



HISTORY & POLICY

Connecting historians, policymakers and the media



History & Policy and the Sports Think Tank invite you to
a breakfast event to mark the launch of:

Sport and Politics in Modern Britain: the Road to 2012 *by Kevin Jefferys*

Monday, 23 July 2012, 8:30-10:15am

**The Old Committee Room (K2.30), King's College London,
Strand, London WC2R 2LS**

As London prepares to host its first Olympic Games since the famous 'austerity Olympics' of 1948, the contrasts between the two events could not be greater. In 1948, there was no 'government sport policy' and no Minister for Sport. There was little state support either for the Olympic bid or for the cost of running the Games. After the opening ceremony, Prime Minister Clement Attlee retreated to play golf in Ireland, following the progress of the British team on the wireless. All of these things are unimaginable in 2012.

Now is the perfect time to reflect on the changing relationship between sport and politics since the Second World War: the creation of 'sport policy' by Harold Wilson in the 1960s and its chequered progress since, including Margaret Thatcher's attempted boycott of the 1980 Moscow Olympics, John Major's strategy to channel lottery funds into sport, and ultimately London's successful bid to host the 2012 Games. *Sport and Politics in Modern Britain: the Road to 2012* is the first book to explore this history and what current policy makers can learn from it.

To mark the launch, Kevin Jefferys' new History & Policy paper will provide policy makers and journalists with a bite-sized history of British sport policy, and why it matters today. *On your marks... formulating sport policy and Britain's Olympic legacy* will be freely available at www.historyandpolicy.org from Monday 23 July.

At this exclusive event, organised by History & Policy and the Sports Think Tank, you can hear from:

- **Kevin Jefferys**, Professor of Contemporary History, Plymouth University and author of *Sport and Politics in Modern Britain: the Road to 2012* (Palgrave Macmillan, 2012)
- **Andy Reed**, Director of the Sports Think Tank, Chair of the Sport & Recreation Alliance and former MP for Loughborough
- **Mihir Bose**, award-winning journalist and author

There will be plenty of time for discussion over breakfast and the opportunity to buy *Sport and Politics in Modern Britain* at a discounted rate. **Please arrive promptly at 8:30am for an 8.45am start.**

Places are limited at this event and registration is essential. For further information or to book your place, please contact Mel Porter, History & Policy Public Affairs Manager: mel.porter@kcl.ac.uk by **5pm on Thursday 19 July**.

With thanks to Palgrave Macmillan and Plymouth University



SPORT AND POLITICS IN MODERN BRITAIN

The Road to 2012

KEVIN JEFFERYS

