

Institution: Plymouth University
Unit of Assessment: 30 - History
Title of case study: Political History, Public Policy and the Olympic Legacy
<p>1. Summary of the impact (indicative maximum 100 words)</p> <p>This case study demonstrates the impact generated through research into twentieth-century political and social history on public discourse and policy-making in the UK. The case study focuses on the work of Professor Kevin Jefferys, whose high profile research into twentieth-century political leaders, UK politics and its linkage with public policy, has informed Government and stakeholders of the 2012 Olympics in decision-making processes relating to its post-2012 legacy, through his invitation by History and Policy at King's College, University of London to present his research to the Department of Culture, Media and Sport, Sport England, and 10 Downing Street.</p>
<p>2. Underpinning research (indicative maximum 500 words)</p> <p>Kevin Jefferys has been Professor of Contemporary History at Plymouth University since 2002. His research activity is rooted in political history and public policy, which he has developed into a powerful analysis of the links between politics, policy and the evolution of public events in the UK, focussing in particular on policy surrounding the London Olympics as represented in his 2012 book <i>Sport and Politics in Modern Britain</i>, which was awarded the Lord Aberdare Literary Prize in 2013, and allied public- and government-facing activities detailed below.</p> <p>The research began with major studies of high politics, most particularly in a high profile biography of Anthony Crosland (1999, reissued in 2008), edited collections on Labour party leaders (<i>Leading Labour: From Keir Hardie to Tony Blair</i>, 1999) and a key book on influential Labour figures (<i>Labour Forces: From Ernest Bevin to Gordon Brown</i>, 2002). This scholarly development built on earlier research concerning social policy during the Second World War (<i>Historical Journal</i>, 1987; <i>The Churchill Coalition and Wartime Politics, 1940-1945</i>, Manchester University Press, 1991, 1995) as well as British politics (<i>Politics and the People: A History of Democracy Since 1918</i>, 2002; <i>Retreat From New Jerusalem: British Politics, 1951-1964</i>, 1997).</p> <p>Jefferys drew on this body of research to analyse the significance and long-term impact of key historical events in UK politics, culminating in his book <i>Finest & Darkest Hours</i> (2002), which provided an historical perspective to current political practices, the inner workings and machinations of government, and argued for the importance of political personalities in shaping the direction of policy changes. Building on this view, Jefferys has developed a significant part of his research through applying these ideas to the interaction between politicians, policy and events in the area of sport and public social policy. This latest research was funded by the ESRC (£135,000, 2000-3) and the AHRB (£103,824, 2002-5).</p> <p>These long-term interests in politics and policy-making culminated in Jefferys' recent book, <i>Sport and Politics in Modern Britain: The Road to 2012</i> and a series of articles (2009, 2012) that examine the historical context of sport policy, the relationship between sport and politics, the development of government policy and the tension between the promotion of national teams and elite athletes and support for more localised activities and facilities at grassroots level. An examination of the causes and consequences of the greatly increased interaction between sport and politics in Britain in the post-war era, from the 'austerity Games' of 1948 to the multi-billion pound extravaganza of 2012, this monograph offers an historical perspective on contemporary public and political debate centring on sport policy and the Olympic legacy post 2012.</p> <p>Jefferys' research in this area has been disseminated extensively in government and policy-making circles, relating to debates about the Olympic legacy and social policy. His paper for History and Policy, 'The Evolution of Sport Policy Since 1945' (2012) was presented in February 2012 to officials in the Department for Culture, Media and Sport (DCMS), followed by an extended paper produced for the History and Policy website in May 2012 ('On Your Marks....Formulating Sports Policy and Britain's Olympic Legacy'). More recently, he was one of the first historians invited to produce a paper for the official website of Number 10, Downing Street, on 'Prime Ministers and the Olympic Games' (August 2012). Cumulatively these policy-related papers have</p>

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argued that assisting Olympic athletes, improving local recreational facilities and increasing participation rates have been widely accepted as legitimate objectives since the 1960s, but there has not always been consensus about the role of central government in achieving them. Jefferys' research has highlighted that sport policy has often been hamstrung by funding constraints, shallow levels of political support and an unstable policy-making environment. These problems persist today, and a key factor has been the influence that Prime Ministers have had because of their personal interest, or lack of it, in sport and their judgements of its electoral resonance.

3. References to the research (indicative maximum of six references)

Jefferys' research has been published by leading academic presses and peer-reviewed journals, supported by major national research grants and awarded prizes.

Kevin Jefferys, *Sport and Politics in Modern Britain: The Road to 2012* (Palgrave Macmillan, 2012) [REF 2104]. Awarded the Lord Aberdare Literary Prize, 2013.

Kevin Jefferys, 'Britain and the Boycott of the 1980s Moscow Olympics', *Sport in History*, 32/2 (2012), 279-301 [REF 2014]. Shortlisted for the 'Best Paper Award' 2013 for the journal published by Taylor and Francis.

Kevin Jefferys, *Politics and the People. A History of British Democracy since 1918* (Atlantic Books, 2007) [RAE 2008].

Kevin Jefferys, *Anthony Crosland* (Richard Cohen Books, 1999; Politico's pbk, 2000, reissued 2008) [RAE 2001].

Kevin Jefferys, 'Fred Perry and British Tennis: "Fifty Years to Honor a Winner"', *Sport in History*, 29, 1 (2009), pp. 1-24. Won the 'Best Paper Award' 2009 for the journal published by Taylor and Francis.

Kevin Jefferys, 'British Politics and Social Policy during the Second World War', *The Historical Journal*, 30/1 (1987), 123-44.

4. Details of the impact (indicative maximum 750 words)

Jefferys' recent research on politics and sport policy has contributed towards debates over public policy surrounding the London 2012 Olympics and its legacy by providing evidence-based intelligence on how to balance investment in local and grassroots sport with investment in national facilities and in developing top-level athletes. Key users of the research, pioneered in *Sport and Politics in Modern Britain* (2012), 'Britain and the Boycott of the 1980s Moscow Olympics', and the policy-related papers stemming from it include politicians, policymakers, civil servants, think tanks and policy-oriented public bodies as well as the media and the general public. Writing in the *LSE Review of Books*, Daniel Burdsey described *Sport and Politics* as 'essential reading for those planning sports policy in Whitehall today'.

Jefferys' paper on sport policy, presented to Whitehall officials at the Department of Culture, Media and Sport in 2012 under the aegis of History and Policy at King's College, University of London arose from his short-listing by H&P to be a consultant working in partnership with the Cabinet Office. According to the impact audit of the event, conducted by Mel Porter, Public Affairs Manager at H&P, all 12 civil servants at DCMS who provided feedback on the presentation found the event to be interesting, relevant to their work, a well-structured discussion and a good use of their time. Almost all agreed that there was definitely/probably the right balance between history and policy. Some provided additional comments: 'A very interesting talk, good to hear about the history of sport policy, a rare opportunity', 'Good historical context...comparison to current policy...was drawn out in Q&A...very interesting and useful!', 'Really very interesting, thank you for organising', and 'Very knowledgeable speaker'. 75% were motivated to attend by the relevance of the event to their current/future career. All said the event met all or most of their expectations and

that they would definitely or probably recommend the event to other people working in their field. A former DCMS civil servant, Mark Balcar, who was involved in the Sports Think Tank (<http://www.sportsthinktank.com>), passed Jefferys' paper on to colleagues and another DCMS civil servant forwarded it to public affairs colleagues at Sport England.

An extended version of the paper, which focussed more directly on post-2010 coalition sports policy, was published on the H&P website ('On your marks... formulating sport policy and Britain's Olympic Legacy' (<http://www.historyandpolicy.org/papers/policy-paper-133.html>)). The paper was launched alongside Professor Jeffery's book *Sport and Politics* at a breakfast discussion event at King's College, London (July 2012) supported by Palgrave Macmillan, Plymouth University, and History & Policy. Andy Reed, Director of the Sports Think Tank, Chair of the Sport and Recreation Alliance and former MP for Loughborough, chaired a panel discussion with award-winning journalist and author Mihir Bose and Jefferys to an invited audience of policy-makers and opinion formers, including representatives from DCMS, Sport England and the Youth Sports Trust. In a press release of Sports Think Tank and H&P to launch *Sport and Politics*, Reed described the book as a 'timely study' which 'provides the first exploration of the causes and consequences of the increased interaction between sport and the state since 1945'. Reed continued, 'this offers us a unique opportunity to reflect on our rich and unique sporting heritage, build on the lessons of the past and reassess sport's role in society. It is time for the government, those who lead the sports sector and companies that invest in sport to openly debate these key issues and set a clear, long-term and integrated strategy for sports policy in the coming decades. This will be the test of our true Olympic legacy.'

Jefferys' work in this area has spurred further publications and intelligence requests, extending the reach of his research activity and influence. In addition to the extended policy paper for DCMS, Jefferys was one of the first of a highly select group of historians invited to contribute a paper on 'Prime Ministers and the Olympic Games' for the official No. 10 Downing Street website, which was tweeted twice by No.10 (which has a twitter feed of 2 million), and re-tweeted by H&P (<http://www.number10.gov.uk/history-and-tour/prime-ministers-and-the-olympic-games/>). A popular article 'Going to the Games' appeared in *BBC History Magazine*, 13/8 (August 2012), pp. 58-60 (circulation of 70,000) and Jefferys provided a talk on the 1980 Olympic boycott for the BBC History podcast (26 July 2012; average download of 100,000). Finally, the publication of *Sport and Politics* has led to Jefferys being consulted by the BBC in the UK and Brazil (interview published on BBC Brazil website which receives 7-8 million monthly visits); by Podium, a government funded body, facilitating London 2012 legacy opportunities for colleges, universities and students to engage with future sporting and cultural mega-events both at home and overseas (www.podium.ac.uk); and by the Sports Think Tank. He is intending to work over the next couple of years on a history of the British Olympic Association at a time when plans to develop an Olympic museum on the London 2012 site come to fruition.

5. Sources to corroborate the impact (indicative maximum of 10 references)

- (1) Press Release of Sports Think Tank and 'History and Policy' at King's College London, 23 July 2012 to launch *Sport and Politics*. 'Sport and Politics in Modern Britain: the Road to 2012', <http://www.sportsthinktank.com/events/2012/07/sport-and-politics-in-modern-britain--the-road-to-2012>
- (2) Audit of feedback on the paper on 'Sport Policy and Britain's Olympic Legacy' given in February 2012 to Whitehall officials at DCMS (compiled by Mel Porter, Public Affairs Manager at History & Policy, King's College, University of London).
- (3) Chris Mason, BBC Political Correspondent, 'Who's who: political credit from London Olympics', 9 August 2012: <http://www.bbc.co.uk/news/uk-politics-19179711>
- (4) 'What next for British sport policy', blog on Sports Think Tank website, 13 August 2012: <http://www.sportsthinktank.com/blog/2012/08/what-next-for-british-sport-policy>
- (5) Ruth Faulkner, 'University expert calls for urgent new national sports strategy after the London 2012 Olympic Games', 8 August 2012. <http://www.podium.ac.uk/news/view/1043/university-expert->

[calls-for-urgent-new-national-sport-strategy-after-the-london-2012-olympic-games](#)

(6) BBC Brazil

http://www.bbc.co.uk/portuguese/noticias/2012/06/120608_eurocopa_boicote_ru.shtml