1 Early British rock and roll. 2 Development in the 1960s and early 1970s. 2.1 Beat music. 2.2 British blues boom. The initial response of the British music industry was to attempt to produce copies of American records, recorded with session musicians and often fronted by teen idols.[3] British rock and rollers soon began to appear, including Wee Willie Harris and Tommy Steele.[3] The bland or wholly imitative form of much British rock and roll in this period meant that the American.