

**SUBMISSION BY THE ISAAC NEWELL HERITAGE GROUP
FOR THE ISAAC NEWELL STATUE (STROOD WATERFRONT)
8 MAY 2024**



The statue holds a football and an open book symbolising Issac Newell's (1853 – 1907) vision of combining education with sport, a legacy continued in youth academies worldwide.

Image courtesy of Dr Alexander Thomas / Bing Image Creator / Adobe Firefly.

OVERVIEW

A Tourist Destination

- The Isaac Newell statue – a major global tourist and social media attraction.
- Statue will welcome visitors from around the world and will serve:
 - As an educational focal point for the Medway community;
 - As an inspiration to children and young people;
 - To honour the life and legacy of a Medway legend.

Economic Impact

- The statue would secure a significant portion of annual foreign tourist revenue (e.g.):
 - Over £70 million spent by Argentinian tourists;
 - Over £160 million spent by Japanese tourists (Visit Britain).
- Plus the £800 million annual turnover of British sports goods businesses (Statista.com).
- Rejuvenation of the local area, attracting new businesses.

The Isaac Newell Heritage Group (INHG)

- Formed by local heritage volunteers:
 - To recognise Isaac Newell's birthplace and perpetuate his memory;
 - To capitalise on his following.
- Supported by Newell's Old Boys club and the Newell family.

Isaac Newell (1853 – 1907) and his Vision

- One of the fathers of modern football.
- Emigrated to Argentina at 16, remained connected to Medway.
- His life story, transformed by education, continues to inspire.
- One of the very few Medway-born people to be known worldwide.
- Newell founded the Anglo Argentine Commercial College in 1884 and Club Atlético Newell's Old Boys in 1903.
- Club Atlético Newell's Old Boys inspires globally through football, provides elite-level sports facilities, imparts life skills, and educates future PE teachers.
- The statue, holding a football and an open book, symbolises Isaac's vision of combining education with sport.
- The passion of Club Atlético Newell's Old Boys fans resonates globally; Isaac Newell's legacy is perpetuated in youth academies worldwide.

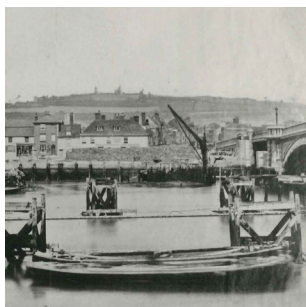
OVERVIEW (continued)

Heritage Asset and Social Media Showcase

- The statue – set against the backdrop of Rochester – a heritage asset and popular tourist photo opportunity.
- Global interest amplified through social media.
- Newell’s legacy continuously linked to Medway.

Heritage Trail and Community Value

- Statue a cornerstone for a new heritage trail.
- Statue positioned close to Taylor’s Lane, Isaac Newell’s birthplace and already a popular tourist/pilgrimage destination.
- Statue enhances:
 - Community values;
 - Heritage assets;
 - Accessibility and inclusivity.
- Mitigates impact of waterfront development on heritage assets.
- Various partnership initiatives with Medway Sport raise the profile of Isaac Newell’s legacy. These initiatives use sport and heritage as educational tools, including:
 - A permanent exhibition at Strood Sports Centre;
 - Mini Youth Games football tournament linked to Isaac Newell;
 - The Isaac Newell Trophy adult football competition with the Rochester & District Football League;
 - Isaac Newell features at Medway Archives Centre and Chatham Town FC.



Presented by Amanda J Thomas, Author and Historian.

The Issac Newell statue would be a tourist destination, a social media opportunity for hundreds of thousands of Club Atlético Newell's Old Boys' fans worldwide – from Argentina to Japan. The global following for Isaac Newell and his story defies celebrity comparison.

The statue of Isaac Newell will secure Medway a significant proportion of foreign tourist revenue in the UK per annum. It would receive a share of the over £70 million spent by Argentinian tourists and the over £160 million spent by the Japanese. In addition, Medway will benefit from the over £800 million turnover experienced by British sports goods businesses every year. This monetary injection will have a regenerative effect on Strood and the surrounding area, additionally attracting new shops, restaurants, and businesses.

The Isaac Newell Heritage Group (or INHG) was formed by local heritage volunteers in 2023 to perpetuate the memory of Issac Newell and to capitalise on the extraordinary following he has. Newell is one of the fathers of modern football, revered in South America and around the world. He is Strood's most famous son.

The Group is inspired by the vision of Adrian Pope and is driven by a new sense of local and international momentum. We have the backing of Club Atlético Newell's Old Boys and the Newell family, and we appreciate the strong desire locally and internationally for Newell's birthplace to be fully recognised. The opportunity to do this has rarely been greater than now with the prospective development so close to Issac Newell's childhood homes in Strood High Street and Taylor's Lane.

Issac Newell emigrated to Argentina when he was just 16 but he returned to Medway every winter: his support for our local football teams never waned. His own life was transformed by education and his rags to riches story continues to inspire. The statue holds a football in one hand and an open book in the other, embodying Isaac Newell's vision for young people everywhere. His foresight of combining education with sport is his legacy and continues to be used in youth academies worldwide.

The statue will be a heritage asset, a popular photo opportunity for tourists with Rochester Castle, Cathedral and Bridge in the background. Given the global interest in Isaac Newell and his life in Medway, this will showcase the landscape via the power of social media on an international scale, making it more

accessible and inclusive. Every hashtag, every post will link Newell's legacy to Medway. Moreover, the statue will enhance the landscape's community value and help mitigate the impact of the waterfront development on the setting of Rochester Castle.

The Isaac Newell Heritage Group has promoted the statue through the local and international football community. The INHG has received requests to join the group from Newell's fans and executives in Argentina and Australia. The Group envisions the statue as a cornerstone for a new heritage trail – in both English and Spanish – which will encompass key sites in Newell's life in Medway.

The statue would be a source of both pride and inspiration, embodying Isaac Newell's vision that the combination of education and sport truly changes lives.

Presented by Jon Rye, Sports Development & Education Professional, and Curator of the 'Isaac Newell more than a name' exhibition at the Guildhall Museum in 2022.

The Isaac Newell Heritage Group is not a collective of football fans, professing that football can do great things. As a group of heritage volunteers, we have a story that needs to be told.

We know that sport has the power to transform lives and have seen it through community and elite sport across Medway; the country; and the world. In 1884, Isaac Newell and his wife founded the Anglo Argentine Commercial College where he introduced football as part of the sporting life of the college. Isaac combined sport and education (with great success) to enhance the lives of children and young people.

In 1903, Club Atlético Newell's Old Boys was founded. To this day, the Club provides football as an inspiration to many across the world, as well as elite-level sports facilities for the local community, life skills and values to young people through its football academies, and the education of future PE teachers through degree qualifications.

The passion of Club Atlético Newell's Old Boys fans is felt across the world and Isaac's legacy is embraced by a worldwide community.

As some of you may know, through various partnership initiatives with Medway Sport, we are raising the profile of Isaac Newell's legacy – the permanent

exhibition at Strood Sports Centre; Mini Youth Games football tournament linked to Isaac Newell; Isaac Newell Trophy adult football competition with the Rochester & District Football League; and Isaac Newell features at Medway Archives Centre and Chatham Town FC. These initiatives use sport and heritage as tools to educate. The statue will become part of the suite of educational tools.

Statues of famous sportspeople grace the shadows of sporting venues across the world to celebrate everyone's achievements. From Fred Perry at Wimbledon to Sir Stirling Moss at Mallory Park Circuit, and Torvill & Dean at the Nottingham Ice Centre.

A statue of five rugby players was unveiled in 2010 in front of Twickenham Stadium. Entitled 'Core Values', the statue represents the traditions and core values that have stood the test of time at all levels of playing rugby. Many visitors feature the statue in their social media memories of a trip to Twickenham – whether to watch a match or just visit the museum.

The statue of Isaac Newell should not be considered a celebration of football; it will be a chance to educate Medway's community, an inspiration to the children and young people of Medway; a celebration of the life and legacy of a legend from Medway; and a focal point in Medway for visitors from around the world.



Lionel Messi (centre) with Argentinean coach Gerardo "Tata" Martino (left) and Maxi Rodriguez (right) holding Newell's Old Boys shirts.

Images courtesy of Margarita Bitetti Newell.