



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

***'The Governance and Regulation of Sport'***

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

**PROVISIONAL 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 20<sup>th</sup> February

	<b>Main Lecture Theatre</b>	<b>Malet Street 405</b>	<b>Malet Street 406</b>
<b>9.30 – 10.00</b>	<b>Coffee</b>		
<b>10.00 – 10.15</b>	<b>Welcome and introduction</b>		
<b>10.15 – 11.45</b>	<p><b>Keynote speakers</b></p> <p>Alan Keen MP Chair, All Party Parliamentary Football Group</p> <p>Alex Phillips Head of Professional Football Services, UEFA</p> <p>Speaker No 3: TBC</p>		
<b>11.45 – 12.00</b>	<b>Coffee</b>	<b>Coffee</b>	<b>Coffee</b>
<b>12.00 – 13.30</b>	<p><b>Session One: Perspectives on the role of Sport Governing Bodies</b></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><b>Session Two: Doping in Sport</b></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><b>Session Three: The Governance of Cricket</b></p> <p><i>The role of cricket in addressing government policy</i> Tom Rodwell, Cricket for Change</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, former Head of Finance at UK Sport</p>	<p><i>How the current governance model of anti-doping is dividing the elite sports community</i> Michelle Veroken, Sporting Integrity</p> <p>Speaker No. 3: TBC</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> <p>Speaker No. 3: TBC</p>
<b>13.30 – 14.30</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>
<b>14.30 – 16.00</b>	<p><b>Session Four: Governance in European Football</b></p> <p><i>The development of UEFA in the context of EU sports policy development</i> Borja Garcia, University of Loughborough</p>	<p><b>Session Five: UK Government Policy in the Sporting Context (1)</b></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><b>Session Six: Sport Event and Stadium Management: Key Issues for Policy Makers</b></p> <p><i>Attracting major sport events: the role of local residents</i> Holger Preuss, Johannes Gutenberg University of Mainz</p>

	<p><i>The regulatory structure of French football</i> 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><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><i>Bidding to host major events – key success factors and the role of PR</i> Denis Mills, Major Events International</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><i>Stadia developments in Spanish football</i> Juan L. Paramio, Universidad Autonoma Madrid</p>
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16.00 – 16.15	Coffee	Coffee	Coffee
16.15 – 17.45	<p><b>Session Seven: UK Government Policy in the Sporting Context (2)</b></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>Sports development policy and practice: 1997 – 2007</i> Chris Mackintosh, Nottingham Trent University</p> <p><i>The impact of UK sport policy on the governance of athletics</i> Jonathan Grix, University of Birmingham</p>	<p><b>Session Eight: Sports Governance: Lessons from Historical and Contemporary Practice</b></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><b>Session Nine: Theoretical Issues in Sport Governance</b></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>

<b>17.45</b>	<b>Close</b>		
<b>19.15</b>	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).		

## Saturday 21<sup>st</sup> February

	Main Lecture Theatre	G.01 Clore Building	Malet Street B20
9.30 – 11.00	<p><b>Session Ten: Governance in European Sport</b></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 &amp; Klaus Nielsen, Birkbeck, University of London</p>	<p><b>Session Eleven: The Governance of Youth Sport</b></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><b>Session Twelve: Public Policy and Football Supporters: A Continuing Challenge</b></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>Anti-Racism in European football</i> Christos Kassimeris, European University Cyprus</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><b>Session Thirteen: Third party Player Ownership</b></p> <p><i>Player and Club Ownership in European Football</i> Daniel Geey, Field Fisher Waterhouse LLP</p> <p><i>Case Studies On Investment Models of Third Party Ownership</i> Giambattista Rossi, Birkbeck, University of London</p> <p>Speaker No. 3: TBC</p>	<p><b>Session Fourteen: Governance Responses to Financial Instability in the Sport Industry</b></p> <p><i>Pressure, Emotional Attachment and Soft Budget Constraints: the Peculiar Logic of Professional Team-Sports</i> Klaus Nielsen, Birkbeck, University of London &amp; Rasmus Storm, Research Director at the 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>Supporters Direct: A Fans Movement for Europe?</i> Dave Boyle, Supporters Direct</p>	<p><b>Session Fifteen: Governance in World Football</b></p> <p><i>The Corporate Governance of South African Football: A Case-Study of the Emergence of a Modern Football Industry in a Developing Economy'</i> Sean Hamil &amp; Geoff Walters, Birkbeck, University of London</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>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>



<p><b>12.45 – 13.45</b></p>	<p><b>Plenary Session: Controversies in Sport Governance: Ideas for a Reform Agenda</b></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><b>13.45</b></p>	<p><b>Lunch and conference finish</b></p>		