

Department for Culture, Media and Sport Five Year Plan

Living life to the full



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Foreword

Ten years ago Tate Modern was a ruin, four TV channels seemed a lot and Amir Khan was a child.

Under our noses, both the fabric of this country and quality of life here have been changing at an incredible pace.

Fuelled often by the National Lottery, and always by determination and creativity, the pace and depth of this change match any of the great periods of civic renewal of the past. The great building programmes of the 19th century, which gave us town halls, libraries and every kind of amenity, were works of vision and a reaction to social and economic upheaval. The alterations to the physical landscape in the last 10 years are part of a vision too.

The physical changes include sustainable regeneration that has transformed the look and the life chances of communities from Gateshead, to Southwark, to St Austell. They have been accompanied by changes in the possibilities available to people to enjoy culture, play sport, access the world's best media and prosper in industries that thrive on knowledge and know-how. Tourists and professionals come to this country from all over the world to join in, and to learn from, what has been achieved. We have some of the best theatre, film, musicians and sportspeople anywhere. The BBC is still, after 70 years, the gold standard for broadcasting.

I don't claim credit for this for the Government. Our role is simply to provide the funding, the framework and the encouragement for people and communities to achieve for themselves. Where we do intervene forcefully, and don't apologise for doing so, is in the regulation of markets to protect the consumer. This document sets out how we try to do all this, and our plans for the future.



The next five years will see new challenges arise. In technology, we will embrace the task of making Britain one of the world's first wholly digital nations. In skills, we will ensure that we nurture the next generation of Simon Rattles and Kelly Holmes. And in the marketplace, we will keep promoting Britain as a top quality tourism destination, the home of innovative film, and the creative capital of the world.

These challenges are daunting enough. But despite the progress made in recent years, there is one underlying form of poverty that no government has successfully tackled: the poverty of aspiration.

Whether you are an artist, athlete or inventor, it is not enough to have the best facilities, investment and encouragement. You need to know that opportunities exist to excel, or just to enjoy all the world has to offer. You need to know that opportunity is open to everyone, not just the lucky few, that you can afford the cost of your talent and can be supported across the whole of your creative lifespan.

That is simply not the case today. And the next five years of DCMS's work will be focused on two goals: making quality of life in this country world-class, and giving everyone the chance to taste it.

Tessa Jowell.

Tessa Jowell
Secretary of State for Culture, Media and Sport

Living life to the full

Changing Britain – leisure is a more important part of our lives

Leisure matters more and more. The share of average household spending on leisure activities is around twice that of 25 years ago (up from 10 per cent in 1977 to 19 per cent in 2002)¹. And as a nation, we are more demanding about quality and choice than ever before.

Our leisure patterns are changing, with significant consequences for our lifestyles:

- 99 per cent of adults watch TV and 88 per cent listen to the radio. There are now over 400 TV channels, compared with just four in 1988.²
- 52 per cent of households have internet access, compared with 9 per cent in 1998.³
- 44 per cent of adults regularly visited the cinema in 2003-04, up from 36 per cent in 1995-96.⁴
- Between 1998 and 2002 the number of overseas holidays increased by a quarter to nearly 40 million.⁵
- 50 per cent of adults now regularly visit pubs, clubs and restaurants.⁶
- Visits to DCMS-sponsored national museums and galleries now number over 34 million each year, compared to around 24 million in 1997.⁷
- But national involvement in sport and physical activity has not changed significantly and has declined in many regions.⁸

Changing Britain – leisure is a larger part of the economy

The recent *Strategic Audit* by the Prime Minister's Strategy Unit on progress and challenges for the United Kingdom clearly set out the scale of the social and economic importance of leisure to this country.⁹

- Between 1997 and 2003 employment in the creative industries grew by an annual average of 3 per cent, and in tourism and leisure 1.5 per cent, compared with overall growth in the economy of 1 per cent.¹⁰
- The creative industries grew by an average of 6 per cent per year between 1997 and 2002, compared to 3 per cent for the whole economy over this period.¹¹
- Overseas visitors spent £11.9 billion in 2003, making this country the sixth most popular tourism destination worldwide.¹²

Our ambition is world-class creativity of every kind, matched by the chance for everyone to enjoy the fruits of that creativity, regardless of their abilities, who they are, or where they come from.



As Britain changes, Government policies on culture, leisure and sport must change, ensuring that the services provided to citizens and to businesses keep pace.

The role of DCMS

Culture, sport and the leisure and creative industries are all connected. Together, their contribution to national life is greater than the sum of the parts. For example our national museums, galleries and historic buildings are both major tourist attractions, and repositories of priceless cultural treasures. Design and creativity make a key contribution to all sectors of the economy. Sport is a major business, accounting for around 2 per cent of all employment.¹³ Culture and sport generate massive media coverage. Our sectors and sponsored bodies have a central role in supporting the UK's sustainable development strategy, launched recently in *Securing the future*¹⁴. The Government's role in these areas of our lives comes together in DCMS.

In this document 'we' covers the wider DCMS family, including our non-departmental public bodies and our executive agency. But wherever possible we have sought to give credit to the role of individual organisations.

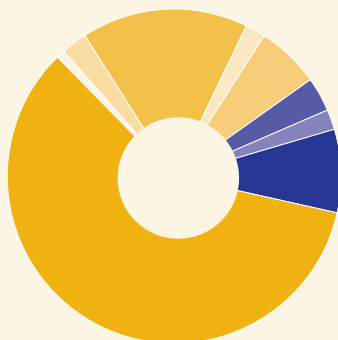
DCMS goals

Our overall role is to support the cultural and sporting life of the nation, responding to rapid economic, social and technological change, drawing on a rich legacy of creativity and success.

We want to ensure that everyone can enrich their lives through excellent culture and sport; to promote diversity at home and enhance Britain's prestige abroad; and to improve the places where people live and protect the nation's cultural assets for future generations.

We will do this in a way that gives children the best start in life and is fair to everyone. We will promote, through culture and sport, both community action and personal freedom.

Share of the economy



- 13.5% DCMS sectors
- 8% Creative industries
- 3.5% Tourism
- 2% Other DCMS
- 59% Other service sectors
- 16% Manufacturing
- 6% Construction
- 2.5% Mining and quarrying
- 2% Electricity, gas and water supply
- 1% Agriculture

Source: GVA Pie Chart: Annual Business Inquiry, ONS Input-Output tables (2002)

We will encourage creativity across the lifespan, linking individual cultural development from budding talent in children, to business and professional success in national and international marketplaces and arenas.

At the same time we will help our sectors to contribute to national prosperity.

And, in everything we do, we will ensure value for money and responsiveness to what people want.

The next section shows how we will translate these goals into practical action.

Our commitments

For the period of the Five Year Plan we make 10 commitments.

1 Personal enrichment

Support for the arts has doubled from nearly £200 million a year in 1997 to over £400 million in 2005-06.¹⁵ Thanks to our policy of free admission, the number of visits to formerly charging national museums and galleries has risen by 75 per cent over three years; an extra 11 million visits since December 2001.¹⁶

Culture is a unique source of learning and enrichment, connecting us with our past, with one another and with our deepest personal aspirations. It is at the heart of what it means to be a fully developed human being. That is why public investment is needed to bring excellent culture to more people.

Active participation in sport and leisure is good for physical and mental health, reducing stress and providing exercise, with a potentially major contribution to fighting obesity. The total costs of physical inactivity in England alone are thought to be over £8 billion per year.¹⁷

Everyone who wants to should have the chance to participate in local or national cultural and sporting life. Those in the highest social and economic classes are twice as likely to attend cultural events.¹⁸ Participation in

sport and physical activity display a similar pattern. Women are less active than men.¹⁹ Regular attendance at the arts varies from about half of all adults in Greater London and the South East to about one third in the North;²⁰ participation in sport varies from about half in the South West to just over a third in the North East.²¹

Our goals are part of the wider delivery of the commitments contained in *Delivering Choosing Health*, published by the Department of Health in March 2005. This sets out how the Government will translate the Public Health White Paper on issues such as health, food and physical activity into practical benefits for local communities

Our commitment to the public

We will maintain our historically high levels of financial support for the arts, culture and sport over the next three years, sustaining access to world-class excellence for everyone. We will persuade more people (especially those at risk of social exclusion) to participate in culture, sport and physical activity by publicising the benefits and improving facilities.

- Our ambitious goal is to engage nearly half a million people a year in some form of sport or physical activity, particularly women, school leavers, older people, ethnic minority groups and people with disabilities.
- We will make sure that everyone – particularly people from those groups who have not taken up opportunities in the past – has the option to take part in our rich cultural life.

2 A great start in life

Every child is entitled to great cultural and sporting opportunities. Children in deprived areas tend to get less exercise, and not as much encouragement in the arts as others. One of our highest priorities is to create early, formative opportunities for all children and young people.

We have begun by reversing decades of decline in school sport and the sale of playing fields. Already more than half of all children in school in England do a weekly minimum of two hours PE and sport at school, up from a quarter in 2002.²² We have laid the foundations for culture too, with **Creative Partnerships** bringing the experience and stimulation of culture to over 150,000 children in some of the most deprived rural and urban areas.²³

Our commitment to children and young people

We will further improve sporting opportunities for children. We will also build a comprehensive offer to them on culture – **Creative Sparks**.

- All children will have two hours PE and sport per week by 2010 with the clear expectation it will be provided totally within the curriculum.
- **Plus** a further **two to three hours** per week outside school time.
- The £1 billion invested in sport will improve facilities in every community.
- All children and young people will get a chance to experience the very best of culture.

Working with our delivery partners we will continue to ensure that our services help to reduce social exclusion, wherever it is found in rural or urban settings.

Our commitment to communities

We will ensure that financial support goes to a rich tapestry of visual and performing arts and sports facilities small and large; traditional and experimental; rural and urban; serving each of our communities and all of them. We will strengthen our links with the voluntary and community sector, including through the new National Lottery distributor.

- A new £6 million Quality and Innovation Fund for culture.
- Commemorating in 2007 the abolition of the slave trade in the British Empire – providing £250,000 per year to the new Slavery Gallery in Liverpool, opening in 2007.
- A greater say by people in how lottery money gets spent. The Big Lottery Fund, responsible for distributing half of all Lottery money, will consult people more. For example looking at ways of getting people involved in making decisions about major capital projects.

3 Including everyone

This country is increasingly diverse, with a rich mixture of many cultures. In 2001 nearly 8 per cent of the United Kingdom population was from a minority ethnic group. The minority ethnic population of Great Britain has grown by over half since 1991.²⁴ Creativity thrives on a mixture of tradition and experimentation; blending our sense of the past with the new, the unfamiliar and sometimes the uncomfortable.

The success of our sectors also depends on people giving their time and money. Nearly 6 million people volunteer in sport alone.²⁵ 14 per cent of DCMS spending goes to support voluntary organisations, a higher proportion than any other Department.²⁶

4 Listening to people

Many of the organisations that help us deliver our objectives are revered institutions, with a long and illustrious history, for example the national museums and galleries. We will help them develop the effective, modern management needed in a changing Britain while being responsive to the public.

Our commitment on public accountability

We will consult the public on an unprecedented scale, ensuring that all our sponsored bodies, and the Department itself, are open and accountable.

- Continuing engagement of licence fee payers in the future of the BBC Charter, to ensure a strong, independent BBC for the digital age, owned by and responsive to the public.
- By the end of 2005 we will put in place a new, national consultation on the way that the National Lottery good cause proceeds for arts, sport, heritage and film are spent after 2009.

5 Better places to live

Local libraries, leisure facilities and access to well-maintained public and historic buildings improve people's lives. Many local facilities are the responsibility of local authorities, who spend over £3 billion a year in the sectors supported by DCMS, as much as the amount spent by the Department and the National Lottery together. A key priority is to strengthen our links with local government and regional bodies to ensure high quality services wherever people live in this country, in the countryside or in towns and cities.

Our commitment to local neighbourhoods

We will work to maintain a key role for culture and leisure in the implementation of the Government's sustainable development strategy and specifically in the *Sustainable Communities Action Plan*, the National Strategy for Neighbourhood Renewal as well as via local planning and regeneration initiatives.

- Demonstrating through Liverpool's selection as European Capital of Culture in 2008 how cities can develop and innovate in the cultural field.
- Building on the success of the *People's Network*, which has brought free internet access to libraries. By the end of 2005 we will provide a leadership skills and development programme to staff in every library authority in England so that they are best placed to provide cutting-edge services to the community.
- By the end of this year we will produce a sustainable development action plan, responding to the strategy set out in *Securing the future: delivering the UK sustainable development strategy*.
- We will work closely with the 13 local authorities recently chosen as *Cultural Pathfinders* to show how culture and sport can deliver priorities across public life.
- By the end of 2005 we will ensure that there are the right incentives for local authorities to improve services by increasing the emphasis given to culture and leisure services in the Audit Commission's Comprehensive Performance Assessment.
- We will ensure that culture and leisure has a key role in the continuing development of Local Area Agreements, a new approach to the allocation of resources at a local level.
- We will use the next round of the Beacon Council scheme to show how culture and leisure can benefit some of the most disadvantaged and hard to reach local people.

6 Looking after the nation's cultural assets

Museums, galleries and the historic environment are key to understanding ourselves, our communities and our nation. Their role in explaining where we have come from is vital to our ability to build a sense of who we are. These assets – historic sites and buildings, works of art and our church buildings – are enduring, yet irreplaceable. Once lost, they would be lost forever.

Our commitment to current and future generations

Over the next three years we will maintain and increase our support for the national museums, galleries and other bodies that perform this essential stewardship role for the nation.

- Investment and financial support for national and regional museums and galleries will be worth £423 million in 2007-08, up from £241 million in 1998.
- In 2006 we will introduce measures to give the public more say in how the historic and built environment is protected. We will also publish a White Paper setting out proposals for a Heritage Protection Bill.
- We will fund and support work to bring redundant places of worship back into community use, through sponsorship of the Churches Conservation Trust and by exploring new central government co-ordination arrangements.

7 International prestige

World-class sport and culture are a source of national pride and international prestige. Our medals haul at the Sydney and Athens Olympics were the best since 1924. Our world-class museums, performing arts, galleries and historic sites make Britain a great place to live and a fantastic tourist destination. During the forthcoming UK Presidency of the European Union we will develop cross-border programmes in our sectors, strengthening our links with fellow member states.

Our international commitment

We will give our wholehearted support to the bid to bring the Olympics to London in 2012. We will continue over the period of the plan to showcase tourism and leisure, promoting Britain through our support for world-class culture and world-class sporting events.

- Improved support for elite athletes, rewarding success with the Talented Athlete and 2012 Scholarships.
- By the end of 2005 decide on new ways to promote our many World Heritage Sites, involving local communities and sharing expertise with sites in other countries.
- We will use the UK Presidency of the EU to promote access to high quality sport and culture, for example leading work on new plans for the digitisation of cultural heritage and the mobility of museum collections.

8 Personal freedom

People should be free to enjoy their leisure time within the law as they wish. But there are areas of leisure activities where freedom for adults must be linked to proper protection for children and the vulnerable. We will continue to balance protection with personal freedom by regulating in the public interest.

Our commitment to regulate in the public interest

We will complete our programme to replace outdated laws.

- New legislation on licensing and gambling, to balance personal freedom and prosperity with strengthening protection for the vulnerable.
- By 2005 we will put in place a package of measures to improve the labelling of violent video games to protect under-18s.

9 Economic prosperity

The creative industries are 8 per cent of the economy and tourism and leisure another 5.5 per cent; together bigger than financial services (6.7 per cent) and construction (6 per cent) combined.²⁷ This economic success is due to creative, hard-working businesses. Government can help them tackle skills shortages and other barriers to productivity and growth, such as the need for generic marketing that is beyond the scope of individual firms.

Our commitment on the economy

We will increase productivity in the tourism, leisure and creative industries; providing targeted support to help them grow and to provide opportunities for the talented to make a living and contribute to the economy.

- By the end of 2005 putting in place a virtual high street for tourism and leisure, offering a single information and booking service to on-line users.
- By the end of 2005, there will be a new package of measures to make the best use of creative talents in the music and film industries, making space for innovative people at all levels to make the very best of their talents and businesses.
- Placing Britain at the forefront of digital developments, in particular through the full switchover from the analogue signal to digital television and allowing more access to better services for the whole population.

10 Value for money

We have a duty to get the best possible value for money. We will encourage sponsored bodies, local authorities and other public bodies providing culture, sport and leisure services to work together, efficiently and effectively. At the same time we are improving our own working practices and reducing departmental running costs.

Our commitment on efficiency

- The overall target is to achieve efficiency savings within DCMS, our sponsored bodies and local government of £262 million a year by 2008, with the savings being used to help deliver better services to the public.
- No reduction in the quality of services.



Key milestones

The timeline below shows the key events and targets in the period to the end of this Five Year Plan. It also looks beyond, to what we hope will be the London Olympics and Paralympics in 2012.

Key milestones

| | |
|-------------|--|
| 2005 | BBC Charter Review Green Paper London Olympics bid decision Gambling Act (subject to Parliament) European Union and G8 Presidency BBC Charter Review White Paper SeaBritain 2005 |
| 2006 | FA Cup Final at new Wembley Stadium Heritage Protection White Paper <i>– 75 per cent of 5-16 year olds taking part in a minimum of 2 hours PE and sport per week (PSA target with DfES)</i> |
| 2007 | New BBC mandate Royal Festival Hall re-opens UN and UK commemoration of the abolition of the slave trade in the British Empire and the ongoing struggle against slavery |
| 2008 | Liverpool – European Capital of Culture <i>– 85 per cent of 5-16 year olds taking part in a minimum of 2 hours PE and sport per week (PSA target with DfES)</i> <i>– Increased take-up by adults from priority groups of cultural and sporting opportunities (PSA target)</i> <i>– Productivity in tourism, creative and leisure industries increased (PSA target)</i> |
| 2009 | National Lottery licence renewal |
| 2010 | Tourism earnings reach £100 billion <i>– Increase in child obesity halted (PSA target with DfES and DH)</i> |
| 2012 | Olympics and Paralympics |

Culture

Culture and the arts in England have never been more popular, vibrant or important for the economy. Sustained increases in investment are producing a solid platform for even greater success over the next few years. We want to widen as well as deepen our cultural life. To do that, we will maintain high levels of financial support over the next three years. We will ensure that all, not just some, children get the best possible start; and that they get the chance to go on experiencing the best of culture throughout their lives.

We will also take full advantage of the opportunities provided by internationally prestigious events in the next five years, including everyone in the celebrations. Liverpool is 2008 Capital of Culture: we will ensure the whole country can join the party. And a successful Olympic Bid will result in a countrywide cultural festival.

At the local level, the focus will be on innovation and inclusion; better libraries, further funding for regional museums and galleries, and widened access to our heritage. Everyone, throughout the country, will notice the difference.

Britain's artists and cultural institutions are world leaders in excellence, innovation and creativity. Our rich historic and built environment is the backdrop to our sense of place, helping to define us as individuals, as communities and as a nation. Our architects and designers are internationally acclaimed. The country's museums and galleries offer world-class experiences and our libraries and archives are vital public spaces, making a massive contribution to meeting our learning and social needs.

Seven of the 10 most popular tourist attractions in the United Kingdom are DCMS sponsored museums or galleries: National Gallery, British Museum, Tate Modern, Natural History Museum, Science Museum, Victoria and Albert, and the National Portrait Gallery.²⁸

Behind this rich array of cultural choice lies a web of partnerships: between individual artists, cultural institutions and funding bodies. DCMS has an important role in supporting this network, providing investment and leadership for the cultural sector, championing the cultural interests of the citizen and helping to create and sustain the public value of culture.

Without public investment, it would be impossible for much of the sector to survive and to thrive. Judicious investment enables works of art, exhibits and buildings to be available that would otherwise would not be, and to make the very best of culture available to everybody. Our focus is on ensuring the sector can maintain sustained growth and stability.



DCMS support for culture as a whole (current spending, excluding capital investment, for museums, galleries, libraries, arts and historic buildings) has gone up by 36 per cent in real terms since 1998-99.²⁹ This has helped the sector to produce exciting innovative work and allowed free access to the riches of our great national treasures in our museums and galleries.

*The Lottery has raised over **£3 billion** for the historic environment, over **£2.8 billion** for the arts and over **£2.3 billion** for museums and galleries.³⁰*

Arts

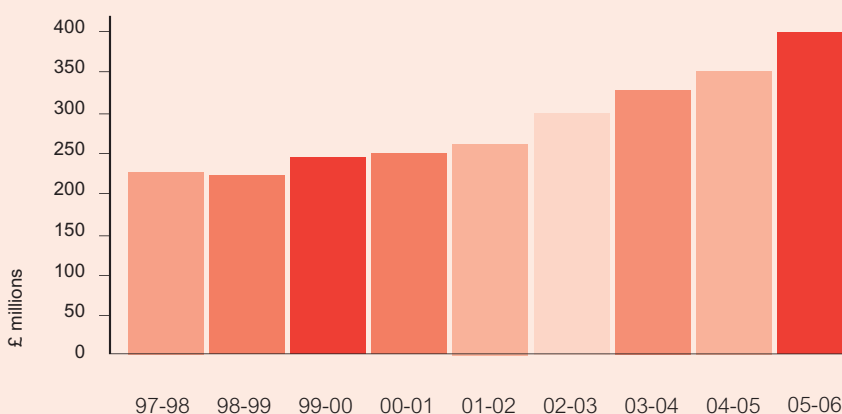
Support for the arts has increased dramatically since 1997. In the six years up to 2004-05, funding for the arts increased in real terms by over **60 per cent**. And in 2005-06, this will increase by a further **9 per cent** in real

terms.³¹ Between 1998-99 and 2007-08 Arts Council England funding will have risen by over 70 per cent, more than the forecast increase on education. We will continue to work with Arts Council England to ensure that the historically high levels of funding available to arts organisations are maintained.

Private investment in the arts is also vital to their health. It has been estimated that individual and business support amounts annually to £376 million.³² Our rich cultural life is dependent on this investment partnership.

Record investment is yielding results. Recent research by Arts Council England has shown that almost **nine out of ten** people have taken an active part in the arts over the last year, and that **four out of five** had attended an arts event. The same research shows that public investment in the arts is supported by nearly **four out of five** people.³³

Real terms art budget since 1997-98. Base year for real terms assessment 2003-04



Does not include National Lottery. 2003-04 figures are latest estimates. 2004-05 onwards figures are planned.
Source: DCMS Annual Reports 2000 & 2004

Building the foundations

- The Arts Council England **Theatre Review** has provided **£25 million** per year and led to an array of new writing and an increase in audience numbers across the country (see case study below).
- A rejuvenated **Royal Opera House** now enjoys 90 per cent capacity audiences, the majority of whom earn under £30,000 a year. Half of the tickets for each performance now cost £50 or less; less than the price of many Premier League seats.
- Through innovative initiatives to boost participation, audience sizes have increased – the average audience for the **National Theatre** is now 90 per cent of capacity. 50,000 tickets have been sold to first time attenders.

Transforming regional theatre

Putting in place the Theatre Review has resulted in an increase in funding of over 70 per cent since 2000. Regional theatres are reporting rises in their box office figures, with the Sheffield theatres reporting audience increases of 75 per cent and the Birmingham Rep increasing its audience by 90 per cent.

As well as continuing to support excellent artists and institutions, we will ensure that our schools provide an early opportunity for children's formative experience of culture, and help young people to develop their interests as far as their enthusiasm and creativity takes them. Children and young people should be able to make the most of their talents, with access to the best possible opportunities, wherever they live and whatever their background. We work closely with the Department for Education and Skills to ensure that young people get the best possible cultural start in life, together investing over £180 million per year, much of this in the range of activities and programmes listed below.

In some cases young people will have a chance to go on to earn a living from their talent, not just in the arts, but across the whole of the cultural and creative industries (see Chapter 4). In all cases they will have the chance to become better-informed audiences and lovers of culture.

Getting this right is a long-term aim. We have some of the building blocks in place but there is more to do.

Building the foundations

- We have introduced **25 Creative Partnerships**, with **11** more to follow by this September, allowing children and young people aged 5-19 in deprived rural and urban areas to work with artists and other creative professionals. By the end of 2005-06 we will have provided over **450,000 opportunities for children and young people**. (see case study opposite).
- We have established an **Artsmark** scheme so that schools which are excellent in providing access to the arts can be recognised. **1118 schools** received awards in 2004 bringing the total number to over **2,700**.
- We have established **Youth Music**, an organisation that has provided over **880,000** children and young people with music-making opportunities, and has established **Youth Music Action Zones** in areas of deprivation.
- From next year the **Young People's Arts Award** will be available to increasing numbers of young people in England.

Building the foundations

The work that we have delivered in partnership with our public bodies is complemented by a range of programmes delivered by the Department for Education and Skills. These include:

- **Gifted and Talented** schemes to benefit young people, including those with a talent in the arts.
- The **Music Standards Fund** to ensure that young people are able to learn to play an instrument.
- The **Music and Dance** scheme and **Dance and Drama** awards have enabled **over 18,000** young people to develop their talents.

Creative Partnerships, Slough

*A project uses creative professionals to build skills amongst local children and young people, so they can make the most of their creative talents and compete effectively for local jobs in high-tech industries. In Priory Primary School the national curriculum has been structured around famous pictures from the National Gallery, with each class focusing on a picture as a reference point for work across all topics. The head teacher credits the introduction of this approach with an increase in pupils achieving level 4 or above in Key Stage 2 English from **79 to 93 per cent**. www.creative-partnerships.com*

Making the most of new technology and new ways of communicating is crucial to the long-term success of our sectors. Many museums, galleries and others are already making significant steps in this direction. Our **Culture Online** programme shows what is possible, through a set of innovative projects using digital technology to enable access to new cultural resources and opportunities. Projects which are accessible to all now that all libraries offer internet access.

Building the foundations

Culture Online brings together cultural organisations with cutting-edge technical providers to create multi-award winning projects (including three Interactive BAFTA awards) that delight adults and children of all ages and backgrounds. www.cultureonline.gov.uk

Stagework

Stagework is a Culture Online project, created in collaboration with the National Theatre. It gets right behind the scenes to show the creative processes that produce exciting theatre, such as Henry V. The website explores how theatre and performance can tackle important issues about individuals and society. It builds a set of compelling resources for people teaching or learning about theatre and for those interested in a career in the creative industries. www.stagework.org.uk

The best of British art – free and on-line

*The Government Art Collection plays a very active role in promoting British art, culture and history by displaying works in Government buildings here and overseas. Free public access is available through the website and its free on-line database, containing images and information on most of the collection. In the last six months there were over **175,000** visits to the site. The Collection also takes part in Heritage Open Days. www.gac.culture.gov.uk*

At the same time as supporting the use of new technology, we are committed to helping live performance to flourish. For example, the Licensing Act has given more opportunities for live music in a range of venues. Our Live Music Forum, chaired by Feargal Sharkey, has spread the message about the opportunities presented in the Act and will be recommending how we can ensure that the live music scene continues to thrive.

Music Manifesto

With DfES we are key sponsors and supporters of the Music Manifesto, launched in summer 2004. It aims to create more music for more people and sets out a strategy and priorities for the next five years, focusing on children and young people. A 60-strong coalition of musicians, composers, educators, music industry representatives and policy makers worked together to build the Manifesto, and it is jointly owned by all those who sign it. Using a dedicated website, organisations and individuals can sign up on-line and showcase their own contributions by committing programmes and resources to help make it a reality. DCMS has pledged to bring a significant number of existing programmes and initiatives to bear in supporting the Manifesto, including Creative Partnerships and the Live Music Forum. www.musicmanifesto.co.uk

Architecture and the historic environment

In 2001 we published the first statement of government policy on the historic environment for a generation.³⁴ It set out an ambitious vision to unlock the full potential of our historic assets. A wide-ranging programme of reform is underway. English Heritage is in the final stages of its radical modernisation programme and they are welcoming thousands of new visitors to the historic environment, many from communities who previously thought it was not for them.

Building the foundations

- There is **free access for young people** under the age of 19 to all English Heritage sites (with an existing member).
- **1,183 new sites** opened for the first time as part of Heritage Open Days 2004, including the Dhamma Talaka Burmese Palace Pagoda in Birmingham, the Jamia Masjid Mosque, London and the Art Deco Bingo Hall in Taunton.
- **800,000 visitors** to Heritage Open days, plus **100,000** to London Open House, supported by 26,000 volunteers.
- We have **saved Apethorpe Hall**, the most important Grade 1 Building at Risk, for the nation.
- We have a network of 17 Architecture and Built Environment centres around the country. By the end of 2005-06, over **15,000** children and young people will have been involved.
- English Heritage now publishes Heritage Counts, the annual state of the historic environment report. This provides evidence for how well we are caring for our heritage, the benefits this provides for communities, and the threats to preservation.

Our consultation document *Culture at the Heart of Regeneration* in summer 2004 highlighted the key contribution that culture can make to the sustainable regeneration of communities. Increasingly, rural areas, towns and cities are using culture as a force for regeneration. Buildings such as the Baltic and Sage in Gateshead Quays, the Lowry in Salford and initiatives like the festival in Ulverston, Cumbria are spearheading this approach.

Culture and regeneration

- *It has been estimated that Tate Modern has had an economic impact of around £100 million, creating around 3000 new jobs in the local area, of which over 460 are directly related to the gallery.*
- *The Lowry, Salford has led to the creation of around 5,700 new jobs.*
- *Bellenden Renewal Area, Peckham, projects included street bollards by artist Antony Gormley and fashion designer Zandra Rhodes and has won many awards, including VisitLondon's Local Tourism Initiative Award in 2003.*

The Royal Parks

London's Royal Parks contain over 5,000 acres of open space, open to the public free of charge all year round. Every year more than 29 million people use the parks, many of them tourists from this country and overseas.

Museums and galleries

Museums are unparalleled centres of knowledge with a clear and growing role as educators, for example helping people of all ages to understand the importance of history, design, science, or the environment. Our role is to support and promote world-class organisations nationally and regionally and to ensure that they meet the challenges of the 21st century.

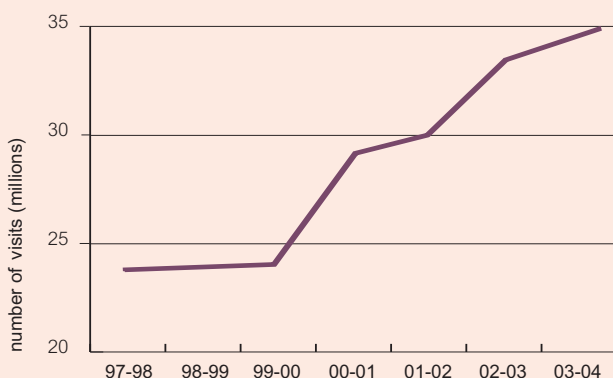
Building the foundations

- Since 2001 there has been free admission to our sponsored museums and galleries. Admissions have risen by **75 per cent**. Visits by people who are not 'traditional' museum-goers have risen by **30 per cent** (see case study below).³⁵
- We have funded Museums and Galleries to work with young people in schools through a system of strategic commissioning and through the Renaissance in the Regions programme. By the end of 2005-06 Renaissance will have benefited **300,000** children and young people. The programme for regional museums will be extended to all nine English regions. (see case study below).
- In January 2005 we published a consultation document on the future of museums. Responses to the document *Understanding the Future: Museums and the 21st Century Life* will feed into a delivery plan to tackle key issues, including workforce development and making the best use of collections.

Free admission

*Visits to the former charging museums sponsored by DCMS are up by nearly 6 million. Visits to National Museums Liverpool are up by 94 per cent and visits to the National Railway Museum York by 57 per cent. Visits to all our sponsored museums and galleries are up by 7.4 million, a 28 per cent increase.*³⁶

All visits to sponsored museums and galleries



Source: DCMS – figures supplied by individual institutions

Renaissance in the Regions

The Government is investing directly in regional museums, enabling them to realise their potential as centres of learning and creativity for their communities. By 2008 we will have invested £147 million in nine regional Hubs – partnerships across the country that are bringing together over 40 independent, local authority and university museums to form centres of excellence. These Hubs will reform the workforce; enhance the care, management and conservation of collections; broaden access to new audiences and provide a comprehensive service to schools. This builds on programmes already in place to encourage the sharing of expertise and skills between national museums and those in other parts of the country. In the first year of the Renaissance programme there were over 11 million visits to Hub museums, with nearly 3 million of those by children, and over 500,000 new visitors from groups who do not traditionally make use of museums.³⁷

Libraries

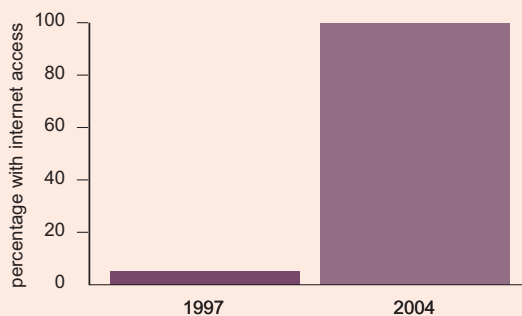
Libraries occupy a cherished place in the community – there are over **275 million** visits to public libraries each year.³⁸ Visits to libraries outnumber those to cinemas or professional football grounds.³⁹ A network of 500 mobile libraries serves many of those in rural areas or those who would otherwise be unable to reach their local library. We intend to make the most of their potential. Our *Framework for the*

Future strategy published in 2003 was the first national public library strategy. It examined obstacles to libraries reaching their full potential, identified good practice and innovation and suggested ways in which libraries could provide better and more efficient services.

Building the foundations

- Via the *People's Network*, the Lottery has funded the connection of **all the UK's 4,200 public libraries to the internet** (90 per cent of them with a fast broadband connection), providing over **24,000 additional terminals**. Leading to **60 million** hours of internet use in libraries last year.⁴⁰
- With the Museums, Libraries and Archives Council we produced an action plan to help libraries achieve the vision set out in the *Framework for the Future*. By 2004 over **85 per cent** of local authorities had achieved a 'good' or 'excellent' assessment for their approach to meeting the vision.⁴¹
- **Three-quarters** of libraries increased their opening hours following the introduction of national standards in 2002.⁴²

Percentage of UK libraries with internet access



Source: Museums, Libraries and Archives Council

Summer Reading Challenge

Nearly all libraries offer the Summer Reading Challenge or other holiday reading activities to maintain children's reading and learning momentum during the summer holidays. Around 650,000 young people took part in 2004. During term-time, over six out of ten library services offer after-school study support.⁴³

The British Library – the World's Knowledge

The British Library is the country's national library. Its mission is helping people advance knowledge to enrich lives. Every year nearly 500,000 people visit the reading rooms and there are 6 million searches via the on-line catalogue. Treasures include the Magna Carta, the Lindisfarne Gospels and Beatles manuscripts. www.bl.uk

Moving forward

New investment has halted declining standards and opened-up new fields of opportunity. We are already investing in audiences and practitioners of the future. We now need to build further on these achievements, to extend our work with other government departments, and to improve our work with partners such as local government and voluntary and community organisations.

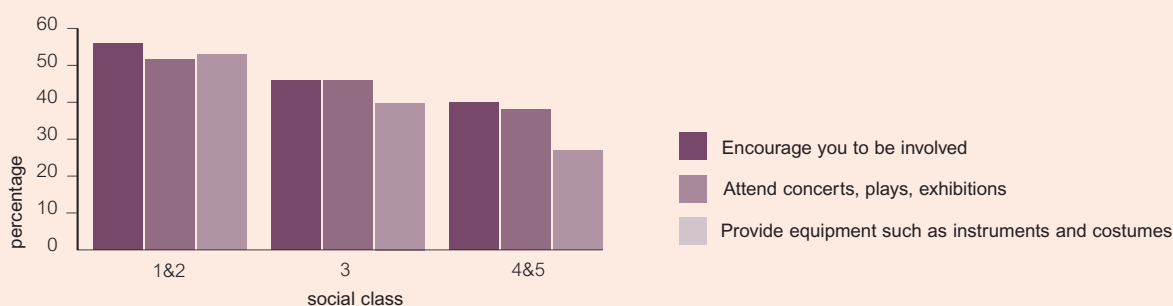
We will use available resources to expand the programmes that offer first access, which encourage talent development and participation and which seek to widen audiences. This is a key part of the Government's drive to transform society and to tackle inequalities of ambition, aspiration and opportunity.

Children and young people... *Creative Sparks*

Participation in cultural activity enriches lives. It excites, builds confidence and aspiration, improves skills and encourages exploration of the world around us. But too few children and young people have been able to experience the rich cultural life they deserve – including those who live in deprived rural or urban areas or who are at risk of social exclusion.

We will work towards a position where no matter where they live, inner city or countryside, or whatever their background, children and young people have the opportunities to follow their interests and talents. Our vision is to bring together the best of current activity eventually under a single programme; ***Creative Sparks***.

Parental support for their children's involvement in the arts



Source: Arts Council England

Creative Sparks

The offer will vary from area to area, depending on local cultural resources and the needs and interests of children and young people. But we would expect that by the time they leave school, every young person would be able to say:

- I have performed a piece of music live to an audience
- I have made my own piece of individual art work
- I have taken part in a theatre production, through acting or backstage production
- I have taken part in a performance involving dance to a live audience
- I have created my own piece of media art or watched and commented on others'
- I have written and/or read aloud my own piece of original writing, or heard a professional writer read their original work
- I have visited a museum or an art gallery and experienced a collection either digitally or via a loan box
- I have visited a significant building or site
- I have visited local libraries and been supported in making use of all they have to offer
- I have studied documents from archives and record centres, helping me to understand the story of my community and country.

To make these commitments a reality we will build on the strong foundation of the programmes such as Creative Partnerships and Renaissance in the Regions that are already being delivered by our sectors. We will look at how we might best utilise the emerging networks of specialist arts, humanities and technology colleges. We will also draw on many other programmes delivered by the education sector, local authorities and voluntary and community organisations.

We will work with the DfES, cultural organisations and schools to ensure that, by the end of this Five Year Plan, we will have begun to make **Creative Sparks** a reality for more and more young people, getting more out of the resource we have, and expanding that resource as we are able.

Moving forward – to Creative Sparks

- We have recently announced three **cultural hubs – Telford, Bournemouth and Poole and Durham**. From September 2005 they will involve a consortium of schools and cultural organisations, initially across the arts, museums, libraries and archives sectors, in delivering a high quality set of cultural experiences over a sustained period.
- By the end of 2005 we will have decided with Arts Council England on the best way to further develop their successful **Artsmark** scheme, accrediting those schools providing an excellent across-the-board offer on cultural engagement.
- By the end of 2005 we will decide on the best way to develop with Arts Council England, the Museums Libraries and Archives Council and others a **quality 'kitemark'** for cultural organisations and artists working in education.
- This year we will provide **£3 million** additional investment to **Culture Online** to create innovative online projects that improve access to cultural resources for everyone, particularly young people, bringing the total investment to £16 million.
- We will continue to work closely with **Sure Start**, who fund the Bookstart programme to provide free books for every child when they are 9 months, 18 months and 3 years old.
- By the end of 2005 we will set out how we will take forward the recommendations of the Joint DCMS/DfES Advisory Committee on Built Environment Education to enrich the curriculum for young people. This will include the joining-up of current education provision into a one-stop shop.

Growing talent

Those who have the talent and skill to make a living in the cultural sectors deserve the chance to do so. We are looking across our sectors to make the most of common links and areas of expertise, for example in the creative industries such as films and music (see Chapter 4).

Moving forward

- We will develop **Creative Apprenticeships**, a new way of giving young people a head start in their creative careers, by working with the new Creative and Cultural Industries Sector Skills Council, Skillset and DfES. We will ensure the scheme meets the needs of prospective employers and young people.
- We will use a share of our **£6 million Quality and Innovation Fund** (see below) to support creative careers.
- We will work with the Sector Skills Council, with Arts Council England, and with NESTA (National Endowment for Science, Technology and the Arts) to ensure that opportunities for pursuing careers in the cultural sectors as well as in the creative industries (see Chapter 4) are **well signposted and easily accessible**.
- We will work with the Department of Trade and Industry and with the cultural and creative industries sectors to ensure the sector is able to access **small business support** in the most effective way.
- We will continue to support the **Clare Leadership Programme** to ensure that we develop the cultural leaders of tomorrow.

Maximising investment

We will ensure that excellent cultural experiences are available to as many people as possible, by building on our existing investment, and getting the best possible value from the money available to our sectors.

Moving forward

- We will maintain current **record levels of investment** so that excellent institutions can thrive, and expand this investment as resources allow.
- We will help the sectors to lever in **alternative sources of funding**, whether from other sources of public funding, or from the private sector. We will encourage bodies such as Arts Council England, Museums Libraries and Archives Council and English Heritage to significantly strengthen their roles as development bodies for their sectors.
- We will work with our sector to **realise efficiencies** across the cultural sector, allowing them to keep the efficiency gains they make to do what they do best; produce art or performance, display, explain and preserve objects, buildings and pictures, for the benefit of their audiences.
- We will refine the way we **judge and measure our organisations**, developing more sensitive measures of public value that better reflect what people want.
- We will ensure a closer and more effective championing of our services through **local government**, working more effectively with our sponsored bodies.

Quality and Innovation Fund

Through the £6 million Quality and Innovation Fund, we will stimulate excellent, innovative and cross-sectoral cultural experiences, allowing our bodies to become even better in ways that existing funding streams may not allow.

Olympics and Paralympics

- If London's bid to stage the **2012 Olympics and Paralympics** is successful, the Games will provide a once in a lifetime opportunity for the cultural sector to reach out to audiences in the capital, the United Kingdom, and throughout the world.
- Our aim is to provide a lasting cultural legacy for the east of London that will match the sporting legacy, a vibrant, creative centre of activity, making a major contribution to the sustainable regeneration of those communities.

In addition to the establishment of **Creative Sparks**, and the many other cross-sectoral initiatives described above we will deliver across a range of specific areas in the next five years, described below.

Arts

We will maintain our record investment in the arts. We will use our investment and our partnerships within the sector to support access and excellence at all levels, ensuring that everyone is able to take advantage of this country's world-class artistic opportunities. Over the period of this Plan a number of landmark events and buildings will come to fruition.

Moving forward

- **Liverpool Capital of Culture 2008** will allow the city to show its creative and cultural riches to the world, acting as a spur to continuing regeneration and a mutual focus for cultural achievement.
- **The Royal Festival Hall** will be refurbished and will re-open in 2007, giving a world-class home to orchestras and performers, spearheading the wider redevelopment of the South Bank.
- The **Royal Shakespeare Company** will redevelop its home in Stratford as a base to further advance its worldwide artistic reputation.
- **Rich Mix in London** will bring a new model of diversity and excellence to the arts.
- There will be a new home for **Opera North** with the restoration of **Leeds Grand Theatre**, an asset for the whole region.

Architecture and the historic environment

We will simplify the current complex heritage protection system and make it easier for people to use. We will take a radical look at the way heritage bodies work together to preserve and provide access to heritage and the built environment. We will also publish a paper setting out our long-term vision for heritage.

Our World Heritage Sites provide a unique way of defining our cultural and natural heritage and involve local people in their day-to-day management. We will develop our support for the network of UNESCO World Heritage Sites, through a range of innovative projects. These include: twinning to support sites in developing countries and to spread best practice; developing educational resources; and exploring the most appropriate use of sponsorship in the heritage sector. We will continue to work with partners inside and outside Government to improve the setting of the monument and transform the visitor experience to the Stonehenge World Heritage Site.

We will build on our support for the Churches Conservation Trust to increase the numbers of redundant churches that are used by local communities. We will also test out new models of community use in their churches across the country.

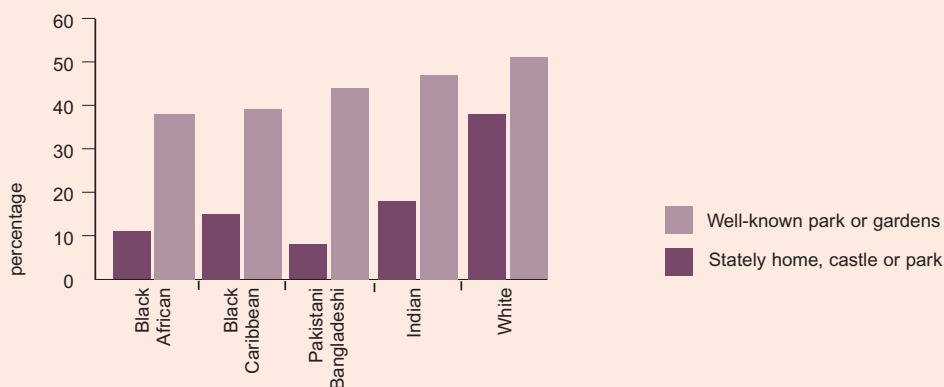
We want to help people from minority or socially excluded groups in rural and urban locations to enjoy the historic and built environment: people who might not readily have thought that buildings or heritage are something for them, or who may have specific issues about accessibility and affordability.

Moving forward

To ensure that everyone has the opportunity to enjoy their heritage we will:

- Appoint an advisor to the Department to help develop new initiatives for engaging wider audiences.
- Work with English Heritage, and the Commission for Architecture and the Built Environment (CABE) on how to expand events targeted at new audiences.
- Agree with English Heritage how best to monitor and underpin the development of as diverse an audience as possible.
- Finalise the network of *Architecture and Built Environment Centres* so that people have a focal point within their community for understanding the built environment and how it affects them.
- By the end of 2005 we will produce an action plan to take forward the responses to the *Culture at the Heart of Regeneration* document, supporting the key elements of the Government's *Sustainable Communities Action Plan*.

Percentage of people visiting heritage venues



Source: Arts Council England, Focus on cultural diversity: the arts in England, 2003

Moving forward

We will modernise the current heritage system to improve the protection, management and use of historic sites.

- By April 2006 we will introduce important changes to the current listing system, including new information and support packs for the owners of listed buildings and new consultation arrangements.
- We will pilot new ways of managing historic ecclesiastical sites, including cathedrals and local parish churches.
- By the end of 2005 we will have consulted on and published criteria that will enable people to see and understand the basis on which listing decisions are made.
- In 2006 we will publish a Heritage Protection White Paper setting out our proposals for a Heritage Protection Bill.

Museums and galleries

Over the next five years we will put in place a major programme of refurbishment and renewal at our sponsored museums. This investment is worth over **£78 million** by 2007-08. Free admission to our sponsored museums will continue, providing the opportunity for over 34 million visits per year with particular attention given to people who might not otherwise visit.



Moving forward

- We will invest further in the Renaissance in the Regions programme across the whole of the country.
- As our contribution to the bicentenary of the abolition of the slave trade in the British Empire we will fund the **£250,000 per year** running costs of Liverpool's Slavery Gallery, which opens in 2007.
- Tate Modern will develop plans for an expansion that will double its exhibition space strengthening London's world-class cultural infrastructure, a crucial component of London's bid to host the 2012 Olympics.
- New and improved facilities include *Time & Space* at the National Maritime Museum opening in 2007; the new *Darwin II* building at the Natural History Museum opening in 2008; and the extension of the Sir John Soane's Museum opening in 2006-07.
- From 2005 we will invest **£300,000** in a 3 year programme to build cultural diplomacy by helping to train the next generation of curators in South Africa. We will use the world-class expertise of the British Museum and other leading UK museums.
- Accessible facilities will be improved: for example the Victoria and Albert Museum will include programmes for speakers of other languages; plus black heritage programmes and programmes for faith and cultural communities in relation to the new Sacred Silver and Stained Glass Gallery and the new Islamic Gallery.
- Joint storage schemes combined with open-access storage, will enable visitors to see a greater range of interesting material than ever before.

Libraries

Libraries have great potential to expand their services and to fulfil their roles as vital social and educational centres within the community. Many are meeting this challenge, but others still have some way to go. Everyone should have the opportunity to use the highest quality and most accessible libraries. That is why we are working closely with our partners, including the Museums, Libraries and Archives Council, the Reading Agency and the local authorities directly responsible for library services to make the libraries of the future a reality.

Libraries of the future

Our vision for libraries of the future is of accessible, friendly services where:

- *All children can join a homework club or reading group or take part in summer activities*
- *Adults who want to improve their basic skills can get personalised support*
- *Access to books, even those that are out of print, is guaranteed*
- *Community groups can get help in creating and managing community websites*
- *People can engage with government services, debate and respond to consultations on-line*
- *More information is available via national on-line services*
- *People can walk into a library at times that match local demand, for example in the evenings or on Sundays.*

With our partners we will provide targeted support to library services that need it to ensure that they can develop for the future. We will help those services develop a practical action plan and will provide funding to make the changes a reality. We will use the skills and knowledge in the sector to ensure that everyone has a library service fit to meet the needs of their communities.

Moving forward

Working closely with our partners across the sector:

- By the end of 2006 we will roll-out a £1 million leadership and development programme for staff in all 149 English library authorities.
- By 2006 we will define a national offer for adult learning in libraries, including the *Skills for Life* strategy and links to local colleges and others, to encourage lifelong learning for all.
- By the end of 2005 we will introduce public library impact measures, linked to local profiles, to ensure that library services meet the needs of local people in all parts of the country, both rural and urban.
- By 2006 all libraries will have, or be developing, a strategy for actively engaging in the community, supported by a £120,000 Community Engagement project.
- By the end of this year we will complete the initial development of personalised services for the *People's Network*, available in all public libraries.
- In 2005 we will support libraries to develop their partnership with the BBC to get involved in BBC campaigns around learning, such as this year's literacy campaign and also in growing interest areas such as people's history and music.

Sport

In sport we face the twin challenges of making sure that everyone gets the chance to take part, while focusing special support for world-class sportspeople. The growing problem of childhood obesity makes giving young people a great start in life especially urgent. So we will begin at the beginning. Our ambition is that every child will have two hours of school sport by 2010, with another two to three hours outside school. Competition in and between schools will be encouraged and supported. By then we will have invested £1 billion in improved sports facilities, carefully targeted on the communities that need them most. And we aim to include everyone; persuading nearly half a million adults a year to become physically active.

Football, our national sport, is benefiting over the three years to 2007 from £45 million to encourage grass roots participation; and the FA Cup Final in 2006 will be held in the world's best stadium and the home of football – Wembley.

For the most talented, we will have over a thousand scholarships to help them develop, many in time for a London 2012 Olympics. A successful bid would be the greatest boost to sport at every level in this country for generations, leaving a sustainable legacy of facilities and achievement for the future.

We have started to change the sporting landscape in the UK. We are reforming the institutions that manage public investment in sport, so more money is spent on playing

sport and less on administration. We are putting in place a school sports programme, in partnership with the DfES, that will guarantee two hours of high quality PE for the vast majority of schoolchildren. And we are re-focusing how we manage and support the truly talented, from childhood to professional competition. We are maximising investment in sport and building more facilities, and making it easier to get and stay fit and healthy.

Sport matters to most people. But fewer of us are playing sport or are physically active on a regular basis. There is not yet enough sport played in schools, and there are still those who argue competitive sport is bad for children. Despite the heroic efforts of some inspirational individuals, we do not shine as much as we could on the international sporting stage.

Over the next five years we will get more of the population playing sport and physically active by making it easier to start and keep exercising. We will build more facilities, drawing-in private sector investment to provide the facilities each community needs with the services that are convenient to them. By 2010 our ambition is that all school children will be offered at least four hours of sport a week, including two to three hours outside the school day.

We will continue to improve our support of the UK's talented athletes. We will improve our performance at the Olympics and maintain our reputation in the top ranks of the Paralympics. We will seek to attract more world-class events to the UK and further enhance our reputation for staging outstanding sporting showpieces.



We are doing everything we can to bring the Olympic Games to London in 2012. To give young people who are at school today the opportunity to succeed before a home crowd, to act as a catalyst for sustainable regeneration and to show our achievements to the world.

Our ambitions on sport are part of the wider delivery of the commitments contained in *Delivering Choosing Health*, published by the Department of Health in March 2005, setting out how the Government will translate the Public Health White Paper into practical action for local communities.

Getting active

Obesity costs the NHS at least £500 million per year, with additional economic costs of £2 billion per year.⁴⁴ We are not exercising enough to balance the calories we are consuming, making

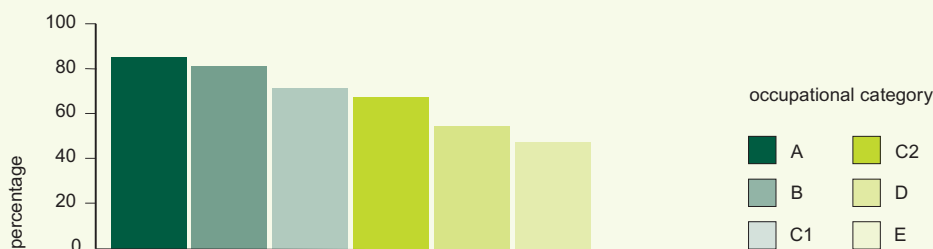
us less healthy. People who are physically inactive are more likely to be ill, more likely to suffer from mental health problems, and have a significantly lower quality of life. We know that physical inactivity is not spread equally across society – either by social class, age or ethnicity.

Trends by age group 1990-2002

Participation fell from 82 per cent to 72 per cent for 16-19 year olds and from 72 per cent to 61 per cent for 20-24 year olds. For the over 70s rates increased from 12 per cent to 14 per cent.⁴⁵

We know that sport is not the only answer: diet and lifestyle can be as important, and for some the idea of having to participate in sport is a reason for staying on the couch. Our ambition is to get people active: whether it is walking more or dancing or practicing yoga or simply taking the stairs rather than the lift.

Percentage of adult population that participate in sporting activities by occupational category 2003-04



Source: BMRB International, Target Group Index 2003-04. Participation defined as 'regularly' or 'occasionally'.

Our role in making Britain a healthier nation is to make it easier to start and keep exercising. Each year we are aiming for a 1 per cent increase in the proportion of the population engaging in regular physical activity. To do this we have to persuade nearly half a million people a year to change their lifestyle; equivalent to filling the new Wembley stadium five times over every year.

Building the Foundations:

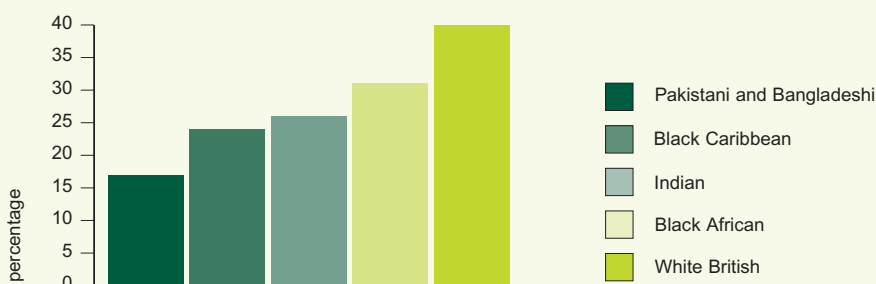
- We know that sport can help to reduce crime, increase social inclusion, build sustainable communities and address inequalities.
- We have a cross-government strategy to get our whole population active, but we will focus on key groups including women, school leavers, older people, ethnic minorities and people with disabilities.
- Sport England's Regional Sports Boards are working with Primary Care Trusts, local authorities and the voluntary sector to develop single action plans for active living.
- There is a network of regional Physical Activity Co-ordinators

Active Places is a free service provided by Sport England that holds information on a range of sports facilities. It includes local authority leisure facilities as well as commercial and club sites. Active Places contains information on specific details such as where the facility is, its size, opening times, contact numbers and range of activities. Sport England will widen coverage of activity opportunities contained in the Active Places website, www.activeplaces.com.

Moving forward:

- **We are developing proposals for Sport Direct**, a single front door for sport. So that just by going to one website or calling one phone number people can find out what is on offer in their area. We will have completed this by the end of 2005.
- **We need to change hearts and minds.** Uniting the efforts of the public, private and voluntary sectors to promote the benefits of increased participation through a series of co-ordinated publicity campaigns. These should include promotion of all forms of physical activity, for example including the opportunities for walking that are opening-up as a result of the Countryside and Rights of Way Act.

Participation by ethnic group in at least one sport, game or physical activity in the last four weeks



Source: ONS, General Household Survey, 2002 (data for White British from 2001). Not age standardised

Better sports facilities

Building the foundations

We have put in place a number of national programmes and are investing significant amounts of Lottery money in building new facilities and upgrading existing ones. By 2008 almost no one, whether in rural or urban areas, will live more than 20 minutes travel time away from a good multi-sports environment, such as schools, sports clubs and leisure centres.

We are protecting playing fields. No field can be sold or built on if the end result is to the detriment of sport. But we do allow schools or sports clubs to adapt their facilities to better suit their purpose, so Astroturf pitches are laid or changing rooms expanded and fields floodlit.

- By 2006 the Government and the National Lottery will have channelled over £1 billion into developing new or refurbished public sports facilities. This includes:
 - £581 million for new community facilities in schools; £108 million for the innovative Active England programme, where new sports facilities and physical activity interventions, some co-located with other services such as Primary Care Trusts are being developed.
- By 2007-08 £100 million for the Community Club Development Fund, to assist National Governing Bodies to develop community sports clubs, which increase participation and widen access.
- £134 million for Spaces for Sport and the Arts, providing new sport and arts facilities to primary schools in deprived rural and urban local education authorities; and
- By 2007-08 £100 million to the Football Foundation to encourage grass roots participation. The Football Foundation also brings in match-funding from the Premier League and the Football Association for every £1 of government investment.
- The best national stadium in the world, Wembley, will be open for the FA Cup Final in 2006.

Moving forward

One of the obstacles that prevents people from playing sport is a lack of good quality facilities. Having developed national programmes, we are now focussing on local delivery. Across the UK, the provision of local authority managed facilities is variable; some communities are well served, but some are faced with a stock of old facilities that cannot be properly maintained. Around one third of local authority facilities are over 40 years old and £550 million will need to be spent over the next five years to ensure that existing facilities stay open. We want to help local authorities to revitalise their leisure facilities. We will seek to identify the best ways of assessing the capital to build facilities that will be run by local providers.

- **New facilities fit for purpose: by 2006** we will develop a comprehensive facilities strategy mapping out supply, demand, and priorities for investment, building up the picture from a local level.
- **Different communities need different facilities.** Sport England will work with local authorities to work out what each area needs.
- **Right facilities in the right places.** We want facilities to be built in areas where they will be most used. We will work with the Office of the Deputy Prime Minister (ODPM) to ensure that sports facilities planning guidance is rigorous, fit for purpose and free of unnecessary barriers.

Severn Centre, Bridgnorth

£1.5 million of Active England funding has supported the creation of this multi-use sports and leisure centre, which lies at the heart of an isolated rural area. The centre focuses on making its activities accessible to all, particularly those who traditionally might not have used the centre.

Sport in schools

Building the Foundations

If we can give children and young people the habit of exercising from an early age, and provide easy ways of continuing to exercise outside of school, then this generation will be more likely to stay active into adulthood.

Children who exercise find it easier to concentrate in school, and playing sport with their peers can help develop valuable social skills.⁴⁶

- In 2002, along with the DfES, we launched the first comprehensive strategy to transform PE and School Sport, investing £1 billion to make sure that by 2008, 85 per cent of 5-16 year olds are getting two hours a week of high quality PE and sport.
- We are putting in place a national network of school sports partnerships and specialist sports colleges. 3.5 million pupils in over 12,000 schools are now in partnerships with each school offering an average of 14 different sports, and providing links to local sports clubs.

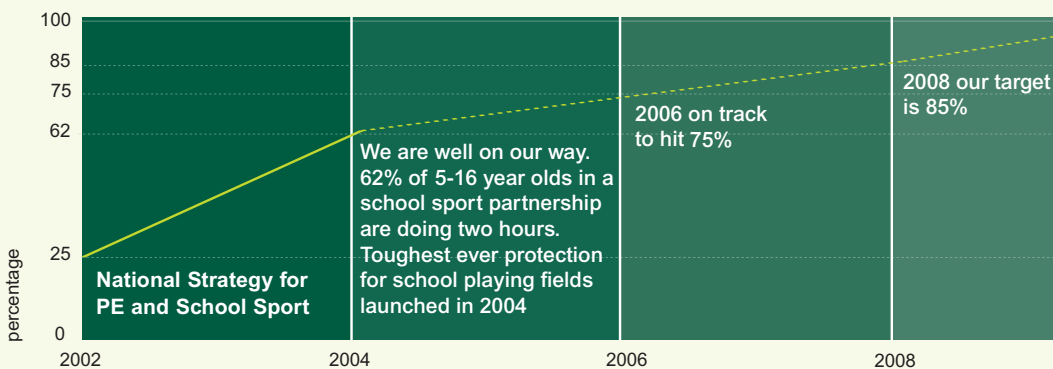
Moving forward

We are proud of the real transformation that we have achieved so far, bringing practical change to the provision of school sport.

We are even more ambitious for what we, together with DfES, can deliver in the next five years.

- By 2010 our ambition is that all pupils will have the opportunity to do two hours of sport in school hours and two to three hours of sport outside of school hours.
- We want to give every child the out of school opportunities that the privileged enjoy, all should have access to after-school sports activities and coaching.
- We are making the pathway from playground to podium a reality by investing in Competition Managers for partnerships. These will enhance and increase the competitive opportunities available for all young people; and build on sports days and competition leagues.

We are turning things round on school sport and are laying the foundations for a healthier, fitter, country.



What this means for young people

- A **five year old** starting school in September, within one of our school sport partnerships, could expect to be doing at least one and a half hours of PE in school each week and would take part in their school's sports day.
- A **seven year old** could, this September, expect to be doing at least one and a half to two hours of PE, plus at least an hour's worth of sport in after school clubs, including multi-skills and competition. They would also take part in their school's sports day and a festival organised through the local secondary school, enabling them to go beyond the basic two hour entitlement.
- An **11 year old** in 2008 could expect to be doing two hours of PE and have access to a wider range of sports, possibly up to 20, and be taking part regularly in competitions and be linked to a local sports club. So they would be doing at least two additional hours of sport outside the curriculum.
- A **14 year old** in 2010 would be doing at least two hours in the curriculum (if they were taking GCSE PE or Dance this would be three to four hours) and would have access to a wide range of sports. They could also be taking a sports leadership award and through a mixture of school, community and club providers be doing an additional two to three hours of sport. Gifted and talented young people could be doing even more, for example they could benefit from 2012 Scholarships, helping to end the days when young people dropped out of sport if they could not afford the cost of their ambition or talent.

Maximising investment

Building the foundations

Reforming the organisations that spend public money

To ensure the best possible investment in frontline services, Sport England is being reformed and has already reduced staff numbers by 50 per cent. We have now set

them tough targets to create a framework for delivery so that the money we spend on sport is visible, in new pitches and equipment, rather than subsumed in administration. Their priority task is to get people across the country to be more active.

We got UK Sport to deliver a new way of working with the sports councils in Scotland, Wales, Northern Ireland and England. Talented athletes in the UK have access to the same standard of facilities and coaching wherever they are from. These changes are working. Apart from Sydney, the number of gold medals won in Athens was the largest number since 1924. Our Paralympic athletes maintained their ranking as second in the world.

- Reform of Sport England and UK Sport.
- Co-ordinated funding for each sport, through increasing the capacity of Governing Bodies to work to one-stop plans to meet the needs of the many who compete for fun and the few who can excel.
- We have demonstrated that sport can be used to achieve targets across Government, and secured greater funding as a result (e.g. linking with Home Office programmes to reduce crime).
- We have secured tax reliefs for small sports clubs. For some clubs exemption from rate relief meant their disposal income doubled, money that could be spent on improving their facilities or buying new equipment.

Moving forward

We want to go further, making the money we give to sport work harder: continuing to realise greater efficiencies in the organisations we fund and rationalising the number of sports bodies. We believe that there is great potential for getting more money into sport from the commercial sector, and that by working in partnership with private investors we can provide more facilities and greater choice for people across the UK.

We aim to get more for our money and more money into sport.

- **By the end of 2005 we will develop proposals for a new service to encourage business sponsorship.**
- **Rationalising the common functions of sporting bodies** to achieve economies of scale.
- **Sharing best practice**, better information on standards to inform the public what is provided locally, by whom, and where it is most effective in encouraging participation.
- By 2006 a new joined-up approach to making the best possible **sports research and development** available to all.

- We have introduced a new scheme of scholarships (TASS) with funding of £3 million per year giving talented young athletes scholarships so their financial situation does not get in the way of their chance to develop their talents.
- We have reformed the World Class Performance Programme, focussing it on only those athletes and sports with a real chance of success.

Elite sport

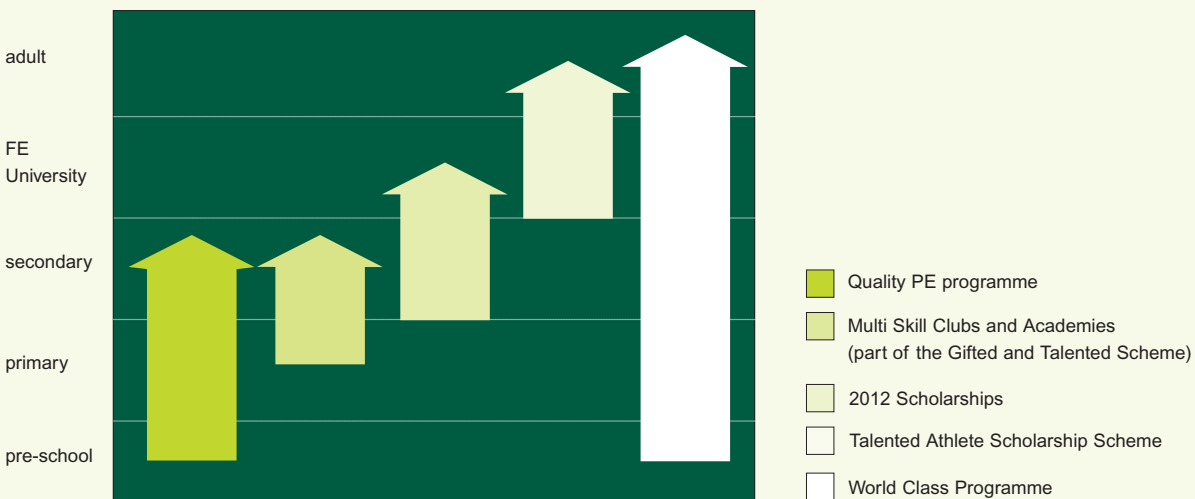
Building the Foundations

The current talent development framework consists of an interlocking network of programmes, delivery agents and development stages, which provide continuous opportunities. This diagram below illustrates this network.

Moving forward

Tomorrow's sporting heroes are at school now. Some of them will be fortunate enough to have inspirational teachers and coaches to nurture their talent, live close to excellent facilities and have enough money and support from home to be able to take every opportunity to develop. But too much talent is wasted because there are many children whose families cannot afford the cost of developing their talent. Maybe family circumstances make it difficult to pay for extra equipment and coaching, or to take them to events and competitions away from home. Perhaps on leaving school they cannot afford to make the time to train. For our young talented athletes we are determined to do more.

Building the foundations



Source: DCMS

- We are putting in place 2012 Scholarships worth around £10,000 a year for our most talented youngsters in the 12-18 age range.
- We are going to put in a structure of Competition Managers attached to the school sports partnerships to create competitions in and outside schools. First managers to be appointed in 2005.
- We will continue to push our way up the medal table in the Olympics, and work hard to maintain our position in the top three countries in the world in the Paralympics. We hope to excel before a home crowd in 2012.
- We are improving the way our competing athletes are supported through reform of the World Class Performance Programme.

Other things contribute to the final result such as medical back-up including physiotherapy and massage that keep him in a physical state to train and compete at the highest level. Coupled with the development of a new technologically advanced bike, funded by the National Lottery, this has been key to success at the highest level and the achievement of his goals.

Chris trained at the Manchester Velodrome, built specifically for the 2002 Commonwealth Games. As a legacy from the Games, it now forms part of the English Institute of Sport network that is providing the very best facilities in the world to our best athletes, allowing them to train and prepare for major international competitions.

The Olympics are exciting. They grab attention, they generate enthusiasm, they give people the desire to dream, and the ambition to realise their dreams. DCMS, and other Government departments, recognise that in our whole-hearted support for London's Bid.

Bidding, and if London is successful, hosting the Games will direct further investment to speed-up the current regeneration of East London, in line with the Government's sustainable development strategy as set out in *Securing the future*; the *Sustainable Communities Action Plan*; and the Mayor's vision for London. Local communities will benefit from the sustainable development of modern housing and sporting facilities, which will act as a practical way of communicating sustainable development to a wider audience. The regeneration of a key designated Growth Area, London Thames Gateway, has already received a significant kick-start from bidding for the Games.

We want to feed the natural optimism people feel about their city, their country and their sport. It is about the courage to set targets which are hard, and not settle for the soft option of making promises which are easy to deliver. Sport in general and the Olympics in particular have an unmatched ability to mobilise and excite people in their millions.

Celebrating talent

In Athens five of our gold medals were won by a total margin of less than one second, proving that nothing can be left to chance. Every detail of the race has to be planned, and practiced and prepared for, and athletes must be supported by world-class facilities. We will work with all our partners to improve our medical and scientific support for our world-class athletes, recognising and developing the science of sports medicine as a specific discipline.

Chris Hoy – Cyclist and Olympic 1km Time Trial Gold Medallist

The most important element of what Chris does is the training, if you don't put the work in you won't get the results. The financial support provided by the National Lottery has allowed him to train as a full time athlete.

Economy

The creative and leisure industries include some of the fastest growing and fastest changing parts of the economy. Their international success lies in their ability to adapt to new trends and technologies. Our task is to provide a climate in which they can flourish, so everyone can enjoy what they produce and so that they are in the best position to contribute to economic prosperity.

The future of broadcasting will continue to have the BBC at its heart. We will renew its Royal Charter and enable it to serve the licence fee payer better, through greater innovation, impartial high quality news and a more transparent relationship with the public.

The Government will pursue digital TV switchover as the only way to ensure that the benefits of high quality free-to-view digital television are available to all.

Over two million people are employed in tourism related industries. We are committed to helping the sector grow to a turnover of £100 billion by 2010, contributing to prosperity in all parts of the country, rural and urban alike.

The British film industry will be helped to beat its own records for growth with new treaties to promote co-productions with other countries. And film enthusiasts in the UK will benefit from a new network of 200 digital screens to showcase new and more diverse films. We will continue to be a strong advocate for the UK's dynamic and vibrant music industry.

Our reforms of gambling and licensing law share a common goal; extending the freedom of adults while protecting the vulnerable. Licensing reforms will give greater freedom to the majority who use pubs, whilst providing tougher powers to deal with rogue landlords and those who cause trouble. The end results will be safer streets and a new quality of nightlife for the majority. Similarly, tighter regulation of new kinds of gambling, such as on-line, will allow a cautious extension of the number of casinos in areas that want them.

We will protect children from harmful influences, such as inappropriate or violent video games. So we will work with the industry to make sure parents have all the information they need to keep their children away from violent or explicit material.

The creative and leisure industries have special characteristics. Many are new, while all are fast-developing and increasingly challenged by global competition. Industries like film and music operate on an essentially project-by-project basis, driven by the pursuit of "hits".

Above all, in championing the creative and leisure industries we are supporting the commercial expression of the creative talent of the country. Just as our cultural programmes help nurture the talent on which the creative industries depend, so our support for them can strengthen the cultural base in communities, making links with our great educational and cultural infrastructure.



Broadcasting and the creative economy

In the last 15 years the world of broadcasting has changed out of all recognition. In television, the number of channels has grown from four to over 400 since 1988. In radio, the number of stations has grown from 218 to 325 in the last decade.

The real force for this change was digitisation. We have the highest rate of digital take-up in the world, nearly 60 per cent of households now have digital TV.⁴⁷ Digital radio has also grown extremely rapidly; at the end of 2004 over 1.27 million sets had been sold, more than half a million of those within the last year.⁴⁸

The market is delivering a vast array of choice to consumers. We have to ensure that we maintain and protect a dynamic creative economy. But the market will not deliver everything that we want as a society from broadcasting. Government intervention continues to be justified in the pursuit of two objectives:

- To extend the benefits of the digital revolution to all UK citizens
- To maintain and strengthen public service broadcasting

The Digital Revolution

Despite the rapid take up of digital TV without Government intervention take-up is unlikely to rise above 80 per cent.⁴⁹ This is because for many people the most convenient and affordable way to get digital television will be from terrestrial signals and 27 per cent of households will be unable to get digital

television services until the analogue signal is switched off. We will therefore pursue digital switchover as the only way to ensure that the benefits of high-quality free-to-view digital television are available to all.

Digital switchover is an ambitious project, designed to close the digital TV divide. It has already been two years in planning. The Government will confirm the timetable for switchover in due course. In particular we will want to be satisfied that the interests of the most vulnerable consumers are protected.

The BBC and public service broadcasting

More channels means more choice for viewers. A bigger market means more competition for the main broadcasters. As a result, people now spend less time watching the main public service channels: BBC1's average audience share fell from 29.5 per cent in 1998 to 25.6 per cent in 2003; ITV1's average share fell from 31.7 per cent to 23.7 per cent over the same period.⁵⁰

Alongside these changes in technology, the way in which we pay for broadcasting has been transformed, in particular through the growth of pay-to-view TV. In 2003, viewer subscriptions for pay-to-view channels, at £3.2 billion, became the largest source of revenue for the TV industry, exceeding both advertising (£3.15 billion) and the BBC's income from the licence fee (£2.3 billion).⁵¹ A market has developed that stretches much further than the traditional public service broadcasters. In fact the UK spends more on its television market than any other country, as a share of gross domestic product.⁵²

The development of the digital environment has not altered the underlying rationale for public service broadcasting or for the existence of the BBC. Television and radio programmes retain the ability to reach millions of people and to inform, educate and entertain their audience in ways that no other medium can. The UK's strong tradition of public service broadcasting is crucial to sustaining this positive contribution that TV and radio can make to our lives. We want more from broadcasting than would be available in a purely commercial market.

We are committed to:

- public sector broadcasting strengthened for the multi-channel world: ensuring that there continues to be a plurality of broadcasters providing high quality, public service programming.

A strong BBC

We support a strong and independent BBC, with clearly defined public purposes, stronger direct links to its licence-fee payers and a governance and regulatory system that operates exclusively in the public interest.

All of this means that the role of the BBC at the centre of our public service broadcasting system, with a secure stream of funding, will become even more important than it is now.

The review of the BBC's Royal Charter is well under way. The current Charter expires in December 2006 and our purpose in reviewing it has been to act as the conduit for the opinions of those who pay for the BBC – the public. We had a very large response to our initial public consultation early in 2004. It is clear that the BBC is very highly valued by the public – 75 per cent of people are satisfied with the current range of TV, radio and internet services.⁵³ They want a strong BBC that is independent of Government.

That does not mean the BBC should be set in stone. It needs to react to the changing market around it. Many people think that there are things about the BBC that should be changed. It is criticised for being remote, for lacking distinctiveness and 33 per cent say it is poor value for money. There is also considerable public concern that BBC digital services are not easily available free-to-view in some parts of the country, including some rural areas. This emphasises the importance of the BBC playing a leading role in digital switchover as well as the development of other new technologies.

A Green Paper on the future of the BBC was published on 2 March 2005. This set out how the Government aims to ensure that the BBC remains strong and independent, with a clear, distinctive remit and a sharp focus on its five newly defined public purposes.

BBC Green Paper – public purposes

- Sustaining citizenship and civil society
- Promoting education and learning
- Stimulating creativity and cultural excellence
- Representing the United Kingdom, its Nations, regions and communities
- Bringing the United Kingdom to the world and the world to the United Kingdom

It also sets out our plans for reforming the way in which the BBC is governed and regulated, in order to strengthen the links between the BBC and its viewers and listeners and make the Corporation properly accountable to licence fee-payers. The BBC Governors will be replaced by a BBC Trust as the custodian of the BBC's purposes and licence fee. There will also be a separate Executive Board responsible for day-to-day management. It is already very clear from all the consultation we have undertaken that the BBC continues to enjoy huge public support. The proposals and options in the Green Paper are subject to consultation up to 31 May 2005 following which we intend to publish a White Paper later in 2005. This will set the ground for a strong and independent BBC, fit for the digital age.

Beyond the BBC, Ofcom has now completed its first review of public service television broadcasting. Ofcom has been considering in particular how the overall provision of public service television broadcasting can be maintained and strengthened for the future. Ofcom has concluded that the BBC could well be left as a near monopoly provider in some areas as the take-up of digital increases if the other major broadcasters adopt a more commercial strategy. The Ofcom report argues that such a monopoly needs to be avoided. The Government agrees that plurality, where rival broadcasters compete to provide the best public services programmes, is valuable in the current system and welcomes the debate that Ofcom's review has prompted. We do not believe that decisions about the wider Government response can or should be made now. We therefore propose a review of the issues to take place towards the end of the switchover process. The Secretary of State will retain the power to order an earlier review if he or she deems it to be necessary at any point.

A dynamic creative economy

We are committed to a dynamic, competitive market and a strong creative economy. The Communications Act in particular provided for modernised regulation of broadcasting and communication, including the relaxation of ownership rules and better treatment of independent producers.

The audio-visual industries as a whole have a much higher value added by person employed than in the economy as a whole, with television and radio leading the way at twice the average Gross Value Added per job. These industries make a high contribution to the economy (2.4 per cent) compared to their share of employment (1 per cent).⁵⁴

The potential for growth is enormous. Taking television alone, the UK industry exceeded £9.5 billion of revenues in 2003,⁵⁵ with the value of UK television exports rising by 22 per cent from \$754 million in 2002 to \$921 million in 2003⁵⁶; and revenues are forecast almost to double over the next decade with the opportunities created by multi-channel and on-demand viewing and the evolution of interactive TV.

We will continue to support the creative economy, working with Ofcom and across Government to maintain a dynamic and streamlined regulatory environment, nurturing and supporting our creative and cultural industries and, through the framework we set for the BBC, sustaining and enhancing its contribution to the creative economy.

Creative Industries

The creative industries are an economic success story, between 1997 and 2002 they grew by an average of 6 per cent a year.

This compares to an average of 3 per cent for the economy as a whole.⁵⁷ The UK has an outstanding reputation for producing excellent films, music, TV, design and fashion.

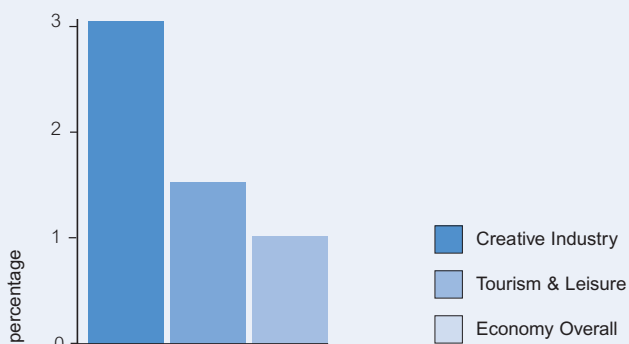
We are working to provide a climate for these industries to flourish: by protecting against piracy, by making it easier to attract investment, by increasing the opportunities for live music by reforming entertainment licensing, and encouraging production of films in Britain and nurturing the creative talent of the next generation.

Working together with the framework set out in the section on culture in **Chapter 2** we will look at our incentives at key stages in the creative lifespan, from first access to flourishing careers and creative excellence.

Protecting against piracy

Piracy is having a major impact on the UK economy, the cost to industry has been estimated at over £11 billion in 2003.⁵⁸ Mass availability of digital technology has brought real challenges, as well as advantages to the film, music and other creative industries. Many households now have the technology to copy CDs and download music online. The sale of pirate DVDs and CDs is widespread. Ultimately, pirate music and DVDs damage consumers, undermining the sustainability of industry, with particularly dire implications for

Average annual employment growth by sector 1997-2003



Source: DCMS, Creative Industries Economic Estimates, 2004 Bulletin

the smaller record labels and film producers. We need to tackle this by reducing demand, making people see the link between piracy and the negative impact on the creation of the music and films they enjoy. There is a need to divide organised criminals from domestic downloaders. The music industry has already started to make inroads here by offering consumers a legitimate choice. Since the number of legitimate on-line services increased, legal music downloads are now outstripping singles sales.⁵⁹

We want to make the UK a world leader in protecting intellectual property. Last year we set up jointly with the Department of Trade and Industry (DTI) and the Patent Office, a creative industries Intellectual Property Forum to look at the issues affecting the sectors. Over the next five years we will continue to work with all our partners to protect against piracy and to build the best possible environment for respecting and realising the value of intellectual property.

Attracting investment

We have particular responsibility for the film and music industries. We are working on strategies to attract investment for each industry, as well as better supporting small creative businesses in getting access to finance.

Film

The success of the UK film industry has undoubtedly been helped by the economic stability of recent years, and in particular by the introduction of tax relief for small budget films in 1997, to complement the relief for large budget films introduced in 1992.

Co-production

Our film industry has a long and distinguished tradition of working with other countries on films, underpinned by co-production treaties. This is good for the UK film industry, giving a wider choice of locations for filming and access to tax breaks when filming overseas. It also means a broader range of films are available to the British public.

Moving forward

We want to harmonize and update our existing treaties to reflect the modern film industry's needs and to better deliver the cultural benefits we want to see. Based on industry recommendations we have announced our intention to begin negotiations for new treaties with India, South Africa, Morocco, Jamaica, and China and to rationalise the existing arrangements with Australia, Canada, France and New Zealand.

We will work in collaboration with the Governments of these countries to agree frameworks within which our film industries can work together on films, ensuring the British public continues to have access to a broad and diverse range of new films.

Music

According to industry statistics, the music industry contributes almost £5 billion to the UK economy and is responsible for the creation of over 130,000 jobs. British record companies alone generated more than £1.2 billion in sales revenue in the year to September 2004.⁶⁰

The UK is the third largest market in the world for sales of music and is second only to the United States as a source of repertoire. It is estimated that Britain may account for as much as 15 per cent of the global music market.⁶¹

Moving forward

Over the next five years we will:

- Work with the industry and government partners to develop export strategies to open-up the markets for UK music in the United States, China and India.
- Seek to work with emerging markets on issues such as the protection of intellectual property, tackling piracy, counterfeit goods and illegal file-sharing.

World markets

We want to make sure British creative industries get maximum benefit from markets around the world and in particular the enlarged European Union.

We are engaged in negotiations on the European Commission's proposals for a new MEDIA programme. MEDIA 2007 aims to strengthen the competitiveness of the European audiovisual industries, promote their products, and preserve and enhance European cultural diversity. We want our industries to benefit to the full from programmes like these, and to see UK films maintain and enhance their reputation in Europe.

Nurturing Talent

We are already investing in future talent, providing opportunities for those just beginning to develop creative skills and making it easy for the talented to become professional.

Through the National Endowment for Science, Technology and the Arts

(**NESTA**) we are investing new funding in support of innovation and creativity.

- The **Creative Pioneer Academy** develops the entrepreneurial skills of recent graduates with both outstanding talent and an original business idea. A selected number will then be offered up to £35,000 to start their own business and receive the ongoing support of NESTA mentors.

Through the UK Film Council

- **First Light** is a £1 million per year Lottery project that offers young people the opportunity to participate in film-making. In particular it aims to develop links between the film industry and education and youth organisations, and promote the benefits of film-making as part of children's creative education.

Through Arts Council England and DfES

- **Joinedupdesignforschools** is a pilot project supported by the Sorrell Foundation to join-up designers with schools across the country to demonstrate how design and creativity can improve the quality of life and learning in school.
- **Creative Partnerships** aims to provide a bridge between schools and cultural organisations, enabling pupils to have the chance to work with creative professionals and organisations to develop creative skills (see Chapter 2).

We are already investing in creativity in children and young people, but we want to do more. In particular, we want to support people who are trying to make the transition into a professional life in these industries.

'Talent scouts', identifying and supporting creative talent

We want to know more about what it is like taking creativity and new ideas into business. We will be researching the experiences of real creative entrepreneurs and businesses around the country, tracking their career paths and routes to success, and where they need help and advice. We will also work with our partners, including NESTA, Arts Council England, and the Regional Development Agencies, to identify creative industries 'talent scouts' to support budding creative business talent through the difficult stages of their route to business success, building on what the bodies are doing already.

Skills development and business support

We want to develop an industry-led Sector Skills Council covering the creative industries. *Skillset*, as a trailblazer Council, is developing an agreement that will allow employers in film, TV and interactive media to sign-up to a key set of skill priorities with the main funding and delivery agencies.

Supporting the film industry

The Government supports the film industry through tax breaks for small and large budget films. In 2003 the 20 most successful British films in the UK, including *Love Actually*, *Calendar Girls*, *The Hours*, and *Touching the Void*, grossed over £122 million in our cinemas, nearly 15 per cent of the total box office income for the year.⁶² In 2003, 59 British films were released, compared to only 20 in 1992.

The UK Film Council, set up in 2000, has made an important contribution in providing the structure, focus and support UK film culture needs.

UK Film Council

The Government's body for film, the UK Film Council, aims to promote the enjoyment and understanding of cinema throughout the UK. British films continue to go from strength to strength, as the figures above show.

- Lottery money funds film production.
- The UK Film Council has allocated £500,000 to film clubs and societies around the country to allow film fans living in areas without a local cinema to enjoy more films.
- People will be able to enjoy more specialised films with the setting-up of the Digital Screen Network. This will provide around 200 screens across the UK with digital projection equipment that will be used to showcase a broader range of films.

Supporting the music industry

The music industry is one of the UK's biggest and most culturally significant creative industries. It encompasses composers, producers, managers, music publishers, artists, concert promoters, record companies, and on-line music entrepreneurs, together producing a dynamic, vibrant and ever-changing industry. The UK has long enjoyed an excellent international reputation for the diversity, vitality and quality of its music, with acts from Grammy Award winners *Basement Jaxx* to Mercury Music Prize and Brit Awards winners *Franz Ferdinand*. We will continue to act as the industry's advocate in government, ensuring its interests and concerns are taken into account when new policies are being discussed or formulated.

Protecting Children

Children are protected from seeing inappropriate films or DVDs through the film classification system and guidelines on the television watershed. The British Board of Film Classification (BBFC) considers for classification every film, video or DVD to be made available to the public in the UK based on guidelines taking into account the law and public opinion. The BBFC also classifies all video games that depict gross violence or have sexual content.

We want to ensure that these classification systems work effectively. In respect of violent video games, we are working closely with manufacturers, the BBFC, retailers, enforcement agencies and local government and have already agreed a powerful package of measures, including:

- From May 2005, increasing the size of age symbols on the packaging of video games classified by the BBFC
- From May 2005, the insertion of clear text on the packaging of all classified games, describing their nature and contents
- A revised code of practice for retail staff
- Industry-led research into consumer awareness, understanding, and attitudes towards the current rating system
- Exploring the possibility of a voluntary classification system for downloadable games.

We are also currently reviewing the existing research into the possible effects on children of exposure to this sort of material. We will look very carefully at the conclusions of this review and consider what further action might be needed.

We will continue to work with the industry as we monitor the impact of these measures. We will also explore further with DTI and Trading Standards Officers what more could be done at community level to make enforcement of the law more effective.

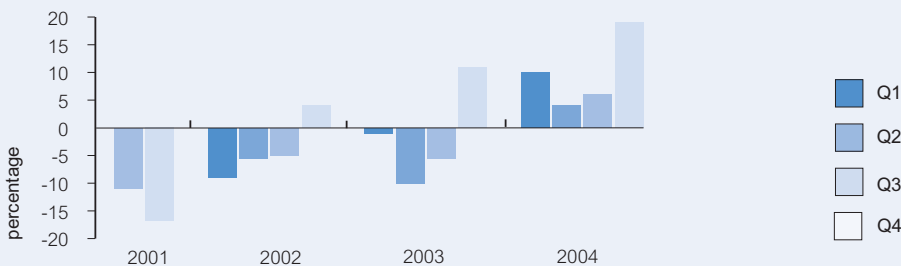
Tourism

Building the foundations

Tourism is worth over **£74 billion** a year to the UK economy and over **two million** people are employed in tourism-related industries.⁶³ It is one of our most significant industries, bringing not only economic but sustained environmental and social benefits to rural and urban communities across the UK.

We know only too well that these benefits derived from tourism can be fragile. We cannot assume that visitors will continue to come to the UK. The combined effect of September 11th and the Foot and Mouth outbreak in 2001 reduced industry sales by over £2 billion.⁶⁴ We have since worked with the industry to minimise the impact of such shocks in the future, and to maximise demand to get us back on track.

Percentage change in number of visits to the UK compared to visits in 2000



Source: DCMS

We have reformed the organisations that are responsible for public investment in tourism. We are improving the quality of services to visitors and giving those who work in the tourism industry the chance to develop real and recognised skills. We are making it easier for people to get access to accurate information about services offered. We are promoting Britain and England overseas.

What we offer tourists, whether from overseas or from within Britain, has never been stronger. This is reflected in the recovery of inbound visitor numbers since the setbacks of 2001, which reached records levels of 27.5 million in 2004, 9 per cent above the equivalent figure for 2000.⁶⁵

Over the coming five years there is a real potential for still greater demand: the UK securing 'Approved Destination Status' with China; the entry of the new EU member states and the potential for further expansion; the continued liberalisation of air travel; more visitors coming to Britain following the modernisation of gambling regulation; increased opportunities for rural tourism following the implementation of the Countryside and Rights of Way Act; growing interest in the practice of sustainable tourism; those attracted to Liverpool for Capital of Culture in 2008; and the possibility of a London Olympics in 2012. We will make sure that the industry is very well placed to capitalise on these opportunities.

Supporting the industry

We have reformed the way public money is invested in promoting Britain and England, giving the Regional Development Authorities a lead in developing strategies that suit the particular needs of their region. The promotion of Britain overseas is now better co-ordinated through VisitBritain. We are getting more visitors for the money we invest.

The response to the outbreak of Foot and Mouth illustrated a significant weakness in the way the tourism industry functioned. The industry is for the most part made up of small enterprises (80 per cent have less than 10 employees) and there was no means for them to speak together. As a result of work with the sector, a new set of priorities were agreed to make a step-change in performance, including: boosting domestic marketing, improving training and skills, developing e-tourism, creating a single voice for the industry and improving information and quality.

Reform so far

- VisitBritain has been created as the national lead tourism marketing organisation, promoting Britain overseas and England to the domestic market
- VisitBritain has radically overhauled its organisation and operations, focussing on eight major new international hubs
- The *Tourism Alliance* established as a collective voice for the industry
- Regional Development Agencies have been given the strategic lead for tourism in the regions, and have been tasked with ensuring that appropriate delivery structures and strategies for sustainable tourism are in place.



Moving forward

Over the next five years we will do more for the tourism industry. We are committed to helping the sector to grow to a turnover of £100 billion by 2010.

The next stage

- Increasing competition, through delivering better information for consumers about products in the sector, and providing small and medium-sized businesses with a route to market
- Encouraging increased investment by ensuring that industry has the right information to inform investment decisions, and by maximising the potential of our marketing activity in emerging markets
- Improving innovation and entrepreneurship.

Increasing demand

The tourism industry worldwide is increasingly competitive. Just as the liberalisation of air travel can deliver more tourists to Britain, so it can mean more UK residents choosing to holiday abroad, or visitors who previously came to Britain taking the opportunity to go somewhere new. We have to make it attractive and easy to choose to holiday in the UK.

To get the industry back on track after 2001 we put in place a massive international promotion of Britain of as a tourist destination backed by £20 million of Government support, and got visitor numbers higher than ever before.

To continue to increase demand we need both to promote the best of Britain and to provide excellent and sustainable visitor experiences, so that people who have visited once want to return.

Increasing volume

We have improved the international promotion of Britain as a tourist destination through VisitBritain. We are focussing on promoting the best of Britain, including our arts, museums and galleries, our historic and rural environment and sports.

Improving quality

- We have supported the creation of the new Sector Skills Council for hospitality, leisure, travel and tourism, *People 1st*;
- We have modernised outdated regulation, for example the Licensing Act will help to create safe and vibrant town centres, extending the range of entertainment on offer to consumers and providing more flexible opening hours;
- We have given new powers to the police and communities to deal with problem licensed premises; and
- We have launched “Fitness for Purpose: Quality Counts”, a joint initiative with the Local Government Association to help local authorities crack down on sub-standard hotel, guesthouse and Bed and Breakfast accommodation across England.

Over the next five years we will:

- Deliver a national unified accommodation quality scheme, so three star means the same wherever you are
- Improve the stock and flow of skills to tourism, by shaping the Sector Skills’ Council’s programmes and improving retention of key workers
- Continue to invest to improve the fabric of our communities; in areas that are already thriving and, importantly, where there are ambitious plans for regeneration such as in our seaside resorts.

Making it easy

EnglandNet – creating a virtual high street for tourism and leisure

By the end of 2005 we will create a virtual high street for tourism and leisure offering a single information and on-line booking service to internet users. Up to 60 per cent of people already use the internet to plan and book holidays. That figure will grow. Our vision is of a single service to this growing number of on-line users, showcasing all we have to offer: iconic attractions; varied landscapes; rich leisure opportunities; and a wide range of quality-assured accommodation.

Tourism and leisure will not only be brought to life in their full richness, but people will also be able to make on-line bookings with the suppliers. Businesses, including small or otherwise isolated rural businesses, and public sector organisations will gain access to a potential 11 million website visits in the UK and worldwide, set to rise to 27 million within the next three years.

The Licensing Act

The Licensing Act 2003 is the most radical shake up of our licensing laws in 40 years. It comes into force by the end of 2005. It gives greater freedom to the responsible majority and tougher powers to deal with the irresponsible minority.

The Act tackles the many absurdities of the past licensing system, which allows licensing applications to be decided without the views of local residents being taken into account. Or which makes it illegal for a bottle of homemade wine to be offered as a prize at a village fête unless a liquor licence has been obtained.

This reforming legislation is the result of exhaustive consultation with the public, industry and consumer groups. It combines effective protection for the vulnerable with the freedom of choice that people rightly expect. It provides opportunities for the leisure industries, including those in rural areas, to grow and prosper.

It gives the police and licensing authorities tougher powers to bring a minority of badly run premises in line with the best.

Licensing reform delivers:

- **A greater say for local communities** who will be able to take advantage of a new review mechanism to tackle problem premises.
- **More powers for the police**, including ability to close down disorderly and excessively noisy premises for 24 hours; and increased penalties for breach of licence, with a maximum fine of £20,000 or imprisonment for up to six months.
- **Local authorities with new responsibilities and resources**, of the £60 million generated by licensing fees each year, over half will be used for inspection and enforcement activity.
- **More choice for consumers** – extending late night licensing to restaurants, cinemas, theatres and cafés.
- **Businesses with more flexibility** about what they can propose to offer, for example in terms of the mix of licensable activities and flexible closing times.
- **A single integrated scheme** for licensing of the supply of alcohol, regulated entertainment and late night refreshment in England and Wales. Bringing the six existing regimes into one will lead to estimated savings for industry of around £2 billion in the next 10 years.

The Department has a key role in helping to implement the Government's Alcohol Harm Reduction Strategy (AHRS) and works closely with the Home Office and Department of Health on this. While licensing reforms deliver additional safeguards and flexibilities in this area, they are only part of the answer.

In addition, we will implement the findings from *Drinking Responsibly*, the joint consultation with the Home Office and ODPM launched in January to examine police powers. This includes consideration of extending police banning/closure powers to target premises selling to those underage and where necessary the introduction of Alcohol Disorder Zones.

When the reforms have bedded-down after two or three years, and when the AHRS has been delivered, we think that customers will notice an increasingly diverse night time economy, better catering for the over 30s, with towns and cities offering a more balanced offer and thriving economies that will benefit local areas.

As with any other major reforms, we will evaluate the impact of these licensing reforms over the coming months and years. An early task will be to commission an independently led review of licensing fees. We are also putting in place a high-level Ministerial and senior officials group, drawing representation from across government, industry, the police and local authorities to monitor implementation.

In moving forward we will continue to benefit from the strong partnerships we have developed with local government, industry and across Government.

Reforming gambling regulation

The current system of gambling law and regulation was established in the 1960s, and has changed little since then. Because of the 1968 Gaming Act we have one of the cleanest, crime-free gambling industries anywhere. However, the regulation reflects social attitudes that were prevalent then and the technology that was available; no internet, no mobile phones, no interactive TV.

The system no longer works. Hardly anybody understands what the law allows and does not allow, because it is highly complex and full of loopholes. For example, virtual roulette machines operate in a legal limbo because laws passed in the 1960s simply never envisaged a gaming machine operating from a remote computer sitting in a room on the other side of the world.

It is only too easy for people to gamble at very high risk on the internet, in ways that are completely unregulated and give them no protection against exploitation or becoming addicted. On the other hand, it is unnecessarily difficult to gamble in regulated casinos. Children are at risk, and the law does not allow adults to make informed choices. We are committed to reforming gambling regulation to offer freedom with protection for the vulnerable.

Following careful preparation and consultation we are taking forward a Gambling Bill to modernise the law. It follows an independent review, public consultation and pre-legislative scrutiny of draft clauses last year.

The Bill will:

- Provide a consistent system of regulation (regardless of where you gamble) overseen by a new national regulator: the Gambling Commission.
- Provide better protection for children and the vulnerable. Gaming machines will come out of unsupervised premises to which children have ready access. The Gambling Commission will have new powers to deal with illegal gambling and help people who may have been cheated.
- Enable gambling businesses to integrate with the mainstream leisure sector, supporting about 100,000 jobs and accounting for about £9 billion consumers' expenditure a year.

- Provide opportunities to gamble safely. The law will provide for internet and other kinds of remote gambling to be based in Britain under proper regulation. Casinos will be allowed to advertise, and to offer a wider range of gambling products. Betting shops will not have to shut early in winter.
- Make sure that there is no proliferation of hard forms of gambling, especially machine gambling, on the high street: we are taking care to avoid the mistakes made in some other countries. There will be a strict limit on the number of new kinds of casino until their impact has been fully tested.

National Lottery

The Lottery's £16.5 billion to good causes has transformed the United Kingdom. But we need to continue to take action to make the Lottery more responsive to people's needs and priorities, to give a fresh start and sense of direction in some areas, to shed bureaucracy and to make sure the licensing arrangements serve us well in the next decade.

People need to see how the Lottery has benefited them, and understand how and why grant decisions are made. Confidence in the Lottery sustains our ability to include everyone, to give young people the best start in life and to build better places for us to live.

The current balance is one that has served communities well over the years. We will review the good causes, consulting people on how Lottery money for sport, arts, heritage and film should be spent after 2009, but we also want to minimise the uncertainty for communities that benefit from the Lottery.

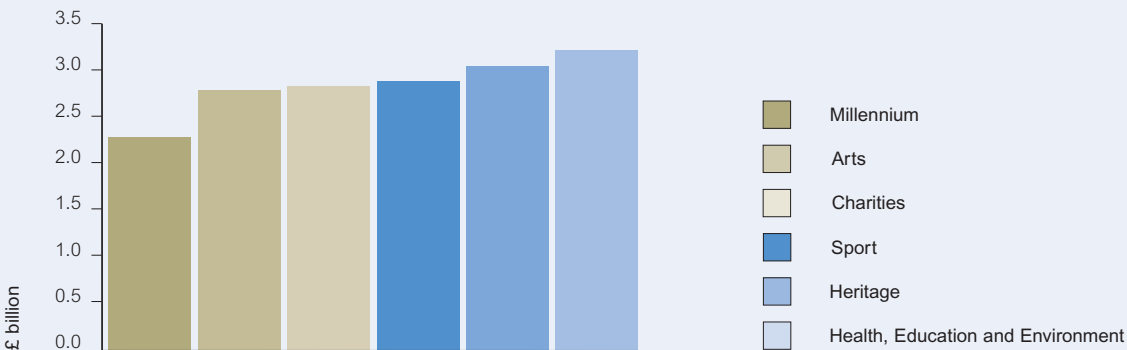
Building the foundations

Our National Lottery is one of the most successful in the world: six out of ten of us play it⁶⁶, 1700 of us have become millionaires because of it, and all of us have seen the benefits of it. It has outstripped all predictions and in just 10 years has raised over **£16.5 billion** for good causes, money that has gone to over 190,000 projects, large and small, the length and breadth of the country.

Lottery funding has changed the landscape of the UK and transformed communities. It has truly become venture capital for communities, a source of funding and help for people and places who cannot look to more traditional forms of investment.

Without the Lottery, Newcastle and Gateshead would be without the Baltic Gallery, Cardiff would be without the Millennium Centre and Millennium Stadium, and there would be no Angel of the North. The University of the Highlands would not exist, Tate Modern would

National Lottery – amounts raised for good causes



Source: DCMS. Health, education and environment figure includes NESTA



still be a disused power station and the Eden Project would just be several large holes in the ground in Cornwall.

Without Lottery money Manchester would not have hosted one of the most successful Commonwealth Games ever, and we would not have gained 28 medals in the Sydney Olympics and 30 in Athens, (and 131 and 94 respectively in the Paralympic games); and we certainly would not have been able to bid for the 2012 Olympics.

But these prestigious, national projects are only part of the Lottery's legacy. Just as important are the much larger number of grants that have gone to local causes. The Lottery has helped renovate and refurbish the Little Theatre in Sheringham, funded a cancer drop-in centre in Neath Port Talbot, helped out Cairngorm Mountain Rescue and supported a children's book festival in Bolton and Bury: just a few of the tens of thousands of local projects which have won funding from the Lottery.

The Lottery has given £145 million to fund cancer prevention, detection, treatment and care; has put £258 million into village and community halls in urban and rural areas, and has helped 20,000 veterans, their carers, spouses, widows or widowers to return to Second World War battlefields, cemeteries and other historic places.

If we had been in any doubt about just how important a part the Lottery plays in our life today, the 10th birthday celebrations on November 6th 2004 would have set us straight.

National Lottery – 10th Birthday Celebration

- over 800 Lottery funded projects across the UK opened their doors or held special birthday events to say “thank you”;
- at least 200,000 people came to see what their money had achieved and to help celebrate;
- 700 different Lottery projects were nominated for the Lottery Helping Hands Awards;
- 16,000 people voted to choose their favourite Lottery projects; and
- 8.9 million people watched the special BBC Lottery show on November 6th.

Changes introduced in 1998 have meant that as well as bricks and mortar, the Lottery is now funding more people to do more things. The New Opportunities Fund brought a new approach to lottery distribution, working in partnership with voluntary and public sector partners to offer the public things that could not otherwise have happened in the three new good causes, health, education and the environment.

- a **People's Network** making information technology available in every public library in every community in the country;
- **Healthy Living Centres** offering communities a one stop shop for advice and opportunities to improve our health; and
- **green spaces** for sustainable communities, giving our towns and cities green lungs, safe and pleasant places for people to walk and play and relax.

We have also used some of the income from the Lottery to set up the National Endowment for Science, Technology and the Arts, which supports individuals with groundbreaking ideas in these areas, helping to ensure that Britain's innovative and creative potential is fulfilled.

Lottery distributors have recognised that some areas have not benefited to the same extent as others. The Fair Share scheme, begun in 2002, is tackling inequality in Lottery funding in deprived areas and will ensure that over £180 million is delivered to disadvantaged rural and urban areas.

The Lottery is a very successful national institution. But it will only remain that way if it stays on its toes, and keeps evolving. That is why in 2002 we launched a major review of the Lottery, consulting the public to see what they valued and what they thought could be improved.

It is clear that there are some basic principles that are key to the Lottery's success, and which must be safeguarded whatever else changes:

- The Lottery must continue to act as venture capital for communities, must have the flexibility to fund organisations and communities that cannot get funding elsewhere, and must continue to take risks.
- Lottery funding must continue to be additional to Government funding: it must not replace public sector spending.
- Lottery grant decisions must remain independent of Government.

But it was also clear that people wanted some things to change:

- They wanted to make it as easy as possible for people, communities and organisations to apply for grants and receive advice, particularly those who were less experienced.
- They wanted to know more about what Lottery money has been spent on.

- They wanted greater transparency about how decisions are made, and what the priorities for funding are, and they wanted more of a say in deciding on those priorities.
- They wanted the process to be as efficient as possible, with low administration costs so that more money went to actual projects.

Using the results of that consultation, we are making some changes to the way the Lottery operates. These are set out in the Decision Document published in 2003. Some of these changes are happening already; a few will need changes to legislation. We have already published a Lottery Bill that will be considered by Parliament as soon as time allows.

- We are merging two of the Lottery distributors, the Community Fund and the New Opportunities Fund to create a new distributor, the Big Lottery Fund that will be able to make a real difference to the lives of disadvantaged people and communities.
- We are overhauling the process for awarding the licence for running the Lottery. What we are proposing remains fair, while giving the regulator the powers it needs to get the best possible deal for the Lottery.
- We are branding the Lottery game and the projects the Lottery has funded with the same crossed finger logo, making much clearer the link between the two, and making it much easier for people to recognise a Lottery funded project.
- We are also going to build on the success of the 10th birthday in November 2004, and have an annual National Lottery Day when Lottery projects can say "thank you" and show what they have done with their Lottery money.
- Distributors are going to do more to consult people on priorities for spending, so that they can get a truer picture of what people actually want.

- The Big Lottery Fund has already begun to involve the public in setting their programmes and priorities for funding. They are working on ways of getting the public involved in making decisions about major capital projects.
- Lottery distributors are already working together to find ways to make it easier for people to apply for Lottery funding – particularly smaller or less experienced groups, or those whose project involves more than one distributor.
- We are doubling the upper limit of Awards for All in England to £10,000 while keeping the same straightforward application process. Awards for All is also trialling micro-grants (less than £500) in some areas, to see if that can help local communities.

This is a major change programme, which we believe will deliver real benefits to those who apply for Lottery funding. We believe it will also help keep the Lottery successful by telling Lottery players much more about what Lottery funding has achieved, and giving the public more of a say in where it goes.

Moving forward

But the Lottery is not resting on its laurels. At the moment the Lottery funds projects related to sport, arts, heritage and film, as well as charities, health, education and the environment. We have guaranteed to each cause its share of Lottery proceeds until 2009. The good causes have plenty to plan for and accomplish up to 2009, but the bodies that distribute the money need to know well before then what the future levels of funding will be. So one of the Department's main challenges will be deciding on the funding for good causes after 2009.

In July 2005 we will learn whether Britain has been awarded the privilege of staging the Olympic Games in 2012. If we win, Camelot will launch new Lottery games to raise some of the funding, but the Olympics will become one of the main Lottery good causes after 2009, so we need to factor that into our assessment. Of course that means that we need to keep our ideas flexible until the Olympic decision has been made.

Whatever happens, we are not planning any major changes to the Big Lottery Fund, which is being set up now. We do want to evaluate the first 10 years of Lottery support for arts, sport, heritage and film projects to give us a sound basis for deciding the future arrangements.

We will make an objective assessment of the major strengths and weaknesses of Lottery spending in these areas so far. We will identify what Lottery spending has already delivered and what still remains to be done to improve facilities, services and the wider environment for all the people of the UK. We will use expert advisers where necessary.

In the light of that assessment, and once we know about the 2012 Olympics, we can start to look at what future programmes for the arts, sport, heritage and film might look like and what share of Lottery money should go to each.

Consultation

We plan to consult widely from September 2005 to February 2006 using a broad range of methods. This will give everyone the opportunity to be involved in how this element of Lottery money should be spent in future. We want people to give their views on what has been achieved so far from Lottery spending on the arts, heritage, sport and film. We will want to learn where people, especially Lottery players, think Lottery money for these causes should be spent in the future, and the kinds of things they want it to achieve.

The consultation will lead into policy decisions by Ministers in spring 2006 and an announcement in June 2006 about the arrangements for the future. The consultation will inform Ministerial decisions on how Lottery money should be spent in future.

Strategic priorities and targets

The Spending Review outcome, announced in July 2004, details our proposed expenditure for 2005-08. Our Priorities and Public Service Agreement Targets are detailed below.

Strategic Aim

To improve the quality of life for all through cultural and sporting activities, support the pursuit of excellence, and champion the tourism, creative and leisure industries.

Strategic Priority 1: Children and Young People

Further enhance access to culture and sport for children and give them the opportunity to develop their talents to the full and enjoy the benefits of participation.

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 per cent in 2002 to 75 per cent by 2006 and to 85 per cent by 2008, and to at least 75 per cent in each School Sport Partnership by 2008. *(Joint target with DfES)*

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 DfES and Department of Health)*

Strategic Priority 2: Communities

Increase and broaden the impact of culture and sport, to enrich individual lives, strengthen communities and improve the places where people live, now and for future generations.

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



Strategic Priority 3: Economy

Maximise the contribution which the tourism, creative and leisure industries can make to the economy.

PSA Target 4 – By 2008, improve the productivity of the tourism, creative and leisure industries.

Strategic Priority 4: Modernising Delivery

Modernising delivery by ensuring our sponsored bodies are efficient and work with others to meet the cultural and sporting needs of individuals and communities.

Efficiency target: achieve at least 2.5 per cent efficiency savings on our Departmental Expenditure Limit in each year of Spending Review 2004 (2005-08)

Non-Departmental Public Bodies

The Department for Culture, Media and Sport is responsible for the following executive Non-Departmental Public Bodies (NDPBs), as well as three public corporations and advisory bodies.

Non-Departmental Public Bodies

Alcohol Education & Research Council
 Arts Council England
 Big Lottery Fund
 British Library
 British Museum
 Commission For Architecture and the Built Environment
 English Heritage
 Football Licensing Authority
 Gaming Board for Great Britain
 Geffrye Museum
 Historic Royal Palaces Trust
 Horniman Public Museum and Public Park Trust
 Horserace Betting Levy Board
 Horserace Totalisator Board (The Tote)
 Imperial War Museum
 Millennium Commission
 Museums, Libraries and Archives Council
 Museum of London
 Museum of Science & Industry in Manchester
 National Endowment for Science, Technology and the Arts
 National Gallery
 National Heritage Memorial Fund (Heritage Lottery Fund)
 National Lottery Commission
 National Maritime Museum
 National Museum of Science and Industry
 National Museums Liverpool
 National Portrait Gallery
 Natural History Museum
 Registrar of Public Lending Right
 Royal Armouries
 Sir John Soane's Museum
 Sport England
 Tate Gallery
 UK Film Council

UK Sport
 Victoria and Albert Museum
 VisitBritain
 Wallace Collection

Regional Cultural Consortia

Culture North East
 Culture East Midlands
 Culture Northwest
 Culture South East
 Culture South West
 Living East
 West Midlands Life
 Yorkshire Culture

Advisory Non-Departmental Public Bodies

Advisory Committee on Historic Wreck Sites
 Advisory Committee on the Government Art Collection
 Advisory Committee for the Public Lending Right
 Advisory Council on Libraries
 England Marketing Advisory Board
 Reviewing Committee on the Export of Works of Art
 Spoliation Advisory Panel
 Theatre Trust
 Treasure Valuation Committee

Tribunal Non-Departmental Public Body

Horserace Betting Levy Appeal Tribunal for England and Wales

Public Corporations

British Broadcasting Corporation
 Channel Four Television Corporation
 Welsh Channel Four Authority (S4C)

Executive Agency

The Royal Parks

Advisory body

Office of Communications (Ofcom) responsibility is shared with the Department of Trade and Industry



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