



PROFILE

Dr Keith Myerscough

Keith has written extensively on the social and cultural aspects of swimming. His PhD thesis was titled 'Commercial Swimming in Nineteenth Century Lancashire'. Aspects of central government legislation on health reforms and how they were implemented by regional government are discussed. Lancashire influenced both public baths provision and commercial swimming as a branch of the entertainment industry. Blackpool, as a working-class holiday destination served to promote *Grand Water Shows* for its Victorian visitors from the wealthy cotton mill-towns in Lancashire.

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MUNICIPAL PUBLIC BATHS: A SOCIAL AND CULTURAL HISTORY 1 - INTRODUCTION

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A series of Information Sheets that provide context to the history of swimming in Victorian Britain. The development of both outdoor and in-door swimming venues are discussed in relation to aspects of swimming as a competitive sport, a leisure activity, and a recreational pursuit.

INFORMATION SHEETS ON:

- 1. The promotion of private swimming clubs or societies are contrasted with the rise of the municipal swimming club post-1846.**
- 2. Swimming as a sport is examined as a social and cultural activity.**
- 3. Competitive swimming is discussed as both a means of gambling on the outcome of races and as a form of commercial entertainment.**
- 4. The relationship between elite members of local swimming clubs, their status as professional performers, and the attitude of swimming's various governing bodies is discussed.**
- 5. The social reform movement within the field of health reforms are debated for their effectiveness in improving the physical and moral condition of the labouring classes.**
- 6. The role played by seaside holiday resorts in promoting recreational bathing amongst all social classes is discussed.**