



# THE RACE IS ON TO FIND ENGLAND'S GREATEST SPORTING DESTINATION

## VisitEngland enlists the public to establish the country's top sporting destination

The national tourist board has launched a quest to find the country's top sporting destination, and has asked the public to send in their nominations.

By submitting an image of their "home of sport" – be it Headingley or a hidden gem of a village cricket green - sports fans will help decide the jewel in England's sporting crown, no mean feat in a country that is world-renowned for its sporting heritage.

In the first month, the campaign has drawn in over 2,000 nominations from across the country, from globally-renowned stadia that hold tens of thousands of fans to a picturesque tennis court on the Cornish coast and arguably the world's most scenic marathon stretch in Kielder.



Sporting claims to fame unveiled by the campaign so far include Exeter coining the term 'All Blacks', during New Zealand's first European tour in 1905; the Bristol invention of the bungee jump, and the creation of the Football League in Birmingham back in the 19<sup>th</sup> century.

### What's Your Home of Sport?

Now the race is on for tourists and sports fans across the country to shine a light on their sport and their hometown. Competition is hotting up, with the likes of Manchester United and Surrey County Cricket Club going head to head on Twitter in their bid to claim the title.

VisitEngland's Chief Executive, James Berresford, says: "As the birthplace of rugby, football, cricket, punting and the modern Olympic Games, the home of iconic venues such as Old Trafford, Wimbledon and Aintree, and the host to world-class sporting events - Henley Royal Regatta and the Americas Cup, to name just two – England's sporting heritage is something that truly sets us apart from other destinations. Our green and pleasant land provides jaw-dropping backdrops to a whole host of popular pursuits, from hiking and running to abseiling and coastering, making the search literally country-wide."

### Get Involved

To help find England's sporting capital, simply upload a picture of your own home of sport to Twitter or Instagram using the hashtag **#HomeOfSport** with a snappy (you've only got 140 characters, remember!) sentence on where you are, and why it's the best sporting destination in England. Approved nominations will appear on a national sports wall at [www.englishomeofsport.com](http://www.englishomeofsport.com) and will be entered into a prize draw to win a selection of sporting experiences.

Entries close at midnight on 31 August 2015, after which an expert panel will work through the nominations to establish a shortlist of sporting hubs. The shortlist will open to public vote on 16 September, with the destination that receives the highest number of votes announced as England's Home of Sport on **23 October**. Criteria for the winning destination will include: breadth of sporting experiences, diverse and beautiful backdrops and interesting sports trivia or claims to fame.

**FURTHER INFORMATION BELOW – GUIDE TO HOME OF SPORT:**

## **ENGLAND'S HOME OF SPORT - GET INVOLVED!**



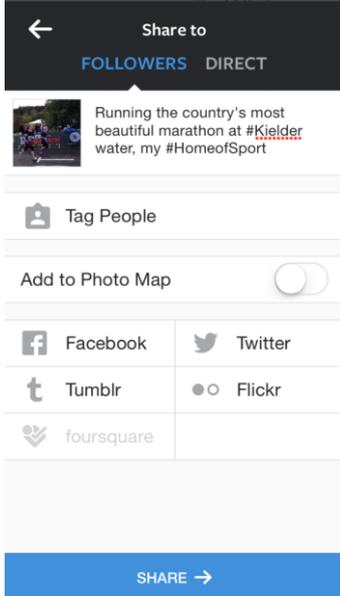
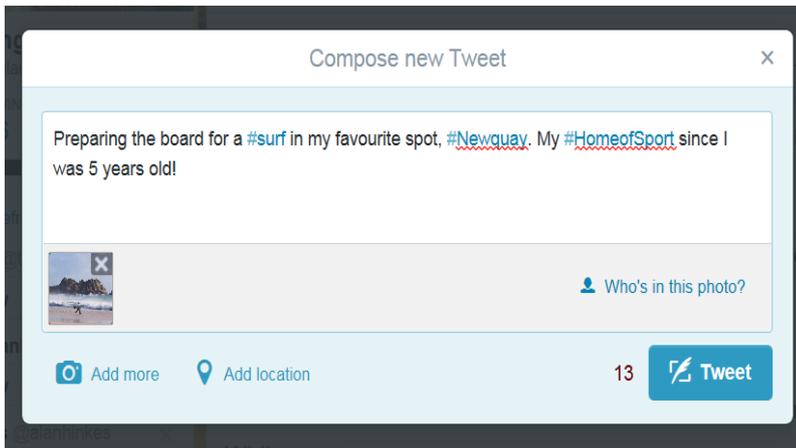
In celebration of this year's sporting events, which include the vintage cycle race, L'Eroica, and the 2015 Rugby World Cup, VisitEngland is launching a quest to find the country's top sporting destination, and will be asking the public to send in their nominations.

By submitting an image of their "home of sport" – be it Headingley or a hidden gem of a village cricket green - sports fans will help decide the jewel in England's sporting crown, no mean feat in a country that is world-renowned for its sporting heritage.

We want to see a combination of iconic venues of Old Trafford, Goodwood and Wimbledon; pretty village greens and secret swimming spots; jaw dropping backdrops to coasteering and abseiling adventures; and even your favourite walking and running routes.

### **Tweet / Instagram your home of sport**

Simply tweet or Instagram a picture of your sporting hotspot, using the hashtag #HomeofSport. Make sure you include your location!



Nominations are open from Wednesday 10 June until Monday 31 August.

Remember, when it comes to shortlisting the country's greatest sporting destinations, we'll be looking for a breadth of great sporting experiences, some fascinating trivia and sporting claims to fame, excellent imagery and most importantly a variety stunning English backdrops. So make sure you're nominations have these covered!

### **The Sports Wall**

Suitable nominations will be approved within 48 hours. You can see all the nominations received on an image Sports Wall at [www.englandhomeofsport.com](http://www.englandhomeofsport.com)



We're looking for England's capital of sport – and we need your help! Nominate your personal Home of Sport – whether it's a stadium for 80,000 cheering fans, your most scenic ride or favourite surf spot – and it could be crowned the country's sporting capital. You could even win a prize or two in the process.

[Find out more](#)



### Next Steps

On 31 August, nominations will close and an expert panel will shortlist six sporting destinations in England, which will be announced on 16 September.

At this point, you can get voting! The shortlist will be visible at [www.EnglandHomeOfSport.com](http://www.EnglandHomeOfSport.com) and open to public vote.

On 23 October, the destination that has received the most votes will be declared England's Home of Sport.

### Get Behind Your Destination

We will send through a button for you to link to microsite from your website, blog or social pages.

We will also send through our press release about the campaign that you can adapt for your destination – please do send this to your local and regional media contacts to drum up support for your destinations, sporting locations and experiences.

The VisitEngland team will keep you informed of fans' suggestions in your destination, so that you can share them and encourage additional nominations.

### Promotional 'frames' for major events

We've created a prototype polaroid picture 'frame' that could be used at major events to encourage the public to enter Home of Sport. See photo below. These are relatively cheap to produce (around £35) and can help stimulate a social buzz around your event and destination.

The artwork template is attached here – feel free to amend the destination name and order your own frame at <https://www.etsy.com/uk/shop/InstaFrameUK>

### Any Questions?

Contact the VisitEngland press office on 020 7578 1447 / [press@visitengland.org](mailto:press@visitengland.org)