



**Political Studies Association
Sport and Politics Study Group Annual Conference**

'The Governance and Regulation of Sport'

**Birkbeck Sport Business Centre, Birkbeck, University of London
20th – 21st February 2009**

PROGRAMME

Organising Committee

Paul Gilchrist, University of Brighton
Sean Hamil, Birkbeck, University of London
Dr Russell Holden, Director, In the Zone, Sport and Politics Consultancy
Dr Geoff Walters, Birkbeck, University of London

Friday 20th February

| | Main Lecture Theatre | Malet Street 405 | Malet Street 406 |
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| 9.30 – 10.00 | Coffee | | |
| 10.00 – 10.15 | Welcome and introduction | | |
| 10.15 – 11.45 | <p>Keynote speakers</p> <p><i>English Football & Its Governance: Protecting a National Asset</i> Alan Keen MP Chair, All Party Parliamentary Football Group</p> <p><i>The Governance & Regulation of European Football: Building Sustainable Success from Elite to Grassroots</i> Alex Phillips Head of Professional Football Services, UEFA</p> <p><i>Promoting and Sustaining Rugby Union in a Commercial Era</i> Nick Bunting Head of Public Affairs & Planning, Funding and Resources, Rugby Football Union</p> | | |

| 11.45 – 12.00 | Coffee | Coffee | Coffee |
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| 12.00 – 13.30 | <p>Session One: Perspectives on the role of Sport Governing Bodies</p> <p><i>An Overview of the Regulatory Function of the Football Association</i> David Lampitt, Head of Financial Regulation, The Football Association</p> <p><i>The Evolution of Governance in English football: An Agenda for Reform</i> Sean Hamil and Geoff Walters, Birkbeck, University of London</p> <p><i>The Governance and Regulation Challenges Facing UK Sports Governing Bodies Illustrated by Some Relevant Case-Studies</i> Will Calvert, Chair of Sporting Equals, and former Head of Finance at UK Sport</p> | <p>Session Two: Doping in Sport</p> <p><i>An Evaluation of the World Anti-Doping Agency's (WADA) Impact On the Problem of Doping in Elite Sport</i> Barrie Houlihan, Loughborough University</p> <p><i>How the Current Governance Model of Anti-Doping is Dividing the Elite Sports Community</i> Michelle Veroken, Sporting Integrity</p> | <p>Session Three: The Governance of Cricket</p> <p><i>The Role of Cricket in Addressing Government Policy on Sports Participation</i> Tom Rodwell, Cricket for Change</p> <p><i>Sponsorship Management in Cricket: A Case Study of the Stanford Super Series, the West Indian Cricket Board and Digicel</i> Paul Kitchin, London Metropolitan University</p> |

| 13.30 – 14.30 | Lunch | Lunch | Lunch |
|---------------|--|---|--|
| 14.30 – 16.00 | <p>Session Four: Governance in European Football</p> <p><i>The Development of UEFA in the Context of EU Sports Policy Development</i> Borja Garcia, University of Loughborough</p> <p><i>The Regulatory Structure of French Football</i> Jean-Jacques Gouget & Didier Primault, Centre de Droit et d'Economie du Sport, University of Limoges</p> <p><i>Governance in Italian Football</i> Sean Hamil and Giambattista Rossi, Birkbeck, University of London; Stephen Morrow and Catherine Idle, University of Stirling; and Stefano Faccendini</p> | <p>Session Five: UK Government Policy in the Sporting Context (1)</p> <p><i>Governance of Lottery Sport Programmes: National Direction of Local Partnerships in the New Opportunities for PE and Sport Programme</i> Iain Lindsay, University of Southampton</p> <p><i>Social Exclusion in Tennis Clubs: the Impact of Government Policy on the Autonomy of Voluntary-Run Associations</i> Rob Lake, St Mary's University College</p> <p><i>Sport Policy and Governance: the Demise of Localism?</i> Neil King, Edge Hill University</p> | <p>Session Six: Bidding for Sport Events: Key Issues for Policy Makers</p> <p><i>Bidding for Major Events – the UK Tax Experience</i> Richard Baldwin, Deloitte LLP</p> <p><i>Bidding to Host Major Events – Key Success Factors and the Role of PR</i> Dennis Mills, Major Events International</p> <p><i>Attracting Major Sport Events: the Role of Local Residents</i> Holger Preuss, Johannes Gutenberg University of Mainz & Harry Arne Solberg, University of Trondheim</p> |

| 16.00 – 16.15 | Coffee | Coffee | Coffee |
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| 16.15 – 17.45 | <p>Session Seven: UK Government Policy in the Sporting Context (2)</p> <p><i>The Role of Sport in the Wider Policy Agenda</i> Andrew Hanson, Central Council of Physical Recreation (CCPR) and Richard Tacon, Birkbeck, University of London</p> <p><i>The Impact of UK Sport Policy on the Governance of Athletics</i> Jonathan Grix, University of Birmingham</p> <p><i>Bidding for International Sport Events: the Impact of UK Government Policy on National Governing Bodies of Sport</i> Geoff Walters, Birkbeck, University of London</p> | <p>Session Eight: Sports Governance: Lessons from Historical and Contemporary Practice</p> <p><i>Football, Politics and the Media in Spain: 1920 – 1940</i> Jim O'Brien, Southampton Solent University</p> <p><i>Sport and Political Economy: the Ancient Origins of Contemporary Regulatory Conflicts</i> Lincoln Allison, Warwick University</p> <p><i>The Role of Sport as a Political Device in Post-Devolution Wales</i> Russell Holden, InTheZone</p> <p><i>The Organizational Model of the Italian Sports System</i> Cristiana Buscarini, Università degli Studi di Roma</p> | <p>Session Nine: Theoretical Issues in Sport Governance</p> <p><i>Perspectives on Sports Governance: still tinkering from the sidelines</i> David Hindley, Nottingham Trent University</p> <p><i>Governing Knowledge in Coaching: Open and Closed Societies and a Prescription for Progress</i> David Piggott, University of Lincoln</p> <p><i>Movement Rights and a Second Enlightenment</i> Cathy Devine, University of Cumbria</p> <p><i>Exploring Notions of Athlete Welfare and Well-Being: Implications for Sustainability in the Governance of High Performance Sport in the UK</i> Abbe Brady, University of Gloucestershire</p> |
| 17.45 | Close | | |

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| 19.15 | Dinner in the Tavistock Hotel, Bloomsbury followed by an after dinner speech given by Ed Smith, former England International Test cricketer and author of <i>What Sport Tells Us About Life</i> (Penguin). | | |
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Saturday 21st February

| | Main Lecture Theatre | G.01 Clore Building | Malet Street B20 |
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| 9.30 – 11.00 | <p>Session Ten: Governance in European Sport</p> <p><i>Community Identity, Governance and the Gaelic Athletic Association</i> David Hassan, University of Ulster at Jordanstown</p> <p><i>Consequences of State intervention on the Application of Community law to Sport</i> Samuli Miettinen, Salford University</p> <p><i>The Danish Elite Sports Model in an International Perspective: Managerial Efficiency and Best Practice in Achieving International Sporting Success</i> Rasmus Storm, Danish Institute for Sports Studies & Klaus Nielsen, Birkbeck, University of London</p> | <p>Session Eleven: The Governance of Youth Sport</p> <p><i>The Creation of a Regulated Policy Space: the Governance of Youth Sport in England</i> Barrie Houlihan, University of Loughborough</p> <p><i>The Quality of External Sports Provider Provision in Schools: A Need for Governance?</i> Jimmy O' Gorman, Lisa O'Keefe and Tony Charlton, Edge Hill University</p> <p><i>The Forgotten Game? The Impact of Modernisation on English Grass-Roots Football</i> Jim Lusted, University of Lincoln and Jimmy O'Gorman, Edge Hill University</p> | <p>Session Twelve: Public Policy & Football Supporters</p> <p><i>Anti-Racism in European football</i> Christos Kassimeris, European University Cyprus</p> <p><i>Can "We Have Our Kop Back Please?" Retaining, Reclaiming and Re-Inventing Fan Culture at Liverpool Football Club</i> Joel Rookwood, Liverpool Hope University</p> <p><i>Hit by a Rangers' Tsunami': The Degeneration of a 'Fan Party' into a 'Hooligan Riot'</i> Peter Millward, University of Liverpool</p> <p><i>Live-Streaming: Will Football Fans Continue to be More Law Abiding than Music Fans?</i> Jack Birmingham, Matthew David and Ben Evans, University of Liverpool</p> |

| 11.00 – 11.15 | Coffee | Coffee | Coffee |
|---------------|---|---|---|
| 11.15 – 12.45 | <p>Session Thirteen: Third party Player Ownership</p> <p><i>Player and Club Ownership in European Football</i> Daniel Geey, Field Fisher Waterhouse LLP</p> <p><i>Third Party Financial Interests in Players in the UK</i> Simon Thorp (Partner), Onside Law</p> <p><i>Case Studies On Investment Models of Third Party Ownership</i> Giambattista Rossi, Birkbeck, University of London</p> | <p>Session Fourteen: Governance Responses to Financial Instability in the Sport Industry</p> <p><i>Pressure, Emotional Attachment and Soft Budget Constraints: the Peculiar Logic of Professional Team-Sports</i> Klaus Nielsen, Birkbeck, University of London & Rasmus Storm, Danish Institute for Sports Studies</p> <p><i>Financial Instability in the Football League: Governance Reforms to Survive the Credit Crunch</i> Stephen Hope, University of Roehampton</p> <p><i>The Impact of Penalty Points in the Football League</i> John Beech, Coventry University</p> <p><i>The Top-down and Bottom-up of it – Stronger Regulation and Supporter Ownership'</i> Dave Boyle, Supporters Direct</p> | <p>Session Fifteen: Governance in World Sport</p> <p><i>The Governance and Regulation of Football in Brazil</i> Daniela S.N Coelho and Jose de Rebocho Lopes, University of Porto</p> <p><i>The Demise and Rebirth of the Singapore Grand Prix: The People's Action Party, Mega-Events and Sports Policy in Singapore</i> Charles Little, London Metropolitan University</p> <p><i>Proactive and Inclusive Governance in Football: the Case of UEFA</i> Kevin Tallec Marston, De Montfort University</p> <p><i>Planning The Long-Term Legacy of the 2010 FIFA World Cup South Africa: Creating a Sustainable Model for Grassroots Development</i> Themba Ndlwana, Birkbeck College</p> |

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| <p>12.45 – 13.45</p> | <p>Plenary Session: Controversies in Sport Governance: Ideas for a Reform Agenda</p> <p><i>Why the Governance of British sport Needs Radical Re-Thinking</i> Geoff Parsons, Chairman, By Design Group and former Olympic High jumper</p> <p><i>'For the Game. For the World' – For "What" and for "Whom? – FIFA Revisited</i> Professor Alan Tomlinson, the Chelsea School, University of Brighton</p> | | |
| <p>13.45</p> | <p>Lunch and conference finish</p> | | |