

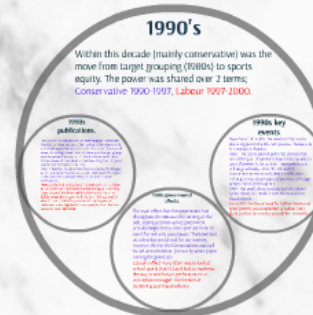
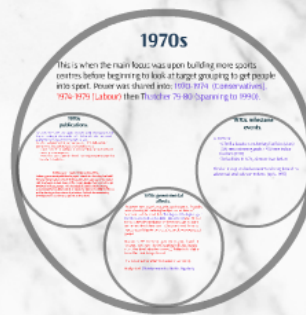
# Maple Leaf Simply Fresh (B)

Thecasesolutions.com

What we will be looking at...

- Assessing:
  - key publications
  - key events/milestones
  - key government influences
- Covering each of the above in:
  - 1960s
  - 1970s
  - 1990s

Thecasesolutions.com



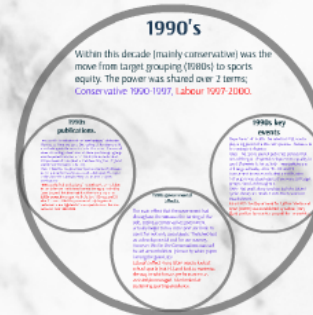
# Maple Leaf Simply Fresh (B)

Thecasesolutions.com

What we will be looking at...

- Assessing:
  - key publications
  - key events/milestones
  - key government influences
- Covering each of the above in:
  - 1960s
  - 1970s
  - 1990s

Thecasesolutions.com



What we will be looking at...

Assessing:

- Key publications
- key events/milestones
- key government influences

Covering each of the above in:

- 1960s
- 1970s
- 1990s

**[Thecasesolutions.com](http://Thecasesolutions.com)**

# 1960s

This was really the first decade in which sport development was seriously invested in/looked at by the government. The time in charge was spread 1960-1964 (conservatives) and 1964-1970 (labour).

## Thecasesolutions.com

### 1960s publications.

2 reports!

#### Wolfenden Report published! (1960)

The Wolfenden Report was published in 1960. It was a landmark report that led to the creation of the Central Council of Physical Recreation (CCPR) in 1957. The report was a response to the Wolfenden Committee's findings on the need for a national sports council. It was a landmark report that led to the creation of the Central Council of Physical Recreation (CCPR) in 1957. The report was a response to the Wolfenden Committee's findings on the need for a national sports council.

#### A Chance to Shine (white paper report 1964)

This was a paper that was developed to start to create a community where everyone can use facilities that are available to make sure that everyone has a chance to participate in sport.

Thecasesolutions.com

Thecasesolutions.com

### 1960s governmental factors.

The government began to accept that sport was a legitimate part of the policies they needed to start producing. However as will become apparent, the Labour Party wanted sport and its impacts a lot more than Conservatives did. .

Labour;

Mainly believing within 'equality'.

Education, health care and housing available for everyone.

Conservative;

The sum of one is more important than group equality.

Believed that making all the above available to all would only cause problems.

Sports development was a way of providing equality to certain target groups (underparticipating).

### 1960s Milestone Events.

Thecasesolutions.com  
The Central Council of Physical Recreation -CCPR (now known as the Sport & Recreation Alliance) came into effect in 1950.

1957 CCPR commissioned Wolfenden Report... (as explained before).

Thecasesolutions.com  
Only 4 sports centres! (1964)

There was a short supply of centres which meant that the white paper that was published was hard to work by as there wouldn't be the correct amount of centres to be able to facilitate the people that would wish to participate. Mass population centres weren't available so the centres were used for elite performers.

Advisory sports council (1965, 5 years later than suggested)

This was brought into action to advise the government where to go with sport and how it needs to be developed. This was proposed by Harold Wilson who was a Labour Prime Minister and had more faith in the effects that sport could have on the economy and social development. This was always pressed more prominently by Labour as the Conservatives were always sceptical about sports effects. This was later seen to only have been pressed by Harold Wilson as he wanted to expand the Welfare State. He introduced the welfare state for all.

Thecasesolutions.com

# 1960s publications.

## 2 reports!

### Wolfenden Report published! (1960)

This was a report put together to get the government to look at the face of sport and what could be done to improve participation. It praised the impact the sporting world was having on social issues (for example youth crime rates). Also when improving the participation levels they were trying to prolong the sporting life of youngsters and stop them from dropping out. They also suggested that they would benefit from creating a sports development council to advise the government on where sports need to go. This was suggested to be kept separate from the government.

### A Chance to Shine (white paper report 1964)

This was a paper that was developed to start to create a community ethos where everyone can use facilities that are available to make sure that everyone has a chance to participate in sport.

**Thecasesolutions.com**

# Thecasesolutions.com

The government  
part of the p  
will become a  
impacts a lot  
**Labour;**

# **A Chance to Shine (white paper report 1964)**

This was a paper that was developed to start to create a community ethos where everyone can use facilities that are available to make sure that everyone has a chance to participate in sport.

**[Thecasesolutions.com](http://Thecasesolutions.com)**



# Events.

[Thecasesolutions.com](http://Thecasesolutions.com)

The Central Council of Physical Recreation -CCPR (now known as the Sport & Recreation Alliance) came into effect in **1950.**

**1957** CCPR commissioned Wolfenden Report... (as

**1950.**

**1957** CCPR commissioned  
Wolfenden Report... (as  
explained before.

**Only 4 sports centres!**

**Thecasesolutions.com**

**(1964)**

There was a short supply of centres which meant that the white paper that was published was hard to work by as there wouldn't be the correct amount of centres to be able to facilitate the people that would wish to participate. Mass population centres weren't available so the centres were used for elite performers.

**Advisory sports council**



the centres were used for elite performers.

## **Advisory sports council (1965, 5 years later than suggested)**

This was brought into action to advise the government where to go with sport and how it needs to be developed. This was pressed by Harold Wilson who was a Labour Prime Minister and had more faith in the effects that sport could have on the economy and social development. This was always pressed more prominently by Labour as the Conservatives were always sceptical about sports effects. This was later seen to only have been pressed by Harold Wilson as he wanted to expand the Welfare State. He introduced the motto 'sports for all'.

**Thecasesolutions.com**