

2005-2008 PUBLIC SERVICE AGREEMENT: TECHNICAL NOTE

This Technical Note sets out how the Department for Culture Media and Sport will measure progress towards its PSA targets.

PSA Target 1 : **Enhance the take-up of sporting opportunities by 5 to 16-year-olds so that the percentage of school children in England who spend a minimum of two hours each week on high quality PE and school sport within and beyond the curriculum increases from 25% in 2002 to 75% by 2006 and to 85% by 2008, and to at least 75% in each School Sport Partnership by 2008. (*Joint target with Department for Education and Skills*)**

Definitions

“Schools” means maintained schools (including maintained special schools), pupil-referral units, city technology colleges, city colleges for the technology of the arts, academies and schools approved under Section 342 of the Education Act 1996 (i.e. non-maintained special schools).

“High quality” has the meaning set out in “Learning through PE and sport” (DCMS/DfES, March 2003) and further described in “High quality PE and sport for young people” (DCMS/DfES, March 2004).

“PE” is physical education taught in schools in accordance with the legal requirements of the National Curriculum. The PE programme of study sets out the knowledge, skills and understanding that have to be taught through six activity areas: dance, games, gymnastics, swimming and water safety, outdoor and adventurous activities and athletics.

“School sport” means sport that takes place in school or is organised by a school as part of its extracurricular or out-of-hours learning.

“Sport” means all forms of physical activity that, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels (Council of Europe’s European Sports Charter 1993).

“School Sport Partnership” mean families of schools (an average partnership is made up of a sports college, acting as the hub, 8 secondary schools and 45 primary/special schools clustered around the sports college and secondary

schools) which come together to increase and enhance sports opportunities for all pupils. Each partnership received a ring fenced grant to support its work.

“The National Curriculum” means the programmes of study for PE that set out what pupils should be taught between the ages of five and 16.

Measurement

Percentage of 5 to 16-year-olds in schools who spend a minimum of two hours in a typical week during term time on high-quality PE and sport within and beyond the National Curriculum.

Proportion of lessons in which the quality of teaching in PE and school sport is assessed by OFSTED as good or better.

Data source

Annual survey of School Sport Partnerships. Note: Partnerships will not cover all schools in England before September 2006 and data will not, therefore, be wholly comparable until then.

OFSTED reports.

Scope

England

PSA Target 2: **Halt the year on year increase in obesity among children under 11 by 2010, in the context of a broader strategy to tackle obesity in the population as a whole. (*Joint target with Department for Education and skills and Department of Health.*)**

Scope:

Children aged between 2 and 10 years (inclusive) in England.

Obesity:

Prevalence of obesity as defined by the National BMI percentile classification (from the 1990 reference population from T J Cole et al) and measured through the Health Survey for England. Children above the 95th percentile of the 1990 reference curve are defined as obese.

Halt the year on year increase:

Obesity in 2–10 year olds rose, on average, by 0.8% per year between 1995-2002. Halting the increase would mean no significant change in prevalence between the two three year periods 2005/06/07 and 2008/09/10.

Data source:

Health Survey for England. We are also exploring with colleagues in DH and DfES the cost and feasibility of options for other sources of data in order to obtain more local level information.

Baseline year:

Due to the small sample size the baseline will be the weighted average for the three year period 2002/03/04.

Target year: by 31 December 2010, in practice this will mean 2010-11 financial year

Reporting: Annually (aggregate trend data will be available every three years). Lag between end of collecting period and data published is around 12-15 months.

The delivery of this joint PSA target will be supported by a range of programmes including:

- a) the joint DfES and DCMS PE, School Sport and Club Links project which seeks to increase the percentage of school children who spend a minimum of two hours each week on high quality PE and school sport within and beyond the curriculum;
- b) the joint DfES and DH National Healthy Schools Programme which seeks to promote a whole school approach to healthy living;
- c) the joint DfES and DH "Food in Schools" Programme which seeks to promote a whole school approach to a range of food issues.

PSA Target 3: By 2008, increase the take-up of cultural and sporting opportunities by adults and young people aged 16 and above from priority groups, by

- Increasing the number who participate in active **sports** at least twelve times a year by 3 %, and increasing the number who engage in at least 30 minutes of moderate intensity level sport, at least three times a week by 3%.
- Increasing the number who participate in **arts** activity at least twice a year by 2% and increasing the number who attend arts events at least twice a year by 3%.
- Increasing the number accessing **museums and galleries** collections by 2%.
- Increasing the number visiting designated **Historic Environment** sites by 3%.

Definitions

Priority groups

The target covers all people from priority groups aged 16 years and over.

“Priority groups” are defined as:

Those people with a **physical or mental disability** . i.e. defined by themselves as having any long-standing illness, disability or infirmity that limits their activities in any way.

Those people from **black or minority ethnic groups**. i.e. defined by themselves as Asian or British Asian (Indian, Pakistani & Bangladeshi, Other Asian Background); Black or British Black (Black Caribbean, Black African, Other Black Background); Mixed Ethnicity; Chinese and Other Ethnic Groups

Those people in **socio-economic groups C2, D and E**. Defined by themselves through NS-SEC and then mapped across to C2DE.

In the case of sport, in line with Governments commitments to Game Plan, (the Government’s strategy for sport to 2020, pub Dec 2002), women are also defined as a priority group.

Sports opportunities

“Active sport” is defined as all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and well-being, forming social relationships, or obtaining results in competition at all levels. (Council of Europe’s European Sports Charter 1993).

In gathering data on active sports, walking will be excluded.

“12 times a year” will be measured by using "at least once in the past 4 weeks" as a proxy (i.e. once a month = 12 times a year).

“Moderate intensity sport” includes recreational walking only.

Arts opportunities (rolled forward from SR02)

“Attendance” is defined as at least one attendance in at least two of the following activities in the last 12 months: plays, ballet, contemporary dance, opera, classical music, jazz, art galleries/exhibitions, or theatre performances.

“Participation” is defined as having engaged in the last 12 months in at least two of the following activities: writing stories, plays or poetry; doing any ballet or other dance; playing a musical instrument for own pleasure; writing or composing a piece of music; performing or rehearsing a play or drama; painting, drawing, print-making or sculpture and crafts.

Museums and galleries

“Accessing Museums and galleries” is defined as taking part in any activity organised by a national or regional museum or gallery including outreach or a visit to a national or regional museum or gallery.

Historic environment

“Designated sites” are historical attractions open to the public (buildings, monuments, landscapes, gardens) visited for the purpose of academic study or recreation as defined by the user or visitor.

Measurement:

The DCMS, in partnership with target delivery bodies, will collect information on participation and attendance for priority groups and the whole population. It will be collected on a rolling basis and analysed by a new independent household survey (DCMS Cross sectoral survey of participation and attendance).

Data:

Target levels represent percentage point increases above the baseline.

“Number of people” will be presented as a percentage of the whole population.

The data will be reported as follows:

- In tables showing the percentage point change in participation in sports, arts, museums and galleries and, the Historic Environment, for each year to the next.
- Trends will also be presented graphically.
- Data for the whole population will be presented as a comparator.
- Data will be reported annually

Scope:

England

PSA target 4: By 2008, improve the productivity of the tourism, creative and leisure industries.

This will be achieved through:

- Continuing and developing where necessary SR02 projects including: Digital switchover programme and the full Implementation of the Licensing Act 2003 by the end of 2005.
- New projects developed through our on-going research programme identifying barriers to productivity growth in music, film, tourism and the creative industries.

Definitions

“Improve” is defined as growth higher than the service sector as a whole.

“ Productivity” is to be measured using ONS data derived from the Annual Business Inquiry (ABI). The measure will use the ratio:

$$\text{Gross Value Added} / \text{Numbers Employed.}$$

“Gross value added” is the value created by production before deducting consumption of fixed capital.

“Numbers employed” is defined as the number of full and part-time employees on the payroll plus the number of working proprietors involved. It should be noted that, because of the difficulty of gathering information, this will not cover the self-employed, who often feature significantly in the creative industries and, to a lesser extent, tourism.

“Tourism” comprises the following sectors:

SIC Class

55.1&55.2 Hotels and other tourist accommodation

55.3 * Restaurants, cafes etc.

55.4 * Bars, public houses and nightclubs

63.3 Travel agencies/ tour operators

92.33 Fair and amusement park activities

92.52 Museums and preservation of historical sites and buildings

92.6 Sporting activities

* Since local residents rather than tourists support much of the activity in these large sectors, these are scaled using proportions 50% and 25% respectfully. The proportions will be revised in light of the results of the First Tourism Satellite Account project which the Department is leading.

“Creative industries” comprises the following sectors:

- 22.1 publishing (books, newspapers, journals & periodicals & sound recordings & other**)
- 22.3 reproduction of sound recording, video recording & computer media***
- 72.2 software consultancy & supply
- 74.2 architectural and engineering activities and related technical consultancy

- 74.4 advertising
- 74.81 photographic activities ***
- 92.1 motion picture and video production, distribution & projection
- 92.2 radio & television activities
- 92.31 artistic & literary creation & interpretation
- 92.32 operation of arts facilities
- 92.34 other entertainment activities nec **
- 92.4 news agency activities
- 92.72 other recreational activities nec ***

** 50% of this sub-group/class as per established DCMS CI definition

*** 25% of this sub-group/class as per established DCMS CI definition

N.B. This definition of the creative industries is narrower than that used to measure the total size of the sector. Data are excluded where small proportions (<25%) are taken under the standard definition. Proportions may be revised in the light of on-going analysis.

“Leisure” covers one sub-group/class:

- 92.71 Gambling and betting activities
- 92.72 ****Other recreational activities
- 93.04 Physical well-being activities
- 55.3 Restaurants, café etc (The proportion of the section not included under tourism.)
- 55.4 Bars, public houses and nightclubs (The proportion of the section not included under tourism.)

**** 75% if this sub-group/class

Measure

The measure will use the ratio:

$$\text{Gross Value Added} / \text{Numbers Employed.}$$

The reported performance will focus on the change from one year to the next, and will be presented as an **index, with base=100**. The base year for SR2002 purposes is 2002, therefore all data will be based to 2002. Data on performance in the **tourism, other leisure industries [tourism and leisure]** and the **creative industries [and in these industries' disaggregated parts]** will be shown, together with the data for **services** and the **economy as a whole**.

Data

The data will be reported annually as follows:

- In **tables** showing the **percentage change** in productivity in the tourism and leisure industries, the creative industries and the service sector, for each year to the next
- and as a **cumulative average**, which will assist comparison
- Data will also be presented in the form of **index numbers**, which is the standard format in the presentation of economic data series.
- Trends will also be presented **graphically**.

Limitations

1. The indicator of productivity comprises components of i) gross value added (GVA) and ii) employment. GVA is hard to measure, as it is derived from a number of financial data returned by companies surveyed.
2. The Annual Business Inquiry is a sample survey. The definitions for the Department's sectors use low-level results which are more prone to sampling variation. While ONS use specialized processes to account for this, and the Department works closely with ONS highlighting particular figures for extra examinations, some fluctuations remain in the data. These may indeed be correct, but it nevertheless is advisable to consider the trend and averages over several years, rather than solely change between any 2 particular years.

Scope

UK