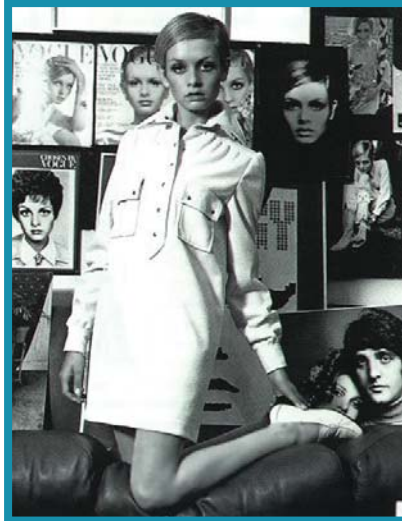


'Wales and the Swinging Sixties: a quiet revolution?'

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In a 2007-08 television campaign for LV over-fifties life insurance, singer and presenter Cilla Black fondly recalled, 'I loved the sixties...such a special time.' These sentiments are echoed by fellow icons of the 1960s youth culture such as the Beatles and Twiggy, whose image and lifestyle afforded them the opportunities to embrace and celebrate all that was said to be on offer.



My research will contribute to our understanding of sixties Britain through a detailed study of cultural changes in south Wales, offering an opportunity to test an emerging British historiographical debate and address a much neglected period in Welsh history.

In June 1969 the *Western Mail* reported that whilst Wales was said to have faced a 'quiet revolution', it could nevertheless be placed on a par with the rest of Western Europe in experiencing a 'revolution in morals.' My research explores this further by investigating the extent to which there was a permissive revolution in Wales during the 1960s, the Welsh public reaction to the idea of a permissive revolution, urban and rural differences in experiencing sexual and moral liberation, and the continuing influence of social conservatism and religion amidst the perceived negative effects of the media. Central to my methodology will be the personal testimonies of those living in Wales during the 1960s, supported by the press, sociological studies, and the various discourses to which Welsh society was subjected through cinema, television and literature.



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