

This project between **Glamorgan Cricket and the University of Glamorgan** seeks to explore the use of storytelling and technology to populate the new Museum of Welsh Cricket at Sophia Gardens as part of the current £9.6 million redevelopment in advance of hosting an Ashes Tests in 2009.

There are 264 cricket clubs, affiliated to the Cricket Board of Wales – the arm of Glamorgan Cricket which oversees the recreational side of the game – many of which have long and diverse histories. This rich heritage lends itself to a major narrative research project to gather stories from players, support staff and spectators from these clubs which can then populate part of the museum.

Glamorgan Cricket and their development partners (e.g. CC4 – Cardiff <http://www.cc4web.tv/about.html>) are keen to explore the use of digital and mobile technologies to deliver the stories to visitors to both the Museum and to the increased programme of matches that are anticipated following the redevelopment and to explore digital storytelling as a way of creating high-quality authentic content. The ground development includes the installation of a large digital screen/scoreboard which might also broadcast digital stories during intervals and rain breaks. This would be an innovative use of the available technology and would place Sophia Gardens as a leader in developing an enhanced visitor experience. The material gathered would also have potential benefit for Glamorgan Cricket, as it develops a range of educational products for use through its recently-appointed Cricket in the Community Officer.

The University of Glamorgan hosts The George Ewart Evans Centre for Storytelling under the direction of Professors Mike Wilson and Hamish Fyfe and is developing a significant level of research expertise in digital storytelling, principally through its work with BBC Wales and others. The project is of benefit to the academic partners as it feeds into the research agenda in two ways. It provides an excellent opportunity to develop new knowledge and understanding, through practice-led research, into the form and potential of digital storytelling and also research opportunities into personal/community narratives and the way in which cultural identity is negotiated and presented through narrative discourses. Whilst there exists a body of research into personal, family and geographically-defined communities, there is less research on the narratives of 'communities of interest', and particularly communities of sport, an emerging research theme within the Centre.

This project offers a unique opportunity for the Employee to work with a leading academic partner within the field of storytelling on a highly significant development within culture and sport in Wales. The Employee will develop expansive networks across Wales and the academic and sporting communities, from the smallest village cricket team to the corporate activities of Glamorgan Cricket and the Test and County Cricket Board. S/he will also develop networks across the field of heritage management both nationally and internationally.

This project allows the Employee to develop content for use on the latest mobile platforms. It encompasses both technical and creative activities and affords the employee opportunities to develop as a creative practitioner), alongside gaining expertise in the use of new technology. This blend of experience would significantly increase his/her employability.

It is proposed that the Employee, under the supervision of Professor Wilson, will work over a nine-month period with six geographically spread clubs to gather a variety of narratives. This is a manageable, yet representative sample of clubs within Wales and the project is designed to run from January to September, when clubs traditionally prepare for the forthcoming season, and the season itself. The timescale also coincides with the schedule for the opening of the Museum.

The Employee will work with each club for one month employing three different approaches to engaging with stakeholders and collecting stories (one methodology each being employed in two different clubs). The proposed clubs are:

1. St. Fagan's (Cardiff)
2. Llantwit Major (Vale of Glamorgan)
3. Narberth (Pembrokeshire)
4. Colwyn Bay (North Wales)
5. Usk (East/Mid Wales)
6. Gowerton (Swansea)

These represent a geographical spread of clubs across Wales, but also a variety in terms of:

- Size
- Whether or not the club is long-established
- Level of cricket
- Ethnic diversity of membership
- Welsh/English first language

Interest already shown in the project by the Welsh cricketing community indicates a potential for future development, once the work has been completed and evaluated.

The proposed methodologies are:

1. ***The BBC Wales Digital Storytelling Model***: this model has been successfully adapted from the work of the Digital Storytelling Center (California) for use on the Capture Wales Project ([www.bbc.co.uk/capturewales](http://www.bbc.co.uk/capturewales)). It involves about twelve participants attending workshops in storytelling and writing skills. They learn skills in using software to create digital stories of approximately two minutes in length and, crucially, featuring the authentic voice of the storyteller, along with still photographic images and music selected by the storyteller. The digital story is created and edited under professional

supervision. This process is interventionist in approach, but the participant-storytellers retain editorial control.

2. **The Oral History Model:** this is based around a series of structured interviews with a larger number of participants, with the presence of the interviewer underplayed in the final product. The interview, recorded on digital video, is structured so as to encourage the telling of specific stories. This is then edited, intercut with images and music. In this model no initial training is required, but the participant-storyteller plays a more passive role in that editorial control is taken out of their hands. At the same time, the stories retain a more 'conversational' tone than with digital storytelling, where the scripts are crafted and rehearsed.
3. **The UGC Model:** this requires the least intervention on the part of the collector, relying upon User Generated Content being posted onto a bespoke Museum website. It has great potential in terms sustainability and the establishment of a 'living archive'. A self-selected group of participants receive training in the use of mobile G4 technology (to which the University has access) and are then provided with devices to record their own stories in any format they wish.

It is intended that the Employee and a member of the supervision team will present an interim paper on the project at the Conference on the Inclusive Museum, in Leiden, Netherlands in June 2008. This will be an opportunity to disseminate the work and create networks on an international level. A proposal has already been accepted by the conference organising committee.

Upon conclusion the project will be evaluated and a report submitted by the Employee to Glamorgan Cricket. A collection of stories and report will also be made available to the participating clubs.

