

Day, D. (2012). 'A Man Cannot See His Own Faults': British Professional Trainers and the Modern Olympics, Paper presented at Institute of Historical Research, London, February 6.

Podcast available at <http://historyspot.org.uk/>

Far from there being a single identifiable and uniform middle class in late-Victorian Britain this social strata consisted of a petty bourgeoisie, the clerks, managers, and shopkeepers, and a professional elite which used a number of communal markers, including sport, to distinguish itself from other middle class groups. These public school educated individuals had long been prominent in the promotion of the ideals of industry, aptitude, utilitarianism, and civic duty,<sup>1</sup> and when they assumed the control and direction of sport in the last quarter of the century, it was these qualities that underpinned their insistence on the amateur status of competitors.<sup>2</sup> An important corollary of amateurism was the principle of voluntarism, which resulted in the rationalisation of sport being undertaken by those with time, income, social influence, and organisational experience.<sup>3</sup> For Victorian professional men, man's primary obligation was to the greater moral welfare of society, in contrast to the private and calculated selfishness of trade or business,<sup>4</sup> and their antagonism towards commercialised sport, enshrined in the regulations of their national associations, also encompassed an antipathy to professional coaches. This is reflected within the limited historiography on British coaching<sup>5</sup> which implies that Olympic participation in Edwardian Britain was an activity pursued by individuals who rejected the systematic training regimes and reliance on professional coaching epitomised by their American counterparts in favour of the moral values associated with amateurism. The concept of amateurism, however, was always more fluid than is often assumed and this paper explores the background of some of the trainers who accompanied the British team to the Games at Stockholm in 1912 to illustrate that professionals played an essential supporting role across a number of sports, although the master-servant relationship employed by British administrators contrasted with the coach centred system adopted elsewhere, especially in America.

The paper has two key themes:

1. Amateurism was a 'moveable feast' at performance levels of British sport
2. Differences in American and British attitudes to coaching

There are also pointers here for future work in exploring how the lower middle class occupations of many of those involved in the Olympics fits with the traditional discourse relating to the professional classes and amateurism.

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<sup>1</sup> John C. Waller, 'Gentlemanly Men of Science: Sir Francis Galton and the Professionalization of the British Life-Sciences', *Journal of the History of Biology* 34 (2001): 90-92, 106-107.

<sup>2</sup> Christiane Eisenberg, 'The Middle Class and Competition: Some Considerations of the Beginnings of Modern Sport in England and Germany', *The International Journal of the History of Sport* 7 No. 2 (1990): 271-272.

<sup>3</sup> Richard Holt, *Sport and the British. A Modern History* (Oxford: Clarendon Press, 1992), 110-111.

<sup>4</sup> Richard Bellon, 'Joseph Dalton Hooker's Ideals for a Professional Man of Science', *Journal of the History of Biology* 34 (2001): 61-63.

<sup>5</sup> Neil Carter (ed.), *Coaching Cultures* (London: Routledge, 2011); D. Day, 'From Barclay to Brickett: Coaching Practices and Coaching Lives in Nineteenth and Early Twentieth Century England' (PhD diss., De Montfort, 2008).