to feature in the **Scottish Legends packs**.

1.2.2. Staff at Scottish Football Museum collaboration with Darwin Creative Media

The Scottish Football Museum had a long-standing relationship with Glasgow graphic design company Darwin Creative Media. Museum staff sourced licensed images of past Scottish players and wrote the accompanying text with relevant statistics and background information on players and managers to be printed on the reverse side of the cards.

Taking guidance from museum staff, Darwin Creative Media designed and produced high-resolution A5 cards which were colour coded to assist easy identification of players and their positions (goalkeeper, defender, midfield, forward, manager). Darwin also designed an attractive, user-friendly booklet with text supplied by museum staff with background information on the value of reminiscence activities for people living with dementia, as well as suggestions for activities and games reminiscence co-ordinators could use within their groups.

1.3. Strand 1 Outputs

The outputs for this element of the project relate to involvement of the following parties:

- Staff at the Scottish Football Museum
- Representatives of stakeholder organisations (speakers at launch event listed below)
- Darwin Creative Media
- Scottish Football Memories Group Project Administrator

Darwin Creative Media initially manufactured 500 **Scottish Legends packs** for distribution by the Scottish Football Memories project administrator. Subsequent packs were produced to order. The cards were launched on 20th April 2023 at an event hosted by the museum in the Scottish Football Hall of Fame, Hampden Park. An audience of more than 60 football memories participants and co-ordinators heard presentations from Robert Craig (Museum Chairman), Henry Simmons (Alzheimer Scotland Chief Executive), Ian Maxwell, (SFA Chief Executive) and Andy Milne (Heritage Lottery Fund Committee Member for Scotland). Football Memories Scotland group representatives were able to collect the **Scottish Legends packs**, visit the museum and take a stadium tour.

To acknowledge the funder, the **Scottish Legends packs** incorporate the NLHF logo which is featured prominently within the design of the packs. All communications and social media posts regarding the **Scottish Legend packs** have also featured NLHF funding.

Following the launch, the Football Memories Group Project Administrator contacted groups in Scotland and distributed the cards. At the time of writing the report 718 **Scottish Legends packs** have been distributed across almost 600 Football Memories Scotland groups.

1.4. Strand 1 Outcomes

The development, distribution and use of the **Scottish Legends packs** have been associated with a range of positive outcomes for this project.

The researchers sought feedback from football memories group co-ordinators who were asked a range of questions related to the use and value of the **Scottish Legends packs**. All the co-ordinators the researchers spoke to or corresponded with have been delivering football memories sessions for many years in some cases over a decade. The longevity of their involvement in running groups provided a valuable qualitative baseline for assessing the difference the new **Scottish Legends packs** provided.

All the co-ordinators the researchers have spoken to said they started using the **Scottish Legends packs** as soon as they received them from the museum. The overriding value of the packs for co-ordinators was seen to be the inclusion of players from an era of Scottish football (1960-1990) more recognisable for participants. For example, one of the co-ordinators mentioned:

They did fill a gap because some of the resources are over 16 years old and so there are fewer people on groups remembering the players in them. So as said earlier, it increases the discussion when people can recognise the people on the cards in the pack.

A majority of the co-ordinators had similar statements to make about the updating of the players represented in the **Scottish Legends packs**. There was also unanimity of the positive value of the packs for triggering memories within the groups. Some examples of this response were as follows:

I would say we use the cards at 90% of our sessions, they are perhaps not always part of the activities we are doing but we like to have them present at sessions to aid reminiscence and act as talking points. We have also created activities that have involved the use of the reminiscence cards.

The cards fit the age group that go to the groups – they have knowledge about the players and managers. Someone will always have a story about one of them.

I tend to use cards, and the value of the legends cards is that they have more up to date people in them. Some of the original packs have players from a long time ago and fewer and fewer members of the groups remember them. The legends cards have more up to date people and both those attending and the volunteers remember more of them.

Memories group co-ordinators were asked what the reaction had been to the **Scottish Legends packs** by their group members, some of whom are living with

dementia. Again, the responses received were overwhelmingly positive and insightful as to how valuable the packs were to people attending the groups:

Very positive and engaging. The uptake on them has been great whenever we implement them into group sessions. The group have been impressed by the amount of information included in the cards. It is always a pleasant surprise and reaction when we discover a card for a player that they may not have recalled or thought of for some time.

On many occasions the cards have assisted with triggering memories and conversations... whenever an activity or a resource, such as the cards, aids us with reminiscing and unlocking these memories it is a pleasant experience and a joy to witness as a staff member delivering reminiscence groups.

The groups thought that the cards were brilliant – they bring back more memories as they are more up to date.

Cards are about football, but this can also then connect to more personal stories and that can expand the conversation. There is a gentleman in his late-40s [living with dementia] who comes with his wife. Very withdrawn until he sees the cards and then he comes more engaged.

They enjoy using them and are very popular.

This positive outcome of using the **Scottish Legends packs** was further illustrated by examples of how some participants engaged with particular new features that had been introduced, such as Scottish football managers:

The cards are popular because they are more up-to-date and so there can be more discussion around them. The groups also like that there are managers included because managers can have more stories or memories around them – not just for those who were fans of the clubs they managed. For example, most people have heard of Bill Shankly and have a story about him or things that he said – so they have wider appeal.

Another specific feature highlighted by co-ordinators was the value of the information on the back of cards to help identify players, particularly for volunteers or carers who might not know too much about football and past players. The player information on the reverse side of the photographs also opened up the potential for new activities, as one respondent explained when asked how useful this information was when running reminiscence sessions:

Yes, very useful. Particularly the placement of the information being on the back of the cards. We often do a picture round of 'Name the Player' and have used the cards as a tool for this. As the information is on the back, it allows for those viewing the cards to have the opportunity to attempt to name the player without any clues/aids, but the information being there helps fill in any blanks in the recollection of information/details and can be referred to during the reminiscing process.

Co-ordinators were also asked about their use of the accompanying booklet within the packs. While more experienced co-ordinators were less likely to use the booklet, they could see the benefits for those new to running football memories sessions:

Admittedly we seldomly refer to them now that we are in the habit of using the cards but certainly as an initial resource, they are helpful.

Yes, it is good to have some pre-established ideas for activities to conduct during the group. One of the key benefits of the cards is the variety of activities and opportunities available to use them in.

They may be for those who are newer to the groups – especially new volunteers so that they can have some confidence in asking questions as they have additional information available. They may have been useful for some groups but we tend not to have activities but conversations where possible.

The researchers asked co-ordinators if there were any limitations to using the **Scottish Legends packs**. The response was largely negligible as co-ordinators could only see the benefits:

There was nothing obvious – there was only one player that was not recognised when they were first used. It is good to have them as part of the tools that can be used.

Personally, we are yet to encounter any limitations of the cards.

That said, one co-ordinator did highlight that some individuals find seeing the pictures challenging. Though, this was perhaps due to the use of “a large table”. The same co-ordinator also suggested that a “career timeline” and additional background information could be useful:

Sometimes participants struggle to see the picture properly, but we do sit around a large table. As I said previously, we use 2 packs of cards, so people at both ends can see the picture more clearly. It may also be useful to have a career timeline, with each club they played for, between which years, and how many games/goals they had for that team. Like a footballer's player profile on Wikipedia. Maybe a fun fact about each player too, doesn't have to be football related.

Finally, co-ordinators were offered the opportunity to have a final open comment on the **Scottish Legends packs**:

The cards are such a fantastic toolkit, not only for reminiscence, but also for archiving information about these players. They have inspired me to begin thinking of ways we could potentially be archiving information about our local legends.

It is good to have the more up to date people featured and it would be great if there could be further updates, but I recognise that this is a

challenge. Although we do not use the activities, I think they will be of use to some groups or volunteers who have just started.

The response to the **Scottish Legends packs** from co-ordinators has been overwhelmingly positive. The main outcomes of Strand 1 are summarised below.

- **The first key outcome of Strand 1 has been the successful co-ordination and involvement of a range of stakeholders.** The museum worked with multiple agencies to successfully deliver Strand 1 including Football Memories Scotland volunteers; launch event speakers and attendees; Darwin Creative Media; and a significant number (almost 600) of football memories groups across Scotland.
- **The second key outcome of Strand 1 relates to the positive role the Scottish Legends packs have played (and will continue to play) in supporting the health and wellbeing of individuals who attend Football Memories Scotland groups.** The cards are used to trigger memories and spark conversations with group attendees which may be of benefit to older people living with dementia or living in isolation. The cards were received positively by groups and presented an engaging football themed resource.
- **The third key outcome of Strand 1 of the Scottish Legends packs has been to increase the resilience of Football Memories Scotland (now operating under the auspices of Memories Scotland).** The new cards have arguably increased the resilience of Football Memories Scotland by providing an up-to-date resource that is broadly reflective of group attendees' ages and interests. This is notable as compiling new resources for Football Memories Scotland may be challenging for facilitators due to the high workload involved. The accompanying booklets provide guidance for facilitators supporting the delivery of a range of group activities. The **Scottish Legends packs** offer flexibility in their use enabling reminiscence co-ordinators to use the resource in ways that accommodate the needs of participants.
- **The fourth key outcome of Strand 1 is that Scottish football heritage will be identified and better explained.** The reminiscence cards identify Scottish players of note and provide statistics and information about them. Their use has prompted consideration regarding how a similar approach could be implemented on a more local level (i.e., with a focus on legends related to the specific area/club associated with a Football Memories Scotland group).

1.5. What went well in Strand 1

Collaborating with volunteers was a successful form of co-production with the ultimate end-users of the **Scottish Legends packs**. Participation in the selection of relevant players/managers by Football Memories Scotland groups made the process inclusive and grounded in generational knowledge. The production and distribution of cards was expansive and successful, and the Football Memories Group Project Administrator followed up on their use with football memories co-ordinators.

1.6. What did not go so well in Strand 1

There were no significant challenges in the production of the **Scottish Legends packs**. Distribution of the packs was a considerable undertaking for the Football Memories Group Project Administrator and getting the packs to co-ordinators took time.

1.7. Recommendations

Strand 1 of this project has demonstrated the value in periodically and continually updating Football Memories Scotland reminiscence cards. The relevance of resources will change as different generations engage with Football Memories Scotland groups, and it will remain pertinent to adapt resources to reflect the ages and interests of group attendees. This includes cards but also extends to additional resources for a significant and perhaps still growing network of reminiscence groups across Scotland. Moreover, this evaluation recommends a continued effort to develop and update resources for Football Memories Scotland activities.

The second recommendation is for the museum to continue to evaluate the use of the Scottish Legends cards to help support training of future reminiscence co-ordinators and inform the development of future reminiscence resources.

1.8. Summary of Strand 1

The **Scottish Legends packs** had a range of positive outcomes. These broadly relate to: the range of stakeholders involved from the football heritage sector, health charities and communities across Scotland; the positive benefits the **Scottish Legends packs** can play in supporting older people's health and wellbeing (those who engage with Football Memories activities, specifically); the increased organisational resilience for Football Memories Scotland to future proof the delivery of reminiscence activities; and the value the packs have for older people in the community or in care homes to explore Scottish football heritage.

The recommendations related to strand 1 pertain to continually updating and developing Football Memories Scotland resources and the value of continuous evaluation of their use.

Overall, the development, distribution and use of the **Scottish Legends packs** have been successful and beneficial to reminiscence activity for healthy ageing across Scotland.

Theme 1: International Football and Governing Bodies

Strand 2: Milestones Exhibition (*The History Makers*)

2.0 Introduction

The evaluation of Strand 2 was based on interviews with key personnel involved in the design, development and staging of the **Milestones Exhibitions** which comprised ***The History Makers*** exhibition and **1872 Badge** display. It also draws on comments from visitors to the exhibition and a survey of the Scottish football supporters.

2.1 Strand 2 Plans

Strand 2 aimed, through the **Milestones Exhibitions**, to celebrate the founding of the Scottish Football Association, the 50th anniversary of the founding of the Scottish Women's Football Association and the anniversaries of the inaugural matches involving the Scotland men's and women's national teams. The exhibition showcased the incredible contribution of Scottish communities to the nation's footballing history and highlight Scotland's significance to the global game. Whilst the display and exhibition provided opportunities to celebrate these major milestones, they also openly explored subjects such as the historic discrimination towards women's football.

As part of the **Milestones exhibitions** there was to be the preservation and mounting for display, of the only existing Scotland shirt badge from the first men's international match of 1872. The conserved badge was publicly displayed for the very first time in its 150-year history.

2.2 Strand 2 Inputs

The inputs to this element of the project came primarily from:

- Staff at the Scottish Football Museum
- Academic researchers
- Former players who donated materials for display
- A textile conservationist
- Scottish Schools FA – U15 Girls team
- Museums Galleries Scotland

2.2.1. Staff at the Scottish Football Museum

The keeper of exhibitions and collections commenced the preparation work for the exhibition in the summer of 2022. The keeper was appointed to the role of Project Manager in August with a start date of the 1st October 2022. There was therefore continuity in the planning of the project.

Having identified the space within the museum to be used for the exhibition, the museum staff began to consider the items in their collection that could be used. These included original documents, items donated by former players and, subject to conservation, the Scotland shirt badge from the inaugural men's game in 1872. The curator and project manager undertook further research into the material heritage items selected for display. The research informed the text for display panels and

labels to communicate the importance of material items in terms of Scotland's incredible national footballing history and contributions to the global game. The development was also informed by discussions with SFA executives regarding the celebrations being planned for the 150th Anniversary.

From the start of planning it was clear the **1872 badge** should be one of the cornerstones of the exhibition. The Scottish Football Museum had previously acquired the remnants of the badge from the great grandson of David Wotherspoon a former Queens Park and Clydesdale player who represented Scotland twice in the 1872-73 season.

Having been approached by Wotherspoon's great grandson regarding a potential deposit of the badge, the museum curator knew the significance of the item for the heritage of Scottish football. The family provided appropriate provenance for the badge including a South African newspaper article from 1968, which pictured a family member proudly showing the badge in a frame with two other badges.

Having checked the provenance, the curator approached the museum trustees to request approval for funds to acquire the badge. The trustees realised that while the badge was in poor condition, it was important to acquire this item of great historical significance and to look to secure conservation funding later. The badge remained in storage under secure and environmentally acceptable conditions.

As planning began for the exhibition the museum successfully sought conservation funding from Museum Galleries Scotland. A conservator was contracted to work on the **1872 badge** to ensure its condition was suitable for public display. The conservator stabilised the condition of the fragile material of the badge, keeping the remnants of the design in its original state. The museum also commissioned an artist's impression of the original badge to be displayed alongside the remnants of the original to assist visitor interpretation.

From the outset, the museum clearly outlined the exhibition needed to celebrate milestones of both women's and men's football in Scotland. The museum's collections relating to women's football were, until relatively recently, small. At the time of the planning phase the collections relating to women's football did begin to grow through new deposits from former Scottish players. The deposits were also supplemented by research into the women's game by the museum staff, which included collaboration with prominent sport historians of women's football in Scotland.

Although the museum identified sufficient heritage material to form the basis of a display, more information and stories were needed to fully reflect the impact of women pioneers. As part of this endeavour, two academic researchers were commissioned to contribute information to the exhibition, and two players within the inaugural women's team were approached to provide further information and material for the exhibition.

The staff also identified potential sources of material in the form of events linked to the celebration of the inaugural women's matches which could be used in the exhibition. One example of this is a reenactment of the inaugural Scottish Women's

International match with the Scottish Schools U15 Girl's squad which provided an opportunity to represent a link between the past and present of women's football and is written about later in the report.

In October 2022, prior to the World Cup qualifier match between Scotland Women's National Team and Austria at Hampden, women who had played for Scotland in the inaugural Scotland international with England in 1972 were retrospectively awarded official national caps by the SFA. The event followed a high-profile campaign to recognise women who had represented Scotland between 1972 and 1997 without official recognition.

Photographs of the presentation of caps at Hampden were used to celebrate the 50th anniversary of the inaugural match and helped illustrate the significance of these pioneers for the women's game in Scotland.

The museum staff also worked on the design and signage for the exhibition to tie together a coherent narrative of the different elements of the anniversary celebrations.

During the planning phase the decision was made to call the physical exhibition ***The History Makers*** to emphasise the pioneering efforts of both women and men in the history of the Scottish game.

2.2.2. Academic Researchers

As well as undertaking their own research the museum has a long record of working with external researchers on topics outside their current expertise. The museum asked two academic researchers to assist with information regarding the founding of the Scottish Women's Football Association and the inaugural match for the Scottish Women's Football team. The researchers supplied information that was then incorporated into the information panels.

2.2.3 Former Players

Over recent years the museum has sought to increase the material that it has within its collections in relation to the women's game. Part of this has involved working in partnership with former players, some of whom have donated personal collections of memorabilia to the museum. Former players also provided background information and stories about the history of the women's game.

For this exhibition in particular, the museum worked with Elsie Cook and Margaret McAuley Rae. Cook was the first secretary of the Scottish Women's Football Association and organised the inaugural women's international played in Greenock in 1972. Rae was the captain for that match and had a long career playing in Scotland. Both women gave their time and details of their experiences to the museum for the exhibition. One of the women had already donated their personal collection of memorabilia to the museum, while the second woman placed part of her personal collection on short term loan and aspects of these were used in this exhibition.

Material from other former players was also included within the exhibition.

2.2.4. Textile Conservationist of the 1872 Badge

One of the items central to the exhibition and the celebration of Scottish football was the shirt badge from the first men's international match in 1872. The curator had worked hard to secure this item for the museum and identified an appropriate conservator to prevent further decay of the most significant surviving material item from Scotland's earliest internationals.

The museum was successful in obtaining further funding from Museums Galleries Scotland under their Museums Development Fund (Award M1220431). The funding supported the museum's objective to celebrate the significant anniversaries surrounding football in Scotland.

The textile conservator was concerned by the condition of the badge when it first arrived, and the priority was to try to preserve the remaining fabric of the badge to a state where it could tolerate being handled and displayed without sustaining further damage. There was only a minimal amount of the original badge remaining, but the exercise was always about conservation not restoration. The conservator was made aware of the historical heritage significance of the badge by the museum which guided the direction of their preservation work.

Having conserved the badge as much as possible it was then handed back to the museum to display in the way they best felt appropriate.

2.2.5 Scottish Schools FA – U15 Girls Team

Gillian Duffy was vice president of the Scottish Schools FA at the time of this event. Prior to the 50th anniversary of the inaugural Scottish Women's national team match Duffy became aware the game had taken place at a stadium close to where she lived. Duffy recounted to the researchers the revelation she had not previously known about the 1972 match in spite of her long involvement in the girls game in Scotland.

Duffy contacted several organisations, including the museum, with the intention of recognising the heritage of Scotland's first women's national team through a special anniversary match involving the Scottish Schools girls U15's team. Duffy suggested images and materials from the match could be used in 'The History Makers' exhibition. The museum recognised the opportunity to make intergenerational links between schoolgirls and pioneers of women's football in Scotland.

The re-enactment match between Scotland and England U15's representative teams was supported by the honorary presence of Elsie Cook, Rose Reilly and Marion Mount who organised and played in the inaugural match in 1972.

2.2.6 Museums Galleries Scotland

The Scottish Football Museum were successful in obtaining further funding (£50,058) from the Museums Development Fund M1 of Museums Galleries Scotland to support the conservation of the 1872 badge and the development of the **Scottish Cup Gallery**. The funding was awarded to support the museum's objective of "making football accessible for all" as well as celebrating the significant anniversaries surrounding football in Scotland.

2.3 Strand 2 Outputs

The outputs from Strand 2 of the project are:

1. the exhibition ***The History Makers***
2. the **1872 shirt badge**

2.3.1. ***The History Makers*** Exhibition

The exhibition was opened by Neil Gray, MSP for Culture, Europe and International Development on the 18th November 2022. The opening was well promoted by both the museum and the SFA on their social media channels and press releases were issued. These were picked up and there was high profile coverage including in the Scottish Daily Mail.

The exhibition ran until October 2024 and during that period the number of visitors to and attendees at functions in the museum was 38,605. The size of the museum is such that it can be assumed that all those who came to the museum will have viewed the exhibition. Images of the exhibition are available at

<https://www.scottishfootballmuseum.org.uk/exhibitions/previous-exhibitions/the-history-makers/>

The exhibition was allocated dedicated space in the museum and clearly delineated by title panels at the entrance of the display. Care was taken to create a 'pathway' for visitors through the exhibits and to provide information and context for the items on display. The exhibition used a variety of the cabinets, including the use of a large permanent display cabinet along the back wall of the museum, as well as smaller cases on the perimeter walls and in the centre of the exhibition space.

The information gathered by the museum by both their own research and from others, was clearly displayed. The subject of the exhibition allowed the museum to share stories previously unseen or under-utilised. For example, the exhibition included an original copy of the promotional poster for the first women's international at Ravenscraig Stadium, Greenock.

To provide more contextual information there were door panels to introduce the two main strands of the exhibition – celebrating 150 years of the SFA and Celebrating 50 years of Scottish Women's Football. These were given equal prominence.

This attention to equity followed through in other elements of the exhibition. For example, the two main display cases gave equal prominence to both the history of the women's and men's national teams. Furthermore, lists of the inaugural teams of both women's and men's Scottish national teams were given equal prominence.

The first main display case celebrated 50 years of Scottish women's international football. This included international shirts and tracksuits, international caps, match programmes, commemorative medals and plaques, and commemorative pennants from previous Scotland women's national team matches. The display was set against a backdrop of two large scale images related to pioneers of Scotland women's football: the first, an image of Edna Nellis with Rose Reilly from 1973; the second, a celebratory image of the entire 1973 Scotland squad in the changing room.

The second main display case was labelled 'Milestones of Scottish Football' and was designed around the former Scotland and Celtic manager Jock Stein's desk. This item had been stored by the museum, and the exhibition provided an opportunity to use the desk as the centre piece of the display case. The display also included Scotland men's international shirts, early international caps, match programmes, minute books and assorted material and printed items of significance to the history of the Scottish men's national team. The display case was set against a backdrop of two large images of formative Scotland teams, one including Andrew Watson the world's first black international footballer who famously captained Scotland to a 6-1 victory over England in 1881.

The gallery's colour palette and graphic themes echo those of the national team kit which were used throughout to provide a coherence between the panels, labels and other display boards. There was also the use of a Lion rampant motif throughout the decoration of the exhibition, mirroring the Lion rampant in the 1872 badge.

The exhibition included items donated after the re-enactment of the inaugural women's match. This included a commemorative strip and a medal, a match programme and memories of the event written by the schoolgirls related to the personal significance of the anniversary game to them. The museum arranged for the girls to have a preview tour of the exhibition with sport historian Professor Fiona Skillen who spoke to them about the history of women's football and the struggle to gain recognition.

2.3.2. The 1872 Badge

Due to the historical significance of the badge, it was given a degree of prominence within the exhibition.

The badge was displayed alongside the commissioned artists impression of how it would have looked when it was first produced. The display included an information on the provenance of the badge and an explanation of the conservation process. An information panel provided images to illustrate the process.

The museum selected items from their collections to add further context to the badge. For example, a Queen's Park FC cashbook from 1867 carried fascinating details of the finances related to the 1872 international football match, including the cost of a football, the rent of the West of Scotland ground, and crucially the payment of 8 shillings for 12 shirt badges. A ticket from the 1872 match was also on display.

The presentation of the badge and linked information demonstrated the care taken to showcase this prestigious artefact, as part of Scotland's football heritage.

2.4 Strand 2 Outcomes

2.4.1. Short-term

The aim of Strand 2 through the **Milestones Exhibitions**, was to celebrate the founding of the Scottish Football Association, the 50th anniversary of the founding of the Scottish Women's Football Association and the anniversaries of the inaugural matches involving the Scotland women's and men's national teams. The exhibition would help to promote the incredible contribution of Scottish communities to our

national footballing history and highlight Scotland's significance to the global game. Whilst the display and exhibition provided opportunities to celebrate these major milestones, it also openly explored subjects such as historic discrimination within women's football.

- **The first key outcome of Strand 2 was the celebration of the founding of the Scottish Football Association, the 50th anniversary of the founding of the women's Football Association and the inaugural international teams and matches of 1872 and 1972.** The exhibition succeeded in celebrating these significant events through the display of related materials which told the stories of the events, provided context and linked them through to today. In celebrating the anniversaries of both women's and men's international football together in one exhibition, visitors were able to appreciate their significance for national footballing history.
- ***The second key outcome of Strand 2 was the promotion of Scotland's significance to the global game.*** Scottish football is rightly proud of its founding contribution to football across the globe. The exhibition was able to highlight aspects of the rich history of football within Scotland and its contribution to the global game.
- ***The third key outcome of Strand 2 has been that heritage has been identified and better explained.*** While the conservation, display and contextualisation of the 1872 badge is a highlight of this outcome, there were extensive heritage items that were identified and explained within the exhibition, including cash books, medals, match programmes and personal memorabilia. The explanations were not solely about the items but also their broader significance in the development of both the men's and women's games in Scotland. In addition, the display of the 1872 badge gave visitors an insight into the valuable work of the museum behind the scenes in terms of provenance, conservation and heritage storytelling.
- ***The fourth key outcome of Strand 2 has been the raising of awareness of the significant challenges that the women faced to play football.*** While awareness of the challenges faced by women footballers is increasing, many young women and girls who have always had access to football have little idea about these issues. It is likely that many visitors to the exhibition were learning about this for the first time. This was certainly the case for the U15 girls who played in the re-enactment. They were able to meet women who played in the match and talk to them face to face about the challenges. The girls were also given a preview tour of the exhibition and this, along with meeting the players really inspired them. The girls encouraged other team members and their friends to visit the museum, and some went on to write school assignments about the restrictions on women's football.

The captain of the Scottish U15 team wrote a piece about what the experience meant to her, and this was included in the exhibition. It read:

It was a real privilege to play against the English schoolgirls' team in a match celebrating the 50th Anniversary of the first international game

played after the ban on women's football was lifted. I felt very proud, as captain, to the lead team out on such a momentous occasion. It was an exciting game which meant a lot to the whole squad.

We felt honoured that some of the players from the 1972 match were there to watch us play, their stories are inspiring. They, and lots of other trailblazers, had to overcome many obstacles as they fought for women's right to play football. It has been to the benefit of the girls and women who have followed after them, including all of us, so we have a lot to thank them for.

The 50 years in which women's football was effectively banned sadly set the women's game back however I am excited to be involved at a time when it's getting more investment and better exposure. The support and coverage that this celebratory game received is a great example of how far the women's game has come.

- ***The fifth key outcome of Strand 2 has been the promotion of equality in Scottish Football.*** The football museum are advocates for support of the women's game and have proactively aimed to increase their collections and information related to women's football. There have been items about women's football within the museum for several years but the concept and design of this exhibition to jointly celebrate the milestones of the men's and women's game reinforced the message that women are an integral part of the Scottish Football community. At the same time the exhibition shone a light on the discrimination against women in Scottish football at the time of the foundation of the Scottish Women's Football Association. The academic researchers involved in work with the museum on the exhibition said:

Women have been playing football in Scotland continuously for over a century with roots that can be traced back hundreds of years This exhibition is a reminder that women have had to fight for opportunities to play the game they love. They have been banned and discriminated against. They have faced hostility and sexism and yet, they preserved.

Things have improved for women and girls who want to play football. There is still some way to go in terms of equality of investment, sponsorship, and media coverage but the signs of positive growth are there to be seen. It is important therefore to reflect on how far the game has come and to recognise those who pioneered it. Their history has been hidden away and overlooked for too long but without the pioneers both on and off the pitch that the exhibition highlights, it would have been even harder for the game to develop as it has.

We look forward to continued partnership with the museum to ensure that women are given their place within the historical narrative of football in Scotland.

- **The sixth key outcome of Strand 2 has been the promotion of football heritage and raising awareness of its significance.** In the survey of Scottish football supporter's, the researchers asked a question about the value of preserving the heritage of Scottish football in a dedicated national museum. An overwhelming majority of respondents (97%) said that preserving the heritage of the national game was important to them and nearly all of them (106 out of 107) provided written explanations of why this was the case. Here are a few representative examples of the responses received:

Scotland invented modern football which should be celebrated. Football is also the national game which has been passed down the generations from family to family. It means a lot to us.

If history is not written down and preserved it is lost for ever.

The fact that researching Scottish Football History can lead to social history as well.

Football is a great unifier, even with the rivalries. It's such a part of the social fabric in Scotland, it needs to be preserved, remembered and celebrated.

The Scottish game with all its complexities and frailties belongs to be people regardless of prince or pauper. We have a unique history with our game something to cherish. We live in a world of immediacy's but must not forget how we got here and the rich history we have.

Preserving the heritage of Scottish football in a museum is incredibly important — but it must include the full story, and that means giving proper space to the history of Scottish women's football. For too long, the women's game has been overlooked in the wider narrative of Scottish football history. From the early pioneers in the 1970s who played without support or recognition, to the rise of clubs like Glasgow City FC challenging the status quo, there's a rich and inspiring story that deserves to be told properly. A museum should honour not just the famous men's matches and trophies, but also the resilience, community spirit, and achievements of the women who fought to play — often against the odds. Their legacy is just as vital to our national identity, and it's time it was treated that way. So yes, preserving football heritage matters. But only if we're honest and inclusive about whose stories we're choosing to preserve.

The final example speaks to the key outcomes about the value of women's football and its heritage, neatly summarising why the museum sought parity in the stories of women's and men's football in the exhibition.

- **The seventh key outcome of Strand 2 has been the intergenerational involvement.** This came through the re-enactment by the U15 Girls' team, their tour of the exhibition and the interest this sparked. The girls met with

women who had played in the 1972 match, and this raised awareness with the girls of the recent history of Scottish women's football and the challenges faced by those trying to play. The then Vice President of the Schools FA said:

I think the main purpose of this section of the exhibition is to let young women realise that no matter what obstacles are put in their way, no matter how difficult a situation can be, ultimately whether it is football or not, they can achieve what they want to but sometimes people have to be brave, and they may have to do that.

One of the respondents to the Scottish Football supporters survey also spoke to this stating:

Football brings together generations like nothing else does. It can sometimes be the only thing that does. Preserving the past brings back memories for older fans and new enlightenment for younger ones.

2.4.2. Medium and Long Term

Although **The History Makers** exhibition is now closed some items remain on display. During the time of the exhibition the museum received further donations from former women players making the collection more representative for future generations. It is likely that as women players become more aware of the museum and the ongoing interest in their careers and experiences this will expand the number of women sharing their experiences and memorabilia. The medium to long-term impact on the museum is likely to be the positive inclusion of women's football in parity to the men's game which can inform and shape future exhibitions.

2.5 What went well in Strand 2

2.5.1. The History Makers Exhibition

The volume of visitors who saw the exhibition exceeded expectations and the positive responses to all aspects of the exhibition were well deserved.

The creative approach to aspects of the story telling meant that the museum was able to include input from those outside the museum including academic researchers and girls who currently play football. The impact on the girls and the pioneer women who met and exchanged stories was very powerful.

Those same former players were able to experience their stories within the museum alongside the more often told narratives of men's football. Their involvement in representing Scotland at International football was celebrated within the exhibition.

As well as learning about the women's game visitors were able to trace the origins of important aspects of the men's game including the foundation of the SFA, the first black international player and founding football teams.

2.5.2. The 1872 shirt badge

The **1872 shirt badge** was conserved and displayed for posterity and available for future generations of visitors to the museum. The museum used a creative approach

to both record the journey to acquiring and repairing the badge and to place it in a social context for visitors.

The conservation means that an extremely important piece of Scottish football heritage has been preserved for future generations.

2.6 What did not go so well in Strand 2

Aside from the challenges of bringing together diverse materials and stories from 150 years of international football, the researchers are unaware of anything to add here.

2.7 Recommendations

The museum launched an extensive exhibition which met and exceeded its aims and objectives. The project outputs and outcomes have been of a high standard and have changed the way the history of the game is understood and preserved a highly valuable piece of heritage

The museum has exceeded what it set out to do and therefore the recommendations here are about opportunities to build on this strong foundation:

- The museum continues to work to preserve the heritage of Scottish football
- The museum continues to seek ways to promote the story of the women's game in Scotland
- The museum continues, where possible, to consider ways to engage the next generation in work in the stories being told.

2.8 Summary of Strand 2

As demonstrated through the evaluation of Strand 2 the museum has implemented the **Milestones Exhibition** rebranded as ***The History Makers*** as set out in their grant proposal. The exhibition successfully celebrated the heritage of women's international football for the first time. The conservation of the **1872 badge** has successfully safeguarded a unique item from the earliest international football matches in the world.

Theme 1: International Football and Governing Bodies

Strand 3: *One Game Many Nations* Photographic Exhibition

3.0 Introduction

The evaluation of Strand 3 was based on interviews with key personnel involved in the exhibition and development of the education programme. In addition, there was a review of the online workshop produced for the education programme.

3.1 Strand 3 Plans

Strand 3 aimed to explore diversity in football and highlight ethnic minority footballers in Scotland through a physical exhibition called ***One Game Many Nations*** and a connected **online educational workshop** of the same name, exploring diversity and discrimination in Scottish football.

3.2 Strand 3 Inputs

The inputs to this element of the project came primarily from:

- Staff at the Scottish Football Museum
- The professional photographer Alan Campbell
- Darwin Creative media
- The staff that deliver and develop the SFA Learning through Football platform

3.2.1. Staff at Scottish Football Museum

The project manager worked with the professional photographer to discuss the content of the ***One Game Many Nations*** exhibition and the best way to display the materials in the space available.

The Scottish Football Museum curator and project manager worked together to select 20 images for the exhibition supplied by photographer Alan Campbell. The images were selected from a larger pool of 80 images of live action shots of female and male players from ethnic minorities playing in Scottish club football. Image selection aimed to be diverse in representation of gender and ethnicities. It also was inclusive of clubs from across different regions of Scotland.

The project manager selected a graphic designer to produce panels to be hung at Hampden. They also determined the layout and sequence of the panels in the exhibition space adjacent to the museum and cafe.

The project manager also contributed to the online workshop. They identified the challenges that viewers undertake to promote research and discussion on the topic of diversity in football as part of the workshop. The project manager forwarded the proposals and selected materials to David Weir, and he then adapted them to sit within the prescribed outcomes of the Curriculum for Excellence. The project manager also supplied the external links that are signposted within the workshop.

3.2.2. Professional Photographer

The photographer Alan Campbell has had an interest in the diversity amongst footballers in Scotland for some time and was in conversation with the educational charity *Show Racism the Red Card* about a joint project when it was suggested that he approach the Scottish Football Museum. Campbell's approach coincided with the development of the museum's NLHF application. The theme of diversity in Scottish football aligned perfectly with the broader concept of the **Football For All!** project. The photography exhibition and linked learning resource met the purpose of celebrating diversity in Scottish football. As a result, this strand was included in the application.

Campbell already had a number of suitable images for the **One Game Many Nations** exhibition, and once the funding was confirmed, he provided these to the project manager to select the required number for the exhibition space. The exhibition recognised *Show Racism the Red Card* as the original sponsor for the collection and the project manager agreed to use the brand of the campaign to acknowledge their contribution.

Campbell wrote the information panels required for the exhibition, 20 for the images and one information panel which was used twice at the bottom of each staircase. He was also involved in the hanging of the exhibition and the development of the online workshop.

3.2.3 Darwin Creative Media

The project manager used Darwin Creative Media, a graphic design agency based in Glasgow to create the panels for the exhibition. They are an agency that the museum has used on a regular basis and so are used to working to specifications for exhibitions and displays. Once the photographs had been selected and the photographer had written the panels, the materials were sent to the graphic design agency to produce the panels to agreed specifications. The photographer worked with the agency to ensure quality reproduction of the images.

3.2.4. Staff at the learning through football platform

The development of the online workshop **One Game Many Nations** was in conjunction with the *Learning through Football* programme which Jennifer Malone, SFA Regional Manager – South-East has responsibility for. She works with David Weir, the Education Liaison officer on the programme who also Glasgow City Council's Physical Education Lead Officer. Weir's role is to turn SFA staff resources, events or initiatives into suitable educational material that offer learning opportunities aligned with the Curriculum for Excellence experiences and outcomes.

Weir worked with the project manager and the photographer, who is also a teacher to use the materials produced by the museum as part of the **One Game Many nations** exhibition to develop a resource that contained new learning opportunities for use by educators. The resource is designed to raise awareness of the contribution ethnic minority players make to Scottish football, as well as discuss themes of equality, diversity and inclusion in the game. The *Learning through Football* programme uses a steering group of teachers to undertake a quality assurance review of the resources and provide feedback on their use.

3.3 Strand 3 Outputs

The outputs from Strand 3 of the project are:

1. the **One Game Many Nations** photographic Exhibition,
2. the **One Game Many Nations** online workshop.

3.3.1. Photographic Exhibition

The **One Game Many Nations** photographic exhibition opened on the 31st October 2023 at the end of the UK's Black History month.

The 20 images were chosen to highlight and celebrate the diversity present in the Scottish senior club game. They feature clubs across Scotland with broad geographical coverage to engage as wide an audience as possible. Ethnic minority players are represented from fifteen professional men's clubs in Scotland. Three ethnic minority players are represented from different clubs in the women's Scottish game.

The majority of the images used (18) are live action shots from within games, with one from the training ground and another representing a player wearing a *Show Racism the Red Card* T-shirt in a warm-up preceding a game.

The 20 panels were placed in the stairwells and corridor that lead to the museum and the café.

The exhibition closed in February 2025. The images used were included in the resources for the online workshop and can be viewed here [Gallery Visual](#).

3.3.2. One Game Many Nations online workshop.

In highlighting and celebrating the diversity of the Scottish senior club game the exhibition was ideally suited for educational engagement with themes of equality, diversity and inclusion in football and society more broadly. The exhibition has therefore been used as the basis for a 'Spotlight' learning resource developed for the SFA's *Learning Through Football* platform.

The learning resource has been designed and developed to specifically raise awareness, stimulate discussion and encourage engagement with the topic.

A key element of the online workshop is a snappy short-form video feature about the photography exhibition introduced by Alan Campbell. The video also introduces several activities that can be used as springboards for further research or discussion by young learners.

The workshop activities are organised around different challenges and enable learners to explore the following themes:

- To find out about initiatives by the SFA, UEFA and FIFA to promote equality, diversity and inclusion in football
- To consider how individuals in Scotland might get involved and contribute to the initiatives

- To identify career pathways in football and for individuals to consider how their skills and interests could lead to one of these careers
- To view the images in the gallery and to encourage participants to consider how many nations are represented and what the player's backgrounds and culture may be
- To consider and discuss the ways the SFA is working towards Scottish football being representative of Scottish society.
- To find out about the role of the SFA Equality, Diversity & Inclusion advisory Board, including who the members are.

The purpose of the *Learning through Football* platform is to assist educators by providing resources that they can utilise to both address potentially challenging topics and bring variety to approaches to topics within the Curriculum for Excellence. Weir said that the steering group reviewed the resource to ensure that it met these criteria.

The video and the 'Spotlight' learning resource also helped cross-promote the exhibition. While the platform is primarily aimed at those in educational situations it is open access and available for broader audiences to engage with the topic. The resource went live on the Learning through football platform in May 2024.

3.4 Strand 3 Outcomes

3.4.1. Short-term

The aim of staging the ***One Game Many Nations*** photographic exhibition was to highlight diversity through celebrating elite ethnic minority players in men's and women's football in Scotland. In turn, the photography was used as a resource to develop an **online educational workshop** to explore themes of diversity and discrimination in Scottish football.

Strand 3 had some notable outcomes.

- ***The first key outcome of Strand 3 has been to highlight and raise awareness of elite ethnic minority footballers playing in Scotland.*** The exhibition contained images from 20 different games with an ethnic minority player present. The games were from across the country and included players with backgrounds from diverse nations. The photographer reported that he felt that the museum had understood what he was trying to achieve and together they had designed and developed an exhibition to raise awareness of ethnic minority footballers playing in Scotland.

The central location of the exhibition provided potential for a very large number of people to view the photographs as the area is used to access the museum, café and auditorium. In addition to staff and museum visitors using the café, it is used by staff as a location for meetings with external visitors.

Those using the route the photographs were on would include:

- Museum visitors across the time of the exhibition.
- Attendees of hospitality events on match days

- Attendees of events in the museum
- Attendees of events in the auditorium
- Staff using the café
- Attendees of meetings in the café
- Attendees of Christmas events in the café
- Visitors accessing the Hampden Sports Clinic

The number of museum visitors and attendees at events and hospitality across the period 31st October 2023 to February 2025 was 25,683. We estimate this to be a minimum number of people to have seen the exhibition. While the impact of the images is difficult to gauge on an individual level (as the exhibition was in a transient space), the central theme of celebrating diversity would be clear to any spectator of the exhibition.

- ***The second key outcome of Strand 3 has been the promotion of equality in Scottish Football.*** As discussed in the evaluation of Strand 2, the Scottish Football Museum has proactively aimed to increase their collections and information related to women's football. Although the ***One Game Many Nations*** exhibition is primarily about ethnic diversity and equality, the inclusion of women players reinforces the message that they are an important part of the Scottish football community.
- ***The third key outcome of Strand 3 has been the opportunity to discuss and engage with the topic of diversity and discrimination in Scottish football.*** This is a priority topic for the Scottish Football Museum to ensure its heritage collections reflect the ethnic diversity of the game. In preparing their project the Scottish Football Museum recognised the photography exhibition, especially its association with the educational charity *Show Racism the Red Card*, would provide a unique opportunity to develop a valuable learning resource for educators and wider audiences.

Open access to the learning platform meant we were unable to measure the number of users of the workshop. However, the photographer has used the resource within his teaching with young people and said:

Using football as a starting point enables a connection with those who may be disengaged as they can resonate with the topic which they are often passionate about and that acts as a way to bring them back into the conversation.

3.4.2. Medium and Long Term

The online workshop will remain on the *Learning Through Football* platform for the foreseeable future. There remains the opportunity to develop new workshop challenges which can link to external websites on themes of equality, diversity and inclusion in football.

5.4.3. External factors

There were no external factors which impacted on the ***One Game Many Nations*** exhibition.

Two external factors impacted on the delivery of the online workshop. The first, was delay to the video production due to illness of the main participant. The second, was a delay to uploading the workshop due to a revamp of the *Learning Through Football* platform. The online resource was included in the relaunch.

3.5 What went well in Strand 3

3.5.1. The *One Game Many Nations* Exhibition

The curated exhibition contained 20 strong images that were presented in a clear, informative and professional manner.

The images were placed in an area known for displays that is used to access the museum, café and auditorium. It was in a position that guaranteed a substantial footfall and therefore the potential for awareness raising by the images.

The images met the aim of having a geographical spread of matches, to have men's and women's matches and to include people with backgrounds from diverse nations.

3.5.2. Online workshop

The workshop includes an informative video, teaching resources to promote research, writing and discussion and a gallery of images. All of the resource is linked to the curriculum for excellence.

There is open access to the workshop as part of the *Learning Through Football* platform.

The workshop provides the opportunity for the exploration of diversity and discrimination in Scottish football.

The development of the learning resource demonstrated the benefits of collaboration within the development of resources and strengthened the partnership between the staff at the museum and *Learning through Football* platform.

Strand 3 of the project was successfully implemented and achieved the intended outcomes.

3.6 What did not go so well in Strand 3

3.6.1. The *One Game Many Nations* Exhibition

The curation, preparation and running of the exhibition went as planned.

The project manager did endeavour to include the campaign group *Show Racism the Red Card* as a delivery partner of the exhibition. However, the partnership could not be taken forward.

3.6.2. The online workshop

The resources that comprise the online workshop meet the aims at the start of the work.

The issues of illness and platform revamp impacted on the timeline of the production and uploading of the resources rather than the quality of the finished product. The filming was completed in December 2023 and the content of the resource was finalised in January 2024 but did not go live on the platform until May 2024 due to the revision of the platform.

As the resource is hosted on a separate platform the opportunity to gauge impact and evaluation was limited.

3.7 Recommendations

The museum curated, designed and delivered an exhibition that raised awareness of black and ethnic minority players within Scottish football. The online resource has great potential to stimulate engagement with the topics of diversity and discrimination through the lens of football.

The museum has achieved what it set out to do and therefore the recommendations here are about opportunities to build on this strong foundation.:

- That the museum includes consideration of the evaluation of exhibitions and online resources at the planning stage.
- That consideration is given to building on the strong links with the *Learning Through Football* team to enhance promotion of the educational aspects of the museum's collections.
- The museum and the photographer continue to collaborate and consider how the anti-racism message of the exhibition can be given more coverage.

3.8 Summary of Strand 3

As demonstrated through the evaluation of Strand 3 the museum has implemented the ***One Game Many Nations*** exhibition and online resource as set out in their grant proposal.

Overall, the museum has met its aim to highlight black and ethnic minority footballers in Scotland and promote the exploration of diversity and discrimination in Scottish football.

Theme 2: The Scottish Cup

Strand 4 - The **Scottish Cup Gallery** and **150 Years of the Scottish Cup Workshop**

4.0 Introduction

The evaluation of Strand 4 focused on both the delivery of the activities to celebrate the 150th anniversary of the Scottish Cup and the reception of the new permanent **Scottish Cup Gallery** based on surveys of both visitors and supporters' groups. It is also based on interviews and data shared by staff at the Scottish Football Museum and an interview with a key stakeholder in the *Learning Through Football* programme.

4.1 Strand 4 Plans

Strand 4 aimed to celebrate the 150th anniversary of the Scottish Cup through two activities:

1. To create the **Scottish Cup Gallery**, a permanent, interactive gallery celebrating 150 years of the Scottish Cup, the crown jewel of the Museum.
2. Design and deliver a curriculum-based online resource **150 Years of the Scottish Cup** to be hosted by the SFA's *Learning Through Football* platform.

4.1.1 The **Scottish Cup Gallery**

The Scottish Cup is the oldest existing trophy in Association in world football. Since the Scottish Football Museum first opened in 2001 the Cup has been on display at Hampden. Although visitors were able to view the cup its significance and value to Scottish and world football had not been given due prominence in the museum.

The objectives for creating a new Scottish Cup Gallery were to:

- work in partnership with an external contractor to design and build a new gallery to showcase the historical significance of the Scottish Cup for visitors;
- give prominence to the trophy and its design at the heart of the museum;
- create a prominent graphical timeline of Scottish Cup winners;
- develop new videos and interactive elements to aid visitor interpretation and engagement with the trophy.

4.1.2 **150 Years of the Scottish Cup**

Through collaboration with the SFA's *Learning Through Football* online platform educational themes connected to history of the Scottish Cup were designed to support learning and teaching using the context of football. Including illustrations by Glen McBeth the online curriculum-based project aimed to complement the new **Scottish Cup Gallery** by celebrating the history of the trophy through a series of learning resources to help share the story of the cup.

4.2 Strand 4 Inputs

The inputs to this element of the project came primarily from:

- A new **Scottish Cup Gallery** designed by *Studio Arc*.
- Staff at the Scottish Football Museum.

- Museum Development Funding from Museums Galleries Scotland.
- David Weir, SFA *Learning Through Football* team.
- Illustrator Glen McBeth.

4.2.1 Gallery Designers **Studio Arc**

Following a tendering process that received three tenders, *Studio Arc* a heritage design company based in Edinburgh were offered the contract to design and build the **Scottish Cup Gallery**. *Studio Arc* designers worked with museum staff between January to October 2023 to develop an interpretation outline with the aim of producing creative content which could ensure a high level of visitor engagement with the Scottish Cup story. As the company's website promotes:

"We use our interpretation skills to develop strong and engaging narratives and provide opportunities for learning through participation"
(studioarc.co.uk).

Studio Arc's design team comprised a 3D designer, a graphic designer and an interpretation planner/project manager. *Studio Arc*'s approach to the **Scottish Cup Gallery** therefore followed some key principles in effective exhibition spatial design and implementation. Their design was centred on creating a visual experience that effectively communicated the 150-year history of the Scottish Cup. To achieve this the design needed to accommodate both the heritage value of the Scottish Cup for Scotland's national game, as well as capture the intrinsic material significance of the trophy itself as a rare object. *Studio Arc* therefore had to understand and interpret the relationship between displaying the Scottish Cup and the museum space within which it was displayed. The end result needed to provide a holistic visual design aimed at enhancing the overall visitor experience.

Studio Arc informed the evaluators of the design purpose and interpretative approach to deliver the new **Scottish Cup Gallery**.

Purpose:

- Create a new Scottish Cup gallery celebrating 150 years of the Cup's history.
- Tell the story of the Cup as both a footballing and cultural icon.
- Highlight its role as a constant presence through major social and historical change.

Interpretive Approach:

- Layered storytelling combining sporting drama with wider Scottish context.
- Celebrate highs, lows, shocks, and pride of the competition.
- Emphasise the Cup as a symbol linking generations of players, teams and supporters.

4.2.2 Staff at Scottish Football Museum

Core staff at the museum, the curator and project manager fed into the Interpretation Planning process with *Studio Arc*. The museum staff identified the new space to be made available for the **Scottish Cup Gallery** which is in the heart of the museum

replacing a previous display called *Scots Away*. The museum built a new wall at the rear of the space to create an enclosed gallery.

Museum staff also worked with the SFA's *Learning Through Football* team and children's illustrator Glen McBeth to develop the learning resources for the **150 Year of the Scottish Cup** web page.

The main design inputs from core staff were:

- identifying the appropriate location for the **Scottish Cup Gallery** in the existing museum;
- conveying the narrative and experiential intentions for displaying the trophy;
- supplying curatorial information and materials based on the history of the Scottish Cup;
- providing advice and feedback on draft designs;
- assisting preparation of the space and installation of the gallery.
- collaborating with the *Learning Through Football* team to develop resource themes and tasks.
- Working with illustrator Glen McBeth providing feedback on draft designs

4.2.3 Museums Galleries Scotland

The Scottish Football Museum were successful in obtaining further funding (£50,058) from the Museums Development Fund M1 of Museums Galleries Scotland to support the development of the **Scottish Cup Gallery**. The funding was awarded to support the museum's objective of "making football accessible for all" as well as celebrating the significant anniversaries surrounding football in Scotland.

4.2.4 David Weir, SFA Learning Through Football team

David Weir is the SFA's Education Liaison Officer for *Learning Through Football*. He is also Glasgow City Council's Physical Education Lead Officer.

Learning Through Football is a collaboration between the SFA and Glasgow City Council. The staff are housed in the SFA offices at Hampden Stadium with responsibility for developing learning resources to fit 7 subject areas in the Curriculum for Excellence. Weir worked with museum staff to use the materials produced by the museum on the most suitable tasks with the objective of creating "suggestive ideas which aim to inspire a connection to *Learning Through Football*" and provide new learning opportunities for use by educators. (see [Learning Through Football](#)). The *Learning through Football* programme uses a steering group of teachers to undertake a quality assurance review of the resources and provide feedback on their use.

4.2.5. Illustrator Glen McBeth

Glen McBeth is an award-winning freelance illustrator based in Edinburgh with extensive experience of design projects aimed at children. McBeth's role was to create a humorous character to accompany the learning resource text based on the Scottish Cup. McBeth worked with museum staff to develop concept sketches of an historic Scottish football-based character to accompany each task.

4.3 Strand 4 Outputs

The outputs from Strand 4 of the project are:

1. the new **Scottish Cup Gallery** in the Scottish Football Museum,
2. the collaboration with Learning Through Football to create the learning resource **150 Years of the Scottish Cup**.

4.3.1 Scottish Cup Gallery

A 'soft' opening of the **Scottish Cup Gallery** was achieved in September 2023. The Gallery was officially opened on Thursday 21st March 2024 marking the 150th anniversary date of the first Scottish Cup Final contested between the first winners Queens Park and runners-up Clydesdale.

The opening event was attended by more than 100 invited guests who heard presentations from Robert Craig (Chairman of the Scottish Football Museum), Lucy Casot (CEO of Museums Galleries Scotland) and Andy Milne (National Lottery Heritage Fund Committee Member for Scotland). The event finished with a recital of a new Scottish Cup poem by Julie McNeill, Makar of the Hampden Collection.

Guests were also invited to join 'An evening with the Scottish Cup' event run by the SFA. This coincided with the last leg of a national tour of the Scottish Cup taking place at the home of Queen Park F.C. the first Scottish Cup winners in 1874, Queen's Park F.C. a short walk from Hampden Park.

The **Scottish Cup Gallery** is a permanent display at the heart of the museum. The title of the gallery is printed in large letters on a lintel above the entrance. Entry to the gallery is also framed by two large half-silhouettes of the trophy on either side of the entrance. The themed design enables visitors to easily identify the dedicated space for the trophy.

Visitor anticipation and suspense are created by use of a partition panel which obscures the view of the Scottish Cup display cabinet on entry into the space. The panel uses bold text to state: "*The Scottish Cup the oldest national football trophy in the world*" and carries a brief description of the Scottish Cup's significance alongside a large image of the trophy.

A sense of 'reveal' occurs as visitors move beyond the entry panel and catch first sight of the Scottish Cup. The designers used the existing display case but aimed to increase its presence by making it the centrepiece of the gallery. Studio Arc explained their approach:

We reclad the case base to tie it in with new finishes in the gallery and designed bespoke lighting including an external halo luminaire to create a column of light and also added new internal case lighting.

The case affords a 360-degree view of the trophy and visitors are able to gain a close-up view of the trophy including all the detailed design and engravings of past Scottish Cup winners.

The gallery's colour palette and graphic themes echo those of the SFA's badge and national team kits using a royal blue background with amber and white typography that captures Scotland's footballing brand heritage. The effect is to create a holistic graphical look and feel for visitors.

The perimeter of the gallery, wrapping around three sides of the visitor experience, contains a high-level timeline presenting the story of the winning teams over the last 150 years since the inaugural 1873/74 season. The timeline integrates large graphics and archive imagery to anchor historical detail along the timeline recalling memorable finals and social impacts of the Scottish Cup. Studio Arc outline the key features of the timeline and supporting content:

Core Exhibition Feature – Timeline:

- Central, high-level timeline from 1873 to present.
- Includes names of all winners, with space for future updates.
- Integrating key facts, firsts, and pullout graphics.

Supporting Content:

- Chrono-thematic interpretation linking football history to social/historical events.
- Use of large-scale, dynamic football imagery to show 150 years of change.
- Layered circular graphics providing contextual images and interpretation.
- Film to bring emotion and impact to the displays

Audience Engagement:

Appeal to football fans, families, and intergenerational visitors.

Focus on participation and informal learning.

Integration of digital content for deeper access and engagement.

The gallery is designed to invite visitor participation, support informal learning and introduce a dynamic sense of the joy and excitement of winning the Scottish Cup. Social history features have been integrated to broaden the appeal of the gallery for visitors who may not necessarily be interested in football. As *Studio Arc* explain on their website:

The gallery aims to engage families and inter-generational visitors as well as football fans. To create context we added layered graphics, highlighting social and historical events in Scotland's story, for each decade of the Scottish Cup. We integrated film and interactive digital content together with object displays to tell the story of the making of the Scottish Cup.
(Studioarc.co.uk)

A large video display is mounted in one corner of the gallery and shows a short feature combining archive material from past Scottish Cup finals with interview footage with prominent Scottish football characters and administrators.

A second display cabinet contains heritage materials related to the engraving process of the Scottish Cup which is accompanied by a small screen video showing archive footage of a replica of the trophy being made courtesy of the BBC.

Finally, the gallery includes an interactive touchscreen with heritage information. The museum staff worked with a local school to design the content and *Studio Arc* clad the kiosk to tie in with the gallery look and feel.

4.3.2. 150 Years of the Scottish Cup

The **150 Years of the Scottish Cup** is a web page are an integrated part of the SFA website Learning Through Football available at

<https://learningthroughfootball.scottishfa.co.uk/spotlight/150-years-of-the-scottish-cup/>

The Scottish Cup materials are one of several ‘Spotlights’ which provide case studies from Scottish football which can link into Scotland’s Curriculum for Excellence. The landing page provides a clearly written and accessible history of the first ever Scottish Cup competition in the 1873/74 season.

The site present pupils with various challenges to explore and research related to key themes on the Scottish Cup. These include ‘Trophy Design’, ‘National and International Scottish Cup’, ‘The Life of an Amateur Footballer’, and ‘Special Memories and Moments’.

Each theme is illustrated by Glen McBeth and presents a series of suggested learning opportunities for pupils to undertake and provides links to external websites with relevant resources or information required to undertake the tasks. Teachers and learners are invited to expand the range of links they can use for the purpose of answering the tasks.

The purpose of the *Learning through Football* platform is to assist educators by providing resources that they can utilise to bring variety to approaches to topics within the Curriculum for Excellence. Weir said that the steering group reviewed the resource to ensure that it met the criteria.

The online resource was completed and launched in September 2023 to coincide with the soft opening of the gallery.

4.4 Strand 4 Outcomes

The outcomes of Strand 4 were evaluated through a survey of museum visitors from its launch in March 2024, a survey of Scottish football supporters in the summer of 2025 and interview with those who delivered the activities in 2025. This part of the evaluation provides insight into visitor engagement with the **Scottish Cup Gallery** and broader knowledge of the value created by 150th anniversary celebrations of the Scottish Cup.

4.4.1 Scottish Cup Gallery Survey

In order to gather visitor information on the **Scottish Cup Gallery** a QR link to a short survey was placed adjacent to the gallery for visitors to complete. The survey received 33 responses from adults aged over 18. While this is a small sample of visitors it does provides some useful feedback on the gallery. Most of the responses were completed within the first three months of the gallery’s opening.

Key Characteristics of Visitors

Two thirds of the respondents were male (67%). A similar proportion of visitors lived in Scotland (61%) with nearly a quarter of respondents visiting from Europe (24%), the remainder from other parts of the UK (12%) and a small proportion from the rest of the world (3%).

Scotland	20
Rest of UK	4
Europe	8
Rest of World	1

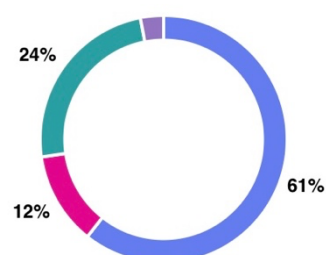


Figure 1: Visitor residence.

Just over a third of respondents were middle-aged (45 and 54), and a quarter were young adults (18-24).

18 to 24	8
25 to 34	5
35 to 44	1
45 to 54	12
55 to 64	4
65+	3

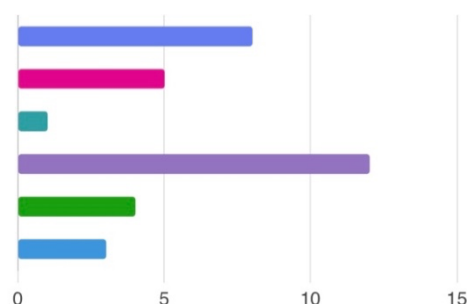


Figure 2: Visitor age profile.

Over three quarters (79%) of the visitors identified themselves as football fans, with Celtic and Rangers the two most supported clubs among respondents. The word cloud (Figure 3) below showcases the range of clubs supported.



Figure 3: Clubs supported by visitors sampled.

Visitor knowledge about the Scottish Cup

We were interested to know visitor knowledge about the Scottish Cup prior to visiting the museum and the difference their visit made to this knowledge. Two thirds of

respondents had not previously visited the Scottish Football Museum and the vast majority (79%) did not know there was a new **Scottish Cup Gallery**.

Although prior knowledge of the **Scottish Cup Gallery** was low, a high proportion (42%) did know the Scottish Cup was the oldest domestic trophy in world football. Just over a quarter (27%) knew 2024 was the 150th anniversary of the Cup. When prompted to say who were the first winners of the trophy more than half correctly mentioned Queens Park (58%).

Visitor responses to the Scottish Cup Gallery

Visitors were asked to say what the most memorable feature of their visit to the gallery was. Half of the respondents mentioned the 'Cup' or Trophy' as being the most memorable feature of their experience. This outcome met a key purpose of the gallery to tell the story of the Scottish Cup as both a footballing and cultural icon.

Other responses are represented in the word cloud (*Figure 4*) below, and it is notable the timeline, engraver display, trophy video and interactive feature to design a trophy are all mentioned as memorable features of the gallery. These responses reflect the aim of creating a new interpretative approach to the Cup display, integrating key facts and pull-out graphics of the timeline, as well as the broader supporting content linking football history with wider themes of social history.



Figure 4: Most memorable feature of the visit

Visitors were also asked why the features of the **Scottish Cup Gallery** were memorable. The most popular response was that it was the 'oldest', with 'interesting' the second most frequent answer. Again, the response serves the purpose of the gallery to highlight the trophy's constant presence through history of the Scottish game.



Figure 5: Reasons why the visit to the Gallery was memorable.

The majority of respondents (81%) agreed that they would recommend visiting the Scottish Cup to others. A similar number (79%) agreed that the Scottish Cup Gallery was essential viewing for visitors to the museum and that visiting the Gallery has deepened their knowledge of Scottish football, a key objective of Strand 5.

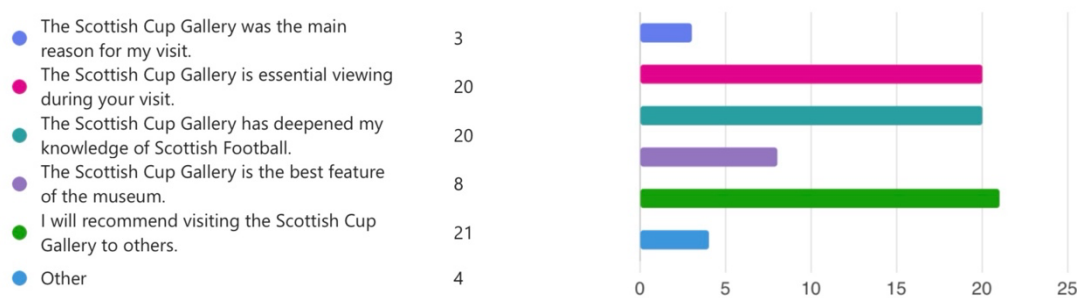


Figure 6: Statements which visitors to the Scottish Cup Gallery agreed with.

Visitors most frequently mentioned the Scottish Cup Gallery was ‘interesting’ and ‘informative’ and mentioned other keywords such as ‘enjoyable’, ‘fantastic’, ‘historic’ and ‘amazing’.



Figure 7: Keywords to describe visit to the Scottish Cup Gallery.

Although the visitor survey is limited, we can confidently conclude some key outcomes of the new gallery:

- **The *Scottish Cup Gallery* is considered essential viewing for visitors to the museum as an iconic feature of Scottish football which they would recommend to others.**
All visitor responses echoed the sense that the gallery should not be missed with the Scottish Cup as its centrepiece.
- **The *Scottish Cup Gallery* created a lot of interest for visitors to the museum, particularly regarding the layered storytelling of the trophy’s history.**
The timelines and layered graphical information produced a positive response from visitors, most of whom highlighted these features as central to the enjoyment of their visit.
- **The *Scottish Cup Gallery* added value to their experience of the museum by deepening visitor’s informal knowledge of the Scottish Cup trophy and competition.**
The keywords visitor used to describe the gallery emphasised its informative nature and educational value.

4.4.2. Scottish Fan Survey

To supplement the visitor survey we also surveyed football supporters in Scotland about their engagement with the ***Football For All!*** project, including questions about

the heritage value and significance of Scottish Cup. The survey received 107 responses having been circulated by the Scottish Football Supporters Association to their members and club supporter groups.

Key characteristics of fans surveyed

Nine out of ten respondents were male football fans who lived in Scotland. Nearly half the fans who responded were over 65 years old (Figure 8). The majority of the respondents (58%) had visited the Scottish Football Museum, just over a third of them (38%) in the last three years which corresponds with the **Football For All!** programme of events.

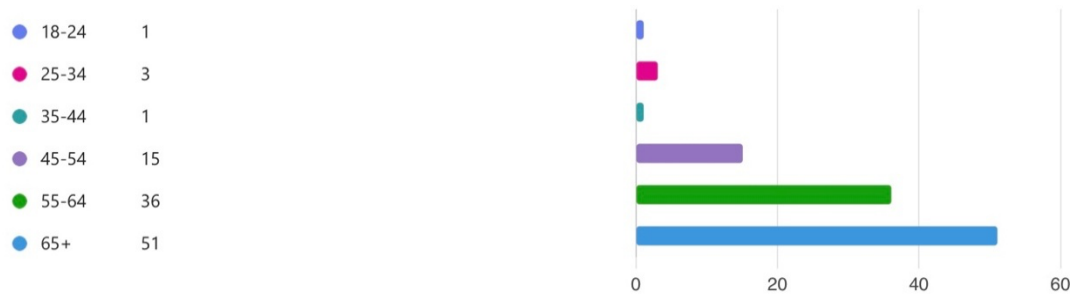


Figure 8: Fan age profile

Heritage Value of the Scottish Cup

Only a very small percentage of fans (15%) surveyed knew about the new Scottish Cup Gallery. However, we asked Scottish fans why the Scottish Cup was special to them. Fans mentioned 'history', 'clubs' and 'trophy' (Figure 9) as the key words to explain why the Scottish Cup is special.



Figure 9: What is special about the Scottish Cup

Scottish fans provided comment on why the heritage of the Scottish Cup is special to them. Here are a select sample of comments:

It is Scotland's most historic football trophy.

It's the most important cup to win in Scotland.

That it is the oldest football trophy in the world.

It's one of the oldest cups in the world and its unique design is known worldwide.

It's the ultimate prize for those clubs other than the Old Firm - perhaps a once in a life time achievement if you're lucky. But it also brings together all of Scottish football in one competition.

The history, plus it's open to large section of the league pyramid which makes ties exciting.

Final game of the season. Best and most historic cup in the world.

The history and the fact it's the oldest football cup in the world and something for us to be highly proud of.

The hope that your team will go on a run and the passion of the small teams in early rounds.

It pitches David against Goliath.

Every club has great history of highs and lows in the competition and fans look forward to seeing who your team draws each season.

Still the best domestic cup competition in the world. We still take it seriously.

The Scottish fan survey reiterates:

- The **value and significance** of the Scottish Cup to Scottish supporters.
- The **importance of the history** of the Scottish Cup and the preservation of its heritage by the Scottish Football Museum.

4.4.3. 150 Years of the Scottish Cup

To evaluate the outcomes of the **150 Years of the Scottish Cup** learning resources we interviewed Jennifer Malone and David Weir from *Learning Through Football* to understand the concept of the resource and its value for teachers and learners.

Weir said that a conference had been held in Autumn 2025 at the museum to showcase the resources available on the platform. Attendees were able to tour the museum and make connections to topics within the platform. Many attendees were able to see how the resource would help them, with one saying at the end of the conference, that they intended to use the **150 Years of the Scottish Cup** resource for a class project including a visit to the museum.

4.5 What went well in Strand 4

4.5.1. Scottish Cup Gallery

The **Scottish Cup Gallery** was successfully designed and installed on schedule for the 150th anniversary celebrations.

The gallery designer *Studio Arc* produced a compelling, interactive and informative display which respondents in our visitor survey agreed is essential viewing for any visitor to the museum. The new gallery enables the museum to interpret and explain the history of the Scottish Cup in more detail than previously possible.

The design of the new gallery echoes the views of supporters that preserving the history and heritage of the Scottish Cup is important. The design of the timeline helps tell the 'David and Goliath' stories of the Cup reflecting the view the Scottish Cup offers hopes and dreams to fans of all Scottish clubs, large and small. The social history timeline adds broader themes beyond football which may appeal to a more diverse range of visitors beyond the football fan.

4.5.2. 150 Years of the Scottish Cup

The educational resources based on the Scottish Cup were successfully produced in collaboration with *Learning Through Football* and launched in September 2023. The learning resources deliver a new range of skills for learners linked to the Curriculum for Excellence.

The development of the learning resource demonstrated the benefits of collaboration within the development of resources and strengthened the partnership between the staff at the museum and *Learning through Football* platform.

4.6 What did not go so well in Strand 4

4.6.1. Scottish Cup Gallery

All expectations of the Scottish Football Gallery were met but there were some teething problems along the way. A delay in gaining a building warrant held back the development of the gallery for several weeks.

Studio Arc remarked on the challenges they faced in remodelling the design case of the Scottish Cup and working with the gallery electrics to supply freestanding case with limited power outlets.

The gallery was due to be completed in July 2023 but was delayed to a soft launch in September 2023. In spite of the delay the museum was able to continue its work on producing text and sourcing archival images for the designers to progress with the project while waiting for the warrant. The project was completed well within the official launch of the gallery on the 150th anniversary in March 2024.

4.6.2. 150 Years of the Scottish Cup

There were no significant challenges to delivery of the online workshop.

4.7 Recommendations

The museum achieved all its plans to celebrate the 150th anniversary of the Scottish Cup in March 2024. It successfully installed a new dedicated exhibition to showcase the Scottish Cup and its history. The museum also successfully collaborated with Learning Through Football to create a new curriculum resource for Scottish schools. The survey's with museum visitors and Scottish supporters suggest:

- The museum continues to promote the new **Scottish Cup Gallery** as one of its major visitor attractions through its various marketing and communications channels.

- The museum continues to update the gallery in future to ensure the new stories from the Scottish Cup are shared and celebrated with its visitors.
- To proactively promote the use of the 150 Years of the Scottish Cup website by schools and young people more generally.
- That consideration is given to building on the strong links with the Learning Through Football team to enhance promotion of the educational aspects of the museum's collections.

4.8 Summary of Strand 4

As demonstrated through the evaluation of Strand 4, the museum has implemented the items that it included under this heading in the project proposal. The inclusion of the gallery at the heart of the museum will continue to attract and inform future visitors across the generations. The learning resource will also provide young people with information about the value and significance of the Scottish Cup in football's rich history and heritage.

Theme 3 – Football Clubs and Communities

Strand 5 – Local Heritage Projects

5.0 Introduction

The evaluation of Strand 5 was based on interviews with key personnel involved in the awarding of small grants to community groups and the review of the associated applications, assessment, awarding of grants and feedback from the community groups selected.

5.1 Strand 5 Plans

Strand 5 aimed to celebrate the 200th anniversary of the world's first football club formed in Edinburgh in 1824 through the awarding of 15 small grants of up to £1500 to help communities celebrate their local football heritage. The Scottish Football Museum believed that the **Local Heritage Projects** would be of interest to local history societies, community groups and football historical trusts.

The **Local Heritage Projects** were a central element of the overall objective to engage with individuals and communities in different parts of Scotland who may otherwise be remote from Glasgow (and less likely therefore to be able to visit the museum at Hampden Park).

Any group or organisation with a formal constitution were able to apply for a **Local Heritage Project** grant. The applications could be made for specific one-off projects or for a series of projects that could include photographic displays; online/digital exhibitions; plays, musicals, heritage trails; physical displays and exhibitions; heritage/anniversary matches; conservation of existing resources; digital projects; learning and engagement.

5.2 Strand 5 Inputs

The inputs to this element of the project came primarily from:

- Staff at the Scottish Football Museum
- The assessment panel
- Local community groups

5.2.1. Staff at Scottish Football Museum

The project manager worked with other core members of staff to develop the format for awarding grants for **Local Heritage Projects**. This involved producing the criteria for the awards, publishing the application form and further information and producing a launch video to promote the opportunity to community football clubs and groups.

The project manager and curator worked together to assess the applications, summarise the projects, score applications and provide guidance to the assessment panel.

Other members of staff were members of the assessment panel.

5.2.2. Assessment Panel

The assessment panel comprised 8 members who were from the museum, the SFA and external organisations. They were asked to be on the panel because of their knowledge and experience with dealing with local community groups, the awarding of grants and the importance of football heritage.

Kate O'Driscoll (Chair) works for Museums Galleries Scotland and was asked to chair the panel because she has experience of assessing and awarding grants and could therefore advise and guide the panel.

Jill McColl is the Heritage and Cultural Officer for North Ayrshire Heritage centre.

Dr Karen Mailley, worked with the Heart of Midlothian Heritage department on the Maroon Mile project.

Paul McNeill is the Head of Community Football for the SFA

Andy Niven is Head of special Projects at the SFA and a trustee of the museum

Robert Craig, is the Chair of the Scottish Football Museum

Neal Ross, is the Chief Executive Officer of the Scottish Football Museum

Gordon Anderson, Trustee of the Scottish Football Museum, and recently retired as Cultural Venues Manager Glasgow Life.

The project manager and curator provided guidance to the assessment panel.

5.2.3. Local Community Groups

The main input to this strand came from the initial applications and subsequent work on the projects awarded grants. The groups which were awarded grants and delivered completed projects were:

- Aberdeen FC Heritage Trust
- Clyne Heritage Society/Brora Heritage Centre
- Football Square Mile
- Hibernian Historical Trust
- Kilwinning Rangers FC
- LEAP Sports Scotland
- Live Borders
- Queens Park FC Foundation
- Saltire Thistle FC
- Seaboard Memorial Hall
- St Johnstone FC Heritage Collection

The successful applicants represented a range of organisations including football clubs, local authorities, heritage and sport charities, community-led organisations and heritage companies. While some of the successful applicants had clear links to

football or sport, others were less familiar with using football as a medium for exploring their local heritage. The groups were geographically spread across the country and represented diverse community groups including the LGBTQI+ community.

Further details about the projects and their contribution to the overall aims and objectives of the **Football for All!** project are given in subsequent sections.

5.3 Strand 5 Outputs

The outputs from Strand 5 of the project are:

1. the assessment process,
2. the completed **Local Heritage Projects**.

5.3.1. The Assessment Process

The call for funding applications for the **Local Heritage Projects** opened on the 29th May 2024 and the deadline for submissions was the 30th of September 2024.

The funding opportunity was promoted across the museum's social media platforms and a call for submission video on the **Football for All!** section of the Scottish Football Museum Website and on the museum's social media platforms. The call for submissions was also formally included in the SFA week of football campaign and shared on their social media platforms.

The video gave an overview of the application process and eligibility criteria. The application form and information with guidance on the **Local Heritage Projects** were available to download through the **microsite**.

The call encouraged a wide range of projects or planned activities, welcoming applications which reflected the diversity of local football heritage broadly defined.

The museum received 28 applications by the deadline.

An initial review of applications was undertaken by the project manager and the curator against the predetermined criteria which had been included in the guidance provided to potential applicants.

The criteria were:

- How the project celebrates and promotes local football heritage.
- How the project engages with the community.
- The level of local need addressed by the project.
- How well researched and developed the project idea was.
- The impact on the local community of the project.
- The deliverability of the project.

27 applications met the funding criteria (one application was dismissed) and were assessed against the published guidelines. A scoring system was adopted along with a written assessment of quality of each proposal. The project manager and curator then prepared recommendations for the panel.

When originally granted at the start of the Football for All! project, funding had been awarded for 20 grants of £1000. As the launch approached the Project Manager was concerned that the increase in cost of living would impact on groups abilities to deliver projects within a limit of £1000. An approach was made to NLHF to request to restructure the grants and make 15 awards of £1500 each to enable the groups a better opportunity to deliver. This request was approved.

The Assessment Panel met in October 2024 to discuss the applications and award the grants. Ahead of the meeting Panel members were given copies of each application and the initial scoring and assessments. At the meeting, the project manager and the curator provided a short summary of each application and talked through their assessment. To ensure the impartiality of the panel, members left the discussion when projects put forward by an organisation that they had a connection to was being considered. The Panel deliberated the proposed projects and agreed on the final ranking of the applications, which were recorded by the project manager.

At the start of the assessment the panel was looking to make 15 awards. However, having made their assessment the result was 11 projects that scored in the high or medium range. The panel deliberated whether to award grants to projects that had attained lower scores. With the guidance of the chair, who has extensive experience of awarding grants, the panel decided to award 11 grants and allocate the remaining monies to a contingency fund that could be accessed by projects should they need it.

Applicants were notified of the panel assessment by the 31st of October 2024. Successful projects were publicised by the museum on the **Football For All!** section of the museum website.

The successful applicants undertook their projects between February and September 2025. All **Local Heritage Projects** subsequently submitted a final report detailing delivery and self-evaluation of their projects.

5.3.2. Completed Local Heritage Projects

The following are summaries of the successfully funded **Local Heritage Projects**.

Aberdeen FC

Project title: *The sporting and social history of grounds where football was played in the south of Aberdeen at senior level by the clubs which amalgamated in 1903 to form Aberdeen FC.*

The grant funded a project to research and record the sporting and social history of grounds where football was played in the south of Aberdeen at senior level by the clubs which amalgamated in 1903 to form Aberdeen FC. The outputs of the project were used to produce display boards which were taken to a number of locations as part of meetings and reminiscence sessions to promote discussion and memory.

Clyne Heritage Society/Brora Heritage Centre

Project title: *Brora Football Heroes.*

The grant funded a project celebrating the unique football heritage of Brora and the wider Clyne Parish and the contribution to Scotland's football heritage. The project used photos, archive material and artefacts to promote awareness of the rich football

history in the area and to promote discussion at football memories events. Interviews were undertaken to provide material for a listening station at the new museum. A film maker was engaged to run film making workshops and develop a film. A booklet detailing local football heritage and was produced. The project was also a means to engage with young people at the local high school and one of the local primary schools.

Football Square Mile

Project title: *Football Poetry Competition in Inverclyde Primary Schools.*

The grant funded a project which worked with primary schools in Inverclyde to encourage pupils to write poems about football history. The competition prize was for the best poem to be printed in the Scotland V England International match programme. The project produced information packs for class teachers on both local football history and tips on writing poetry that could be used with the class. This proved very popular with hundreds of poems submitted.

Hibernian Historical Trust

Project title: *Display cabinet*

This grant was used to purchase moveable glass display cabinets to allow further examples of Hibernian FC club memorabilia to be displayed to visitors to the stadium.

Kilwinning Rangers FC

Project title: *Creation of small museum at the club building.*

The grant supported a project which enabled the delivery of a football museum in the Colin Evans Suite of the Club Building. Through interaction and collaboration with former players, committee members and supporters the project team gathered a host of items, iconic photographs, medals, trophies that they were able to exhibit and thereby tell their story of 125 years of Kilwinning Rangers FC. The project gathered so much material it needed to expand the size of the museum area.

LEAP Sports Scotland

Project title: *Football v Homophobia Scotland Oral History Archive.*

The grant enabled this project team to create the first ever LGBTIQ+ football oral history archive in Scotland, recording and preserving oral history interviews with LGBTIQ+ fans, players and officials across different levels of the national sport. Clips from each of these interviews have been compiled into an online audio exhibition, alongside illustrations by LGBTIQ+ illustrator and grassroots footballer, Maha Ghani. The exhibition was officially launched at Football Pride UK.

Live Boarders

Project title: *Borderline Football.*

The grant funded a project designed to increase awareness of the origins of early football in border towns. Using information that was already held, six A1 interpretation boards were produced covering origins of medieval street football; the Carterhaugh Game of 1815; each surviving Border game; 'lost games'; and interesting anecdotes from early local women's and 'international' football. The boards were supplemented by photo displays, reproduction ba's people could handle, and three refurbished showcases in which ba's from the local museum services collections were shown. These were used as the materials for a 'Football on

the Road' travelling display which was seen by local people, ba' game players and visitors. The roadshow was seen at 4 ba' games, a children's football festival and a local care home.

Queens Park FC Foundation

Project title: *Football Heritage Project*.

The grant enabled a project to develop a programme to be delivered at Kingspark Primary School over an eight-week period. The programme was designed to celebrate Scotland's rich football heritage while encouraging pupils to engage in physical activity, teamwork, and community values through the sport. Sessions were delivered weekly within the school, free of charge to all participants. Activities combined practical football sessions with elements of learning about the history and culture of the game, with the aim of helping pupils to develop both their sporting skills and an appreciation of football's role in Scottish life. The grant also enabled the programme to be delivered free of charge thus increasing accessibility across the school community.

Saltire Thistle FC

Project title: *The Saltire Thistle Story*.

Saltire Thistle Football Club is Glasgow's longest running inclusive football team. Founded in 2010, the club has a diverse, mixed ability membership. The grant supported the production of a podcast that documented the oral histories of club members over the last 15 years, highlighting the personal stories of its members and documenting the club's history of providing welcoming access to football for a generation of LGBTQI+ people in Glasgow and the West of Scotland. Writer and podcaster, Jonathan O'Neill, was commissioned to deliver a three-episode audio series, interviewing Saltire Thistle FC members past and present to capture the club's oral history. There was also engagement with other groups who champion inclusive sports, in order to capture a wider picture of the LGBTQI+ community within Scottish football.

Seaboard Memorial Hall

Project title: *Looking Back" The History & Heritage of Football in the Seaboard Villages*.

The grant supported a project which researched and archived the rich history of football in the Seaboard Villages, spanning the last 100 years. The work culminated in the production of an exhibition and documentary film that captures the enduring passion for football within the local coastal communities. Through personal stories, archival footage, and historical records, the project preserved this important aspect of local heritage for future generations, celebrating the role football has played in uniting and inspiring the villages. The exhibition was housed at the hall and there was a premiere for the film held at the hall with it being accessible on the hall's social media.

St Johnstone FC Heritage Collection

Project title: *Display cabinet*.

This grant was used to purchase professional, Perspex display cases to enhance exhibition and display of the St Johnstone FC Heritage Collection.

5.4 Strand 5 Outcomes

5.4.1. Short-term

The aim of awarding of grants for **Local Heritage Projects** was to empower individuals and local groups interested in football heritage to research, highlight and celebrate local heritage potentially bringing wider social, economic and cultural value to local communities across Scotland.

- ***The first key outcome of Strand 5 has been the celebration and promotion of local football heritage far beyond the collections of the Scottish Football Museum.*** The engagement in the research and exploration of football heritage across the country through the funded projects has demonstrated the appetite for learning more about the local heritage and area through the medium of football.
- ***The second key outcome of Strand 5 has been the promotion and sharing of local heritage to benefit local communities.*** For some of the projects the beneficiaries have been small local communities, such as existing supporter groups or individual schools or heritage groups. These discreet projects have benefited specific local communities by expanding their knowledge about local football heritage of through the stories of local people and their families. Other projects were more expansive in their reach, sharing information to wider audiences either through touring displays, across multiple locations, or communicated more widely online through films, podcasts and online exhibitions. One of the touring exhibitions encountered not just people from the local area but visitors from elsewhere in Scotland, England and the USA. Several of the projects have experienced visitors bringing their own collections and football memorabilia to share with the project team. In some cases, material items related to football in the community were donated to the group thereby indicating an increased understanding of the value and significance of all forms of heritage memorabilia.
- ***The third key outcome of Strand 5 has been the empowerment of individuals and local groups to research, highlight and celebrate local stories.*** For some of the individuals and groups the work for the project has been an extension of their usual interests but for many others football is a new area of research. This has expanded local people's knowledge and encouraged communities to see football as a medium for sharing local heritage and stories. It has also empowered the funded organisations to think about different ways to highlight and share local stories through outreach activities which have taken football stories to the community.
- ***The fourth key outcome of Strand 5 has been the support for people to develop research and dissemination skills focused on celebrating football heritage.***
The final reports from grant awardees addressed the varied skills learnt and demonstrated by those involved in the projects. Examples include:
 - developing oral history interview skills
 - interpreting intangible heritage for exhibitions

- dissemination and communication skills through productions such as films, podcasts or online exhibitions.

A couple of projects developed curatorial skills managing heritage materials shared by the community. In some case this required flexible working to adapt to managing large volumes of materials as the requests for heritage items from the community exceeded expectations. Other projects reported developing softer skills such as making new connections, or enhancing employee personal development through improved teamwork, communications, patience and abilities to resolve challenges through compromise. To be flexible but remain committed. A number of projects also reported developing their abilities to meet requirements for inclusion and accessibility when developing the online exhibitions. There were also examples of collaboration between organisations to assist in celebrating football heritage. An important example of this is LEAP Sports Scotland who worked with the National Library of Scotland to curate Scotland's first oral history archive based on the LGBTQI+ community's experiences in football.

- ***The fifth key outcome of Strand 5 has been the knowledge gained about using football as a heritage medium to connect people.*** In describing what projects had learnt, many also reported gaining knowledge about the power of football to assist in telling stories and engaging a wide range of people. Project members reported they had not previously realised how great a tool football is for engaging people and communities. Football, it was argued, is a powerful means for people to appreciate local heritage from a different perspective. One project found that a combination of educational and practical sessions helped to aid learning. For another, talking about a common interest in football encouraged people to share their stories and their wide range of experiences which in turn assisted others in the group. New knowledge was also developed about the heritage value of football-related collections and the need for preservation of materials and memories.
- ***The sixth key outcome of Strand 5 is the range and diversity of people that the projects reached through football.*** While some of the projects were aimed at those who may be seen as 'traditional' football fans, others reached more diverse audiences which ranged across generations (schools and care homes) and communities of interest not traditionally connected with Scottish football culture. The traveling exhibitions were able to take the stories to a wide range of audiences many of whom were in groups not associated with football. Two of the projects focused on those from the LGBTQI+ community with an interest in football. A key outcome of these projects has been to challenge stereotypes in Scottish football and heritage. Overall, the projects took stories about football to an audience much broader than the museum's core following of football fans. The projects were also geographically spread and therefore brought stories to those who may not have the opportunity to visit the collection at Hampden.

5.4.2. Medium and Long Term

Scottish Football Museum

The project manager and curator of the museum recognise that local people and local communities are experts in their own fields and can therefore inform and educate the 'experts' in the football museum to better understand Scotland's history and heritage. This knowledge and expertise can be used to assist the museum at the planning stage of mapping out stories and themes for exhibitions in the future.

Local Heritage Projects

The projects funded by the grants all had an immediate nature and were about delivery of an output by a deadline. These were achieved and resulted in a number of very positive outcomes across the country.

Although individual funded projects have been completed most of the awardees have identified medium-and-long term outcomes from the work undertaken. These include:

- Display cabinets that will continue to be used for a number of years.
- Continuing to gather information and stories as during the project's exhibition 50 more people came forward to be interviewed.
- Planning a football exhibition in 2026.
- Requests for the travelling exhibition to visit more places and groups.
- Taking the work on one football ground in Aberdeen as the model to replicate heritage projects for other grounds – subject to funding.
- Requests for more joint working to share exhibitions with care homes and reminiscence groups.
- Reaching out to the community and in particular schools to come and visit a club exhibition so the learning is shared more widely.
- Using the newly gained understanding of the value of football heritage with the community into future projects.
- Expanding the bank of oral history interviews.
- Working with the National Library of Scotland to extend the first archive in Scotland of the experiences of fans, players, managers and officials of football who are part of the LGBTQI+ community.

5.4.3. External factors

The external factors impacting on the **Local Heritage Projects** were those experienced by the project groups. While there were unexpected issues for some of the groups, they all adapted and adjusted and completed their projects as intended albeit one had an outstanding output which will have been completed by the time of this report. In addition, they have reported that the delay and adjustments to the output will result in it reaching a wider audience of school children.

5.5 What went well in Strand 5

5.5.1. The call for submissions and the assessment process

The call for submissions produced 28 applications which is a reasonable number of the funding available. 27 of these met the criteria and were assessed.

The assessment process worked well and involved those outside the Scottish football museum to bring an element of independence to the process. The project manager felt that in particular the knowledge and experience of the chair of the assessment panel assisting in the selection of an appropriate number of projects that would deliver.

The process was clear from the outset, and all applicants were made aware of both the process and the criteria that were to be used for assessment.

All 11 projects that were funded delivered their projects.

The project manager was very pleased with the outcome of this element of the overall project. The diversity of community groups, not all with a football background and the creativity of the projects exceeded expectations.

5.5.2. Completed Local Heritage Projects

The projects delivered the expected outputs, with the exception of one end of project celebration and the majority exceeded expectations with regard to both outputs and outcomes.

The projects were exciting, and many were innovative. They all met the main objective to celebrate and promote local football heritage far beyond the collections of the Scottish Football Museum.

The outcomes also met many of the objectives of the wider ***Football for All!*** project.

Those involved in the projects have developed new skills and experiences.

Local heritage within local communities has been shared with a very large number of people across a number of communities and has included those who would not be the usual visitors to the Scottish Football Museum.

5.6 What did not go so well in Strand 5

5.6.1 The call for submissions and the assessment process

The original closing date for submissions was to have been August, but it was pointed out that schools would be on holiday at this point and may therefore miss out on an application. To address this, the deadline was extended to September.

The project manager had produced a timetable for pre-assessment of the projects with the curator ahead of the panel meeting. However, this had not taken into account how many groups would submit their applications on the actual deadline date. This meant that there was a lot of work in a short period of time. In any future project, time to accommodate deadline submission will be built in.

Four of the projects asked for extensions to complete their activities. The project manager was able to accommodate a short extension for three of the projects and agreed to a single one-month extension to the 15th September. The limitation on extensions was due to reporting requirements for the evaluation.

5.6.2. Completed Local Heritage Projects

As indicated above, the issues that may have arisen for the project groups were mainly worked through and did not significantly impact the end outputs. For some the challenges were linked to an underestimation of the interest that the project would generate.

The issues included:

- Changes to project schedules due to availability or timetable changes in other organisations. For one group this meant that they did not fully complete the project by the deadline of the 15 September. The piece of work was subsequently programmed, and the group anticipated a better outcome than originally expected. However, because it was past all deadlines, it could not be included in the final report or this evaluation. For one other group this meant that an end of project event did not take place.
- Items costing more than originally estimated.
- Finding that the original project outline was too broad and needed to be reduced due to the volume of information found on one aspect.
- Unexpected expense to display items that were donated appropriately.
- Underestimating enthusiasm for a project and needing to adapt to deal with this.

5.7 Recommendations

The museum launched a grant fund, made awards, supported groups and have enabled the celebration and promotion of local football heritage far beyond their collections. The project outputs and outcomes have been of a high standard and have sparked interests that will continue to grow across the coming years.

The museum has exceeded what it set out to do and therefore the recommendations here are about opportunities to build on this strong foundation. The recommendations are:

- That the museum considers seeking future funding to offer another grant fund.
- That consideration is given to maintaining links with the projects to enable expert guidance to be offered to those who wish to expand and build on their projects.
- That links with those working with the LGBTQI+ community are maintained to expand the reach of the museum.
- To consider which of the projects can inform future exhibitions at the museum.
- To explore whether any of the work of projects that visited care homes and reminiscence groups can be used in the work of the memories groups in the areas of the projects.

5.8 Summary of Strand 5

As demonstrated through the evaluation of Strand 5 the museum has implemented the **Local Heritage Projects** as set out in their grant proposal.

The offer of small grants for football heritage work proved very popular and resulted in 11 excellent projects.

This has provided a strong foundation for further development as indicated in the recommendations above.

Overall, the museum has more than met its aim to celebrate the 200th anniversary of the world's first football club through the award of small grants to help communities celebrate their local football heritage.

Theme 4: Football Origins

Strand 6: Showcasing Collections (*Scotland's Football Origins 1424-1873* and Digital Archive)

6.0 Introduction

The evaluation of Strand 6 was based on interviews with key personnel involved in the digitalisation project to showcase Scottish Football Museum collections and the associated collections of partner organisations from the heritage sector. It is also based on evaluation of the microsite developed by digital design company *Made by Crunch*.

6.1 Strand 6 Plans

Strand 6 aimed to celebrate 600 years of football in two activities:

1. the development of ***Scotland's Football Origins 1424-1873*** online digital gallery, and
2. the development of the Scottish Football Museum ***Digital Archive*** based on the selective digitalisation of the museum's heritage collections.

Both projects were designed to increase public access to the collections and were hosted on a new digital **microsite**.

6.1.1 *Scotland's Football Origins 1424-1873*:

The Scottish Football Museum sought to engage with a wider community, particularly the museum and library sector to identify, access and digitally display materials to showcase the origins of football in Scotland. The significance of the objects would be highlighted and if appropriate the organisations would be publicised. Based on known historical information about the origin story of football in Scotland the museum identified specific items as being desirable for the gallery. These were:

- The 1424 Act of Parliament and 1824 cashbook of the Foot-Ball Club (both held at National Library of Scotland).
- The oldest football trophy in the world (1851 medallion from Argyll and Sutherland Highlanders Museum).
- Medieval Football - the oldest in the world (Stirling Smith Museum).
- 1818 football painting, "A Village Ba' Game", (McManus Gallery, Dundee).
- Medieval football references within Perth's trades guilds (A.K. Bell Library).
- Archives from the Queen's Park FC collection (Scotland's oldest Association Football club).
- Archives from the Edinburgh Academical FC collection (Scotland's oldest Rugby Football club).

6.1.2 Scottish Football Museum ***Digital Archive***

Through a programme of digitalisation, by transforming the delivery and digital access to collections, the museum developed the **microsite** to make Scottish football heritage materials available for the first time. A primary objective of the new ***Digital Archive*** was to help support research and reference work on the history of Scottish football at local, national and international levels. The expectation is that the

Scottish Football Museum will use the project as a starting point for digitising more of their collections, continuing to add content to the **Digital Archive** for years to come. Preservation of the significant but fragile paper-based collections through digitisation helps promote a more sustainable approach to the collections, both in terms of ensuring a more environmentally sustainable and inclusive access to collections. It ensures communities around Scotland, and internationally, will be able to access and enjoy Scotland's footballing heritage without having to travel to the museum itself. This reduces carbon emissions connected to this aspect of the project.

6.1.3 Scottish Football Museum Microsite

The **microsite** was designed to host **Scotland's Football Origins 1424-1873** gallery and the **Digital Archive**. The **microsite** was also the platform used for applications to the **Local Heritage Grants** for community-based football heritage projects (see *evaluation for Strand 7*). Developing the **microsite** has the intention of providing a legacy resource which lives on beyond the **Football For All!** project. It shall remain embedded as a permanent link from the Scottish Football Museum website. In doing so, it shall remain the host platform for the **Digital Archive** and attract traffic from individuals and organisations wishing to research local and national football records.

6.2 Strand 6 Inputs

The inputs to this element of the project came primarily from:

- **Microsite** development by *Made by Crunch*
- Staff at the Scottish Football Museum

6.2.1 Developers *Made by Crunch*

Following a tendering process, *Made by Crunch* were offered the contract to build the **microsite**. *Made by Crunch* create digital tools and products for a range of clients and are based in Glasgow. They have previously worked with the SFA and were also invited to tender their interest to build the **microsite**. The creative team had already interacted with museum staff as part of their work developing the Euro 2020 website for the SFA, had been very interested in the work of the museum and decided they would tender for the project. They were delighted to have been selected from a shortlist of three.

The original brief for *Made by Crunch* was to create a standalone **microsite** for the **Football for All!** project. *Made by Crunch* were redesigning and refreshing the entire museum website as well as taking over the site hosting. During this process, *Made by Crunch* advised the museum that for a variety of reasons, not least the intended longevity of the outputs, it would be better to have the **microsite** integrated into the main website. The plan was to create a Football for All! section, accessed through the landing page of the main website. The section would have its own colourway, which while giving it its own identity also ties in with the rest of the website and therefore would have a look and feel that both separated and connected it to the museum website.

The creative lead for *Made by Crunch* said that once they had agreed on an integrated structure of the **microsite**, the main learning experience was to create a digital solution with the architecture and functionality adaptable to different archival

materials and formats which would be future proofed for decades. It was also crucial the museum staff could add material to the **Digital Archive** themselves without going back to *Made by Crunch*. This would make the ongoing operational processes and management of the archive economically viable. *Made by Crunch* aimed to make the **Digital Archive** more manageable and sustainable for their clients by building in the ability to change or update the **microsite**.

Made by Crunch redesigned the museum website, developed the platform for the **microsite** and created the searchable **Digital Archive** and delivered these in **March 2023**. They designed the layout for the **Scotland's Football Origins 1424-1873** gallery which launched in **May 2024**.

6.2.2 Staff at Scottish Football Museum

Core staff at the museum, the curator and project manager, were initially involved in the design brief for the **microsite** and their knowledge made the process of mapping and designing the website very straightforward.

It was also the core staff who created the list of the objects based on their expertise in Scottish football history to be included in the **Scotland's Football Origins 1424-1873** gallery and made the connections to obtain the images of the objects from other Scottish galleries, museums, libraries, schools, stately homes and football clubs. Core staff wrote the descriptors for the objects.

Additional staff were subsequently involved in beginning the process of digitising the materials for the archive. This remains an ongoing process.

6.3 Strand 6 Outputs

The outputs from Strand 6 of the project are:

1. the overarching **microsite**,
2. the collaborative gallery for **Scotland's Football Origins 1424-1873**,
3. and the searchable **Digital Archive**.

While not directly part of Strand 6 programme of work, the **microsite** also hosted the call for submissions for Strand 7 the **Local Heritage Grants**.

6.3.1 The collaborative gallery for Scotland's Football Origins 1424-1873

The gallery can be found on the **Football for All!** tab on the landing page for the museum website. The **Scotland's Football Origins 1424-1873** gallery has 19 digitised images of key heritage materials which help tell the origin story of football in Scotland spanning five centuries between the first recorded mention of football in 1424 to the formation of the Scottish Football Association in 1873.

The website uses an intuitive timeline design moving chronologically across the page from left to right. Clicking on an image of football heritage produces an enhanced pop-up image of the item with a detailed explanation of its significance to the history of Scottish football, related links to the website of the host organisation of the object, as well as links to relevant heritage sites in the location. There are over 20 other organisations referenced with links to their websites. These range from National Galleries of Scotland to local museums, libraries to schools and stately homes to

sports grounds. As well as Edinburgh and Glasgow the locations of objects include Dundee, Duns, Hamilton, Irvine, Perth and Stirling. The items include all those suggested at the planning stage.

To ensure inclusivity, the gallery contains significant markers of the history of women's football in Scotland and provides a link to Scottish Women's Football. As the gallery is an integral part of the overall Scottish Football Museum website and does not require a login, the exact number of people who clicked on the link cannot be determined. Nevertheless, the gallery is given due prominence on the museum homepage and is readily accessible to online visitors.

6.3.2 The *Digital Archive*

The ***Digital Archive*** can be found on the ***Football for All!*** tab on the homepage for the Scottish Football Museum website. Access is via a login obtained through a short registration process. There is also a separate direct tab on the homepage to the login for the archive. The decision was taken to have the registration requirement so that the museum could have more information about who is using the archive. It also acts as a digital safeguard to the special collections, such as AI searches or misuse of the digital collection. Currently there are 447 registered users and there have been 12,614 page views since the launch in March 2023. It was always intended that this would be for specialist use by researchers (students, academics, biographers, historians) rather than casual users.

At the time of this report, the archive holds 101 elements from three collections – SFA minutes, SFA annuals and the Tommy Walker XI Archive from 1945. The archive includes SFA minutes for most years between 1879 and 1929 and then two years from the 1930s and one from the 1940s. These entries all have multiple pages within each record, which cumulatively adds up to a considerable amount of digitised information available from the formative official records of the SFA. There is an annual for each year between 1875 and 1900. Again, all these items contain multiple pages with information on associated clubs, SFA membership, football grounds and travel arrangements, club colours and club secretaries as well as a plethora of contemporary advertisements from the historical period, many related to football equipment and clothing.

The ***Digital Archive*** is searchable by collection, decade or organisation. Clicking on an item enlarges the image to a high resolution and enables navigation through every page of the document.

An initial small selection of items was digitised by the museum's visitor services officer and then transferred to *Made by Crunch*, to be uploaded ahead of the launch in March 2023. The remaining items in the archive were digitised by the museum's visitor services officer and then uploaded. The process was more challenging and time consuming than anticipated and was required to be carried out alongside core duties as there was no budget for additional resources. This resulted in the process taking longer than anticipated.

6.3.3 Local Heritage Grants

The **microsite** hosted the call for submissions for bids for the **Local Heritage Grants** (see *evaluation of Strand 7*). This constituted a video introducing the grants,

explanations of how to apply and paperwork to download. The web page was then used to publicise which groups had secured a grant.

6.4 Strand 6 Outcomes

6.4.1 Short-term

The **Scotland's Football Origins 1424-1873** gallery has brought together nineteen artefacts from across Scotland that people can view online from wherever they are in the world.

- ***The first key outcome of Strand 6 has been to reinforce the benefits of collaboration between heritage organisations across Scotland.*** The research and innovation of the gallery reveal the heritage value of creative curation of disparate materials into a holistic story. The heritage links to materials held across a diverse range of places and organisations has produced a compelling timeline of the origin of football in Scotland. Some of these links are more obvious than others, but this means the timeline will have enduring resonance for new visitors to the site. It is not possible to quantify, but it can be envisaged the collaborative approach by the museum will have an impact on visitors for the other organisations be it online or in person.
- ***The second key outcome of Strand 6 has been the digital preservation and online access of material collections at risk due to factors such as environmental decay or intrinsic factors such as paper frailty or rust from staples.*** This resource is intended for those who are researching information rather than casual visitors. The use of a login has meant that it is possible to determine the number registered which currently stands at 447. The materials that have been digitised are old and fragile and it would be impossible for that number of researchers to view them while maintaining them in a viable condition. We have also noted the benefits for reducing carbon emissions by removing the need for researchers to visit the museum to conduct research. The environmental sustainability of the **Digital Archive** will steadily grow as more materials from the museum collections are digitised and uploaded. It has not been possible to obtain direct feedback from end-users of the **Digital Archive**, but it has been possible to witness the research in action, in terms of the minutes and annuals being used to inform information on club websites and Wiki's. A good example can be seen with the Wiki article on 'Westburn FC / Rutherglen FC' which quotes from the Scottish Football Annuals of 1884-5 and 1885-6 and the SFA minutes of 14 Sept 1886. [https://en.wikipedia.org/wiki/Rutherglen_F.C._\(1875\)](https://en.wikipedia.org/wiki/Rutherglen_F.C._(1875))
- ***A third key outcome of Strand 6 has been the additional skills obtained by staff.*** The digitization of the annuals involved the visitor services officer receiving training on scanning the material. The entire curatorial staff and members of the front of house team received training on updating and editing the new website.

6.4.2 Medium and Long Term

As new artefacts are uncovered with regard to the early history of men's and women's football in Scotland, these can be included in the gallery. In addition, further collaboration work may be inspired by this project.

The archive is a long-term project that will continue to grow as resources and capacity allow. It is already helping to preserve fragile materials for future researchers to access and use and this will increase as more materials are added. Staff skills will continue to be enhanced as they undertake more scanning of materials and work on the website.

6.5 External factors

There were no external factors that influenced or impacted on the design and creation of the collaborative gallery for Scotland's Football Origins 1424-1873 or the digital archive.

There were no external factors that influenced or impacted on the design and creation of the overall **microsite**.

6.6 What went well in Strand 6

6.6.1 The collaborative gallery for *Scotland's Football Origins 1424-1873*

The gallery was created as intended and contained all the pieces it set out to display from the start of the project. There was positive interaction with other museums and galleries and displayed items from sources that may not be linked to football. There is detailed information provided for each item and links to the host organisation.

This part of the project met the majority of its objectives and provides a valuable resource for the general public about the origins of both men's and women's football in Scotland.

6.6.2 Digital Archive

The archive has been created as planned and offers access to a body of heritage paperwork that would otherwise be inaccessible to the majority of researchers or the general public. To date there are 447 registered users and this number is growing. Additionally, the archive provides space to continue the work of digitisation which preserves and protects fragile documentation while enabling straightforward access to it. Work on the archive has also provided additional skills for a number of the museum staff.

6.6.3 Microsite

The decision to incorporate these aspects within the main website means that the work emanating from the project remains integral to the wider work of the museum. There is no requirement to maintain a separate site and the museum staff are able to make necessary changes, additions or deletions to the contents as necessary.

6.7 What did not go so well in Strand 6

6.7.1 The collaborative gallery for *Scotland's Football Origins 1424-1873*

For this part of the overall project, all expectations were met.

6.7.2 Digital Archive

While satisfactory progress has been made in the digitisation of delicate archives, the process is taking longer than expected. Training staff to digitise and upload material is beneficial in the long term for both the museum and staff. While digitisation has progressed, the process to upload and catalogue the material is more onerous and time consuming than anticipated. This means that expanding the archive is more resource intensive than expected and as staff need to undertake this work alongside their core role, it has progressed more slowly than anticipated. The benefits of the digitisation do outweigh the slower progress in the long run through protection of the documents and wider access.

6.8 Recommendations

The museum has implemented its plan to celebrate 600 years of football through both the development of a virtual **Scotland's Football Origins 1424-1873** gallery and the digitisation of parts of the heritage collections within the museum to increase access via the **Digital Archive**. Both the gallery and archive are present on the museum website and are accessible from the homepage. The museum has achieved the majority of what it set out to do and therefore the recommendations here are about opportunities to build on this strong foundation.

- That the museum ensures that these areas of the website are appropriately maintained to ensure they continue to provide the service that it set out to do.
- To seek resources to enable an increase in the rate at which items are digitised and added to the archive. This would both help in the preservation of documentation and widen research opportunities.
- To proactively promote the use of the Digital Archive by researchers, including schools, colleges and universities, as well as biographers and historians. This may require more innovative use of the collections across the Curriculum for Excellence, collaborative research programmes with universities and promotion of the archive to private researchers.
- To explore ways in which there may be ways in which those outside the gallery or museum sector can contribute to the origins of football narrative. This would both promote the museum and its collections and continue to support the central theme of the overall project that football is for all!

6.8 Summary of Strand 6

As demonstrated through the evaluation of Strand 6, the museum has implemented the items that it included under this heading in the project proposal. The inclusion of the gallery and archive within the main museum website has ensured its visibility, maintenance and future development. This has provided a strong foundation for further development as indicated in the recommendations above.

Overall, the museum has met its aim to celebrate 600 years of football through both the development of a virtual 'origins of football' museum gallery and the digitisation of parts of the heritage collections within the museum.

Concluding Remarks

Football For All! was prompted by the Scottish Football Museum's desire to celebrate a series of significant anniversaries in Scottish football. The notable anniversaries in Scottish men's football included the 150th anniversaries of the world's first international football match between Scotland and England in 1872, the formation of the Scottish Football Association in 1873 and the creation of the Scottish Cup competition in the same year. The notable 50th anniversaries in women's Scottish football were the formation of the Scottish Women's Football Association in 1972 and the first international match between Scotland and England later that year. The anniversaries have acted as milestones in the histories of women's and men's football in Scotland, around which the museum anchored its aim to showcase the value of Scotland's football heritage to the global game.

The evaluation of **Football For All!** required the research team from the University of Stirling to assess the delivery of six strands of heritage activity (interconnecting the past, present and future of the Scottish game) over a period of three years organised under four overarching themes. As this report has shown the Scottish Football Museum and its collaborating partners have not only succeeded in the delivery of these workstreams but have created outstanding legacies for the heritage of Scottish football and its various stakeholders.

The jewel in the crown of these legacies is the **Scottish Cup Gallery** which now rightfully has a dedicated display at the heart of the museum. The new gallery has transformed access to the story of the Scottish Cup through a compelling timeline, interactive unit and accompanying educational resource. It was apparent from the surveys of visitors and Scottish football supporters they feel the Scottish Cup is central to the heritage of the national game and essential viewing for any visitor to the museum. The **Scottish Cup Gallery** is now a major attraction for visitors to the museum. The interpretation of its history and heritage will deepen visitor knowledge and add great value to the overall visitor experience for many years to come.

Other strands of activity have also produced lasting legacies for the museum and its stakeholders. The digitisation of the Scottish Football Museum's key collections of SFA annuals and minutes, reaching back to origins of organised football in Scotland, opens access to the tangible heritage of the game with greater scale and quality than previously available. **The Digital Archive** is now a unique resource for historians, genealogists, biographers, learners and the curious to explore the details of how football took hold and flourished throughout Scotland. The new digital resource is central to the preservation efforts of the museum. This report recommends the museum continues its efforts to enhance the digital accessibility to its collections going forward. The evaluation also suggests the online gallery of **Scotland's Football Origins** acts as a highly useful primer for exploring key materials from Scotland's footballing past. The report recommends the museum continues to proactively seek collaborations with outside organisations and individuals who can add further value to the museum's central mission to tell the story of Scotland's national game.

The museum continues to lead the world's foremost football reminiscence project in partnership with Alzheimer Scotland and Scotland's library sector under the auspices

of Memories Scotland. The development of a new reminiscence resource, the **Scottish Legends packs**, continues the museums' pioneering work to support the connectivity of older people, some living with dementia, through triggering memories of football and wider cultural experiences. The positive feedback the researchers received from football memories co-ordinators was unequivocal. The **Scottish Legends packs** are not only a much-needed update on previous football reminiscence cards, but also future proof their value for future generations of older people who can recall Scottish players from the 1960's to the 1990's.

Throughout the evaluation and across the three years of activity it is apparent the temporary exhibitions and heritage projects have increased the visibility of the museum to the public. **The History Makers** and the **One Game Many Nations** photography exhibitions were important interventions in diversifying existing heritage of Scottish football. Prior to **The History Makers** exhibit Scottish women's football had received minimal exposure within the museum and arguably in any other public context. Giving prominence to the women's game, celebrating the achievements and the 50th anniversary of the Scottish women's national team since 1972 was revelatory. Disparate items and stories on women's and girl's football in Scotland were brought together for the first time and given equal status as the anniversaries of the men's game. This was groundbreaking and significant and over the period of the **Football For All!** project the museum has continued its role in championing the heritage of women's football in Scotland (e.g. the Rutherglen Ladies exhibition and Striking Herstories trail). More can be achieved of course, but the museum has blazed a trail in showcasing women's endeavours in Scottish football.

This inclusive approach was also apparent in the commissioning of Alan Campbell's photography exhibition **One Game Many Nations** which took its lead from broader anti-racism campaigns in football, in this case partnering the *Show Racism the Red Card* charity. A key outcome and legacy of the exhibition is the related *Learning Through Football* resource. Here, again, the museum is helping to lead heritage-based initiatives which celebrate equality, diversity and inclusion within football and sport more generally. The evaluation of this strand of activity suggests the museums' collections have great potential to stimulate engagement with the topics of diversity and discrimination through the lens of football.

The engagement with diverse communities in football was most apparent in Strand 5 of the project which provided small grants to 11 **Local Heritage Projects**. These projects met the strategic priorities of NLHF to invest in the heritage of the future today, reaching diverse communities and places in fascinating and engaging ways. The evaluation noted the range of organisations involved in this strand, including football clubs, local authorities, heritage and sport charities, community-led organisations and heritage companies. The report also notes that football heritage does not always reside in football clubs and organisations but can also be explored in a wide variety of institutions, communities and collections. The **Local Heritage Projects** revealed the power of football heritage to empower individuals and communities to celebrate local stories. In the right context, football acts as a medium to new ways of connecting people for the common good. The projects also highlighted the value in using sporting heritage to develop knowledge and skills.

Football For All! has admirably delivered its proposed projects for the benefit of a wide spectrum of stakeholders including visitors, partners, football supporters, local communities, reminiscence groups and learners. These are not mutually exclusive beneficiaries which in many ways reflects the deep and broad reach of the ***Football For All!*** project. The Scottish Football Museum is a very important guardian of Scotland's football heritage. The success of ***Football for All!*** suggests it also has a wider impact on Scotland's social and cultural heritage which we can all benefit from and enjoy.