

Football's   
Square Mile

# GAME PLAN

OF THE WORLD'S BIGGEST OPEN-AIR MUSEUM



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DELIVERING 5 YEARS OF EXCITEMENT & FUN



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# ABOUT US

## FOOTBALLING ENTHUSIASTS & HERITAGE ACTIVISTS

Discover the  
home of football  
with the world's  
biggest open air  
football museum:



21 Sites across Glasgow, Scotland

*The Football's Square Mile Company Ltd is a volunteer-run, not-for-profit organisation, which delivers benefits to the community by protecting, promoting, and interpreting Scotland's role in the development of modern football, and by connecting this shared sporting heritage to communities across Scotland, and around the world.*

*This mission will benefit the public, local communities, educators, researchers, football supporters, and community groups by increasing understanding of football's social, cultural, and historical significance, and by using this heritage and creativity to support education, community engagement, inclusion, and social wellbeing.*

# Culture

# Heritage & Community

# Creative

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Map found proving Hampden Bowling Club & Kingsley Rose Gardens are on the site of the 1<sup>st</sup> Hampden Park

**11th March 2017**

1<sup>st</sup>Hampden Mural designed and completed on the rear of the Hampden Bowling Club Pavilion

**14th Sept 2019**

Football's Square Mile leads a series of #FITBA150 Events to celebrate the world's first international football match

**30th Nov 2022**

21 signs and plaques installed across Glasgow's Southside to create physical presence of Football's Square Mile

**23rd May 2024**

FSM Designation Application for First Hampden Park successful - HES Schedules it as a National Monument

**13th May 2026**

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**12th Feb 2015**

New Secretary appointed at Hampden Bowling Club

**30th Dec 2017**

The Hampden Collection formed to protect, promote and preserve the 3 Hampden Parks

**30th Nov 2021**

Football's Square Mile UNESCO Campaign launched to create the World's Biggest Open-Air Football Museum

**13th March 2023**

Memorandum signed on the 150<sup>th</sup> birthday of the Scottish Football Association to create The Football's Square Mile Company Limited

**23rd May 2025**

Football's Square Mile Trailify App, Merchandise and Membership launched on the first-ever Football's Square Mile Day

Football's Square Mile is the world's largest open-air football museum, with 21 sites celebrated in the Southside of Glasgow, telling the story of Scotland's role in the development of modern football.

Our mission is supported by 25 organisations forming our Football's Square Mile Alliance, including the Scottish Football Association, Glasgow City Council, Glasgow Life, the Association of Tartan Army Clubs, and Cricket Scotland.

# 21 FSM LANDMARKS

[WWW.FOOTBALLSSQUAREMILE.COM](http://WWW.FOOTBALLSSQUAREMILE.COM)



# VISION

*To protect and celebrate football heritage by bringing people together through creativity, participation, and shared stories—ensuring it is valued, accessible, and sustained for future generations.*

*To bring football heritage to life through stories, creativity, and community action.*

# MISSION

# VALUES

## **Development**

*Building skills, confidence, and creativity through participation and fun.*

## **Safety**

*Creating safe, inclusive spaces where everyone feels respected, supported, and confident to take part.*

## **Preservation**

*Protecting, preserving, and promoting football heritage—keeping stories alive and accessible for future generations.*

## **Collaboration**

*Working with our community to uncover and share football's stories together.*

## **Choice**

*Delivering different ways to connect with football heritage—through stories, events and creative projects.*

## **Trust**

*Being honest, respectful, and accountable - handling community stories and heritage with care.*

# OUR UNESCO MISSION

On St Andrew's Day 2021, we formally launched our UNESCO World Heritage Campaign for Football's Square Mile.

We presented our proposal to the UNESCO Team at Historic Environment Scotland on 19<sup>th</sup> January 2022, and commenced the first step of drafting a single designation application for all 21 sites.

Our application was developed over 3 years, engaging organisations connected with these sites by creating the Football's Square Mile Alliance, including the SFA, Glasgow City Council and Glasgow Life. We submitted our designation application to HES on 21<sup>st</sup> November 2024, and on 10<sup>th</sup> June 2025, we presented the world's most ambitious football heritage project to the FIFA Museum in Zurich.



# DESIGNATION PROGRESS

Our project and designation application is proceeding through the HES process, and has initiated a review of existing designated sites, and supported several other applications by organisations, including Wellpark Brewery, Cathcart Cemetery, and Cathkin Park.

On 13<sup>th</sup> May 2026, FSM scored its greatest victory to date with the scheduling of the Remains of the First Hampden Park at Kingsley Rose Gardens. Over an 11-year period, this ‘lost site’ became the focal point for this project, and is now internationally recognised and formally protected by the nation, as the site of the world’s first purpose-built international football ground.

Related Designations		
CATHEDRAL SQUARE, THE NECROPOLIS LB33890	THE NECROPOLIS GDL00366	52, 54 Albert Road and 58 Albert Road (The Rose Reilly Pub), Glasgow LB32418
Listed Building (A) Designated	Garden & Designed Landscape Designated	Listed Building (C) Designated
400, 404, 408 VICTORIA ROAD, 124, ALLISON STREET LB32464	99 ABERCROMBY STREET, ST MARY'S RC CHURCH LB33810	
Listed Building (B) Designated	Listed Building (A) Designated	
Hampden Park, The National Football Stadium 300077375	Remains of First Hampden football ground pavilion, Kingsley Gardens, Glasgow 300085180	52, 54 Albert Road and 326 Langside Road including The Hampden Bar, Glasgow 300077379
Designation Enquiry In Progress	Designation Enquiry Complete	Designation Enquiry Complete
Hampden Bowling Club, 10 Kingsley Avenue, Glasgow (the site of the 1st Hampden 1873-1883) 300077353	Cathcart Cemetery, Glasgow 300080895	Cathkin Park, former football ground, Glasgow 300075529
Designation Enquiry Complete	Designation Enquiry Complete	Designation Enquiry Complete
Tennent Caledonian Breweries, Wellpark Brewery, Duke Street, Glasgow 300073299	Designation proposal for GDL for Cathcart Cemetery, E.Renfrewshire 300064803	Former Football Ground, Cathkin Park, Myrtle Park, Glasgow 300074642
Designation Enquiry Complete	Designation Enquiry Complete	Designation Enquiry Complete
Shawfield Stadium, Shawfield Road, Glasgow 300067202		
Designation Enquiry Complete		

# WHY UNESCO?

We were told by HES that it took 30 years for the Lake District to become a UNESCO site. **It hasn't put us off.**

To be included on the UNESCO World Heritage List, sites must be of outstanding universal value and meet **at least one of the ten** selection criteria.

*“Heritage is our legacy from the past, what we live with today, and what we pass on to future generations. Our cultural and natural heritage are both irreplaceable sources of life and inspiration.”*

*“What makes the concept of World Heritage exceptional is its **universal application.**”*

*“World Heritage sites belong to all the peoples of the world, irrespective of the territory on which they are located.”*



# OUR UNESCO FIVE-A-SIDE



i) 'to represent a masterpiece of human creative genius';



ii) 'to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design';



iii) 'to bear a unique or at least exceptional testimony to a cultural tradition or to a civilisation which is living or which has disappeared';



iv) 'to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history';



vi) 'to be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance'

**We believe Football's Square Mile meets 5 of the 10 criteria**

# Culture

# Heritage & Community

# Creative



**JULIE  
MCNEILL**

CULTURE  
DIRECTOR



**GRAEME  
BROWN**

ENGAGEMENT  
DIRECTOR



**DAVID  
COUTTS**

COMMUNITIES  
DIRECTOR



**RICHARD  
YOUNG**

RESEARCH  
DIRECTOR



**ASHLEY  
RAWSON**

CREATIVE  
DIRECTOR

# LEADERSHIP

# WHAT WE DO

## COMMUNITY ENGAGEMENT AND PARTICIPATION

- Engage local communities, supporters, schools, and history groups through our unique 'open air football museum' in Glasgow
- Encourage public contributions of memories and stories to record for future generations to enjoy
- Work with volunteers, researchers, and community historians to showcase and develop their work
- Use football as an accessible entry point into heritage and educational engagement
- Engage communities in the creative arts and link this to football

## HERITAGE FOCUS

- Promote Scotland's foundational role in the development of modern football
- Explore Early clubs, players, administrators, rules, tactics, stadiums, and international influence
- Understand urban, working-class, and community origins of the game
- Promote football's role in Scottish identity, culture, and society and its links to other sports (e.g. cricket)

## PUBLIC BENEFIT

- Increase understanding of Scotland's contribution to the development of global football
- Make heritage accessible to non-traditional heritage audiences
- Support national pride, identity, and learning
- Provide free or low-cost access to heritage content and events

# WHAT WE DO

## INCLUSION, DIVERSITY & PARTICIPATION

- Use football history to engage diverse audiences
- Reflects working-class and urban Scottish experiences, and Scotland's global footprint
- Provide accessible digital content and community events
- Encourage participation across age, gender, and background
- Partner with women's football historians with diversity and inclusion at its core
- Highlight migrant and international influences
- Offer accessible formats (plain English, captions, digital access)

## LEARNING AND SKILLS DEVELOPMENT

- Create educational resources for schools and youth groups
- Deliver talks, workshops, and events
- Develop research, archival, poetry, storytelling, and digital skills
- Create permanent online resources
- Forge partnerships with archives and heritage bodies

## HERITAGE PRESERVATION AND SUSTAINABILITY

- Work with HES to designate 21 Football's Square Mile sites, and work towards the long-term ambition of achieving UNESCO World Heritage status
- Research and document under-recorded histories through FSM Alliance and beyond
- Digitise and share historical material

# WHAT WE DO

## PARTNERSHIPS AND COLLABORATION

- Grow existing Football's Square Mile Alliance members across the globe
- Forge relationships with archives, libraries, and museums
- Create a learning network with universities and independent historians
- Develop relationships with football clubs and supporters' trusts to encourage learning their own history
- Engage and inspire schools and cultural organisations to discover Scotland's rich footballing and social history

## MONITORING AND EVALUATING IMPACT

- Track attendance and engagement from all events and platforms
- Collect feedback and testimonials to evaluate impact and incorporate lessons learned into future projects
- Measure learning outcomes and reach
- Report impact clearly to funders and the public
- Build upon the communications platform of an accessible website, membership, and social media
- Work with the press and media to promote Scotland's footballing history

## DELIVERING LEARNING THROUGH FUN

- Creating fun formats and exciting events for all participants
- Delivery a fun working environment for all FSM volunteers

# OUR PLAN

## 2026 TO 2030

### HERITAGE & COMMUNITY

- 1.FSM Designation with Historic Environment Scotland – pathway to UNESCO World Heritage
- 2.First Hampden Restoration – safeguard the site for the community
- 3.Hampden Legend Series – celebrating living football heroes
- 4.FSM Membership – create a global network of football enthusiasts
- 5.FSM Alliance – create a global organisational network of support
- 6.FSM Get Active – encourage people to explore FSM through walking, running and cycling
- 7.FSM Accessibility – enable access for all

### CREATIVE

- 1.Celebrate the Hampden Park Legacy – interpret this history for everyone
- 2.Scotch Professor Magazine – issue a quarterly online magazine celebrating all things FSM
- 3.FSM Shop – create brand advocates for FSM
- 4.FSM Website & Social Media – engage and promote our activities
- 5.FSM Trailify App – provide easy navigation around FSM
- 6.Maintain and improve FSM website & signage

### CULTURE

- 1.FSM Education – create an engagement platform for all ages
- 2.We Are Scottish Football – celebrating FSM in verse and showcasing the power of football poetry
- 3.As The Willow Vanishes – discovering Football’s Cricket heritage
- 4.Football’s Queen’s & Kings – narrating a historical fictional novel of the early story of Scottish football

# OUR PLAN - 2026 SPOTLIGHT

## Project - FSM Accessibility

### Focus Areas:

- Step-free mapped routes
- Audio guides (multi-language + visually impaired)
- Tactile signage/braille panels
- Update of Website

**Community Link: Heritage, Disability Inclusion, Tourism Bodies**

## Project - FSM Education

### Focus Areas:

- Activity booklets/Maps for site visits
- “Passport” for kids to stamp at each site
- Kids' Activities on the App
- FSM Poetry on the Pitch

**Community Link: Education, Heritage, Youth Engagement**

## Project - FSM Respite

### Focus Areas:

- Echoes of the Game - innovative poetry and memory project
- FSM Carers and Family Day
- Utilising FSM to provide education and respite

**Community Link: Engagement, Heritage, Inclusion**

# OUR PLATFORMS

## FSM MEMBERSHIP & ALLIANCE

### Football's Square Mile Alliance Members

- Football's Square Mile
- The Scottish Football Association
- Glasgow City Council
- Glasgow Life
- Clydesdale Cricket Club
- Archeology Scotland
- Glasgow Building Preservation Trust
- Queen's Park Football Club
- Lost Glasgow
- The Glasgow Football Tour
- Association of Tartan Army Clubs
- Friends of Cathcart Cemetery
- Jimmy Johnstone Charitable Trust
- Society for American Soccer History
- The Rose Reilly Pub
- Western District Cricket Union
- Friends of Southern Necropolis
- Victoria Bar & Queen's Park Cafe
- The Friends of Glasgow Necropolis
- West of Scotland Cricket Club
- Aerial Digital
- Cricket Scotland
- QTV
- First Hampden CIC

## OUR WEBSITE

Welcoming you to

**Football's Square Mile**®

Our website introduces you to [21 locations](#) across Glasgow that changed the world of football forever.

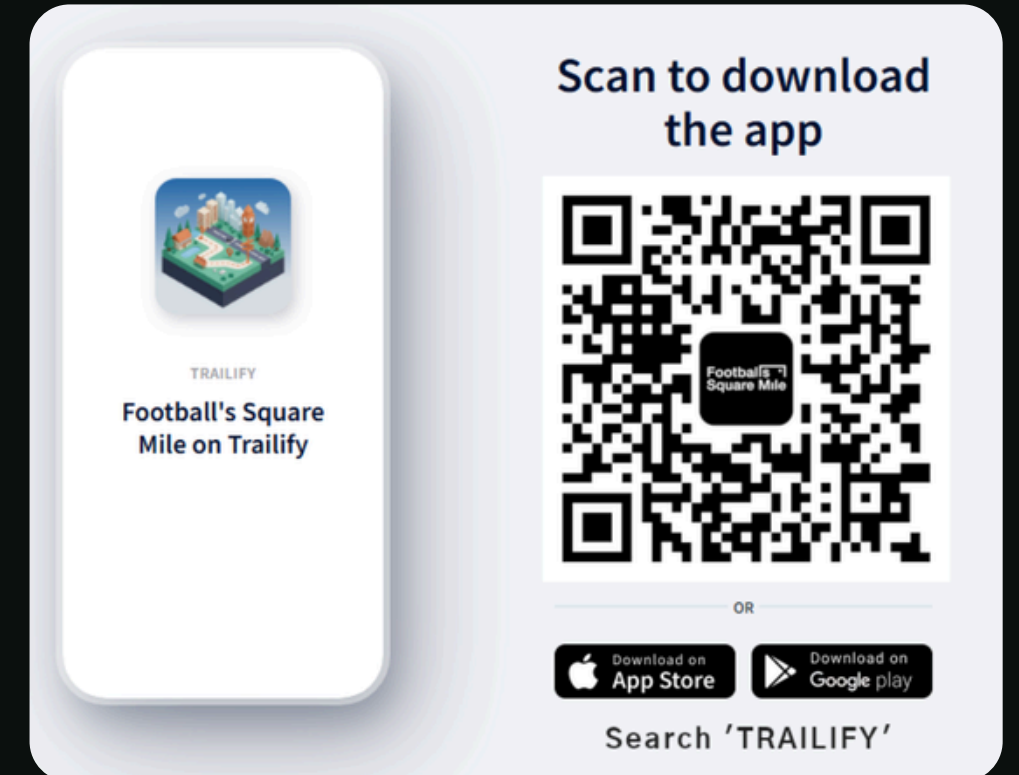
Each of these places played a role in the (rarely told) story of how Scotland invented, then exported the modern passing game of football to the rest of the world.

There are 7 plaques and 14 signs, which are all designated with a QR code for you to explore and find out more information about this wonderful football heritage.

## OUR SOCIAL MEDIA



## OUR APP



## OUR SIGNAGE



## OUR MERCHANDISE



## OUR MAGAZINE



# OUR FUN



# CONTACT

**We would love you to get involved.**

Our mission is to protect and celebrate football heritage by bringing people together through creativity, participation, and shared stories.

We will ensure it is valued, accessible, and sustained for future generations.



**Mail:**  
[companysecretary@thefootballsquaremile.com](mailto:companysecretary@thefootballsquaremile.com)

# THANK YOU

*A big, warm-hearted hug, and thank you to every single person who has supported us on this incredible, cart-upending and bonkers journey. Your enthusiasm is the positivity and encouragement we need to keep smashing through the ceilings above our heads.*

*We are privileged and humbled to have met the most incredible and passionate people, who are working tirelessly to keep football heritage alive and ensure their footballing story is enjoyed by the future generations to come.*

**The Football's Square Mile Team**