

Howard McAlpine, Untitled, from a series
12x16 R Type print, run from a colour negative
Howard graduated from Blackpool and the Fylde
College in 1997 with a BA (Hons) in photography,
and is now working as a commercial photographer.
This image won him a merit award in the Fuji
Student Awards 1996.

1. Introduction and Executive Summary

1. Introduction and Executive Summary

1.1 Last year's initial DCMS Annual Report was in effect an interim one. We were engaged in the Government-wide, root-and-branch, Comprehensive Spending Review (CSR). Like everyone in Government, we had to ask ourselves what we were going to deliver to the public: what difference we were going to make.

1.2 The outcome was increased investment. Over the 3-year period covered by the review – 1999 to 2002 – expenditure by the Department will increase by £290 million. That represents a clear message that money spent on culture, in its widest sense, can play an important part in achieving key Government objectives. DCMS is first and foremost about improving the quality of people's lives. But in doing that we shall also help to improve education; to promote social inclusion; to improve economic performance; and to promote equal opportunities and access for all to high quality public services.

1.3 What we do in DCMS, then, will be at the heart of the 3-year programme of modernisation and social renewal set out in the overall public expenditure plans. Our efforts will concentrate on the four key themes set out in last year's report and confirmed by the CSR: promoting wider access; pursuing excellence and innovation; nurturing educational

opportunity; and fostering the creative industries.

1.4 This report outlines the programme of work we have embarked on following the CSR. The key structural outcomes are described in Chapter 2: new DCMS aims, objectives and organisation; a new structure of advisory bodies and a new body – QUEST – designed to help DCMS and its partners to get the best return in outcomes on the ground from the public money invested.

1.5 Chapter 3 explains the Department's role in ensuring that the UK's millennium celebrations are enjoyed by as many people as possible. The celebrations will be a powerful symbol of the UK's self-confidence in the year 2000, generating worldwide interest and real economic benefits.

1.6 Chapters 4 to 7 describe progress in meeting the strategic aims of the Department. They cover the entire range of DCMS subject areas, and show how the strategic aims are a common thread of work across the DCMS 'family' of activity.

1.7 Chapter 8 summarises the important changes introduced following the National Lottery Act: new funding streams and a new framework allowing the Lottery to respond more directly to the needs of communities across the country.

1.8 Chapter 9 outlines the increasing role DCMS is playing in the coordinated Government programmes to promote regeneration and social inclusion. In particular, we are participating in the policy action teams on Neighbourhood Renewal and in the New Deal for Communities and in the Government's new regional agenda – with DCMS being directly represented for the first time in the Government's Regional Offices.

1.9 Chapter 10 looks more specifically at the DCMS itself. The Department will be contributing fully to a wide range of initiatives designed to improve value for money within Government and will be gearing itself to meet clearly specified strategic challenges.

1.10 In common with all other Departments, the DCMS will show clearly what return the public is receiving for the increased investment in 3-year funding made following the CSR. Chapter 11 describes the new three year settlement; provides a summary analysis of expenditure plans for the three year period and details the DCMS's performance targets.

1.11 DCMS's expenditure plans are principally for grants to Non-Departmental Public Bodies

(NDPBs), and Chapter 12 summarises the work of those bodies. Their relationship with DCMS is evolving following the CSR. Firstly, we shall be reorganising some of the key bodies which work with us to deliver our objectives. Wherever possible, the DCMS wants a strategic understanding with a single body providing expert advice for each major policy area. Secondly, DCMS wishes to embody these shared strategic objectives in Funding Agreements which clearly state what outcomes are to be expected from the public funds involved.

1.12 These Agreements will be of central importance, because the partnerships with our sponsored bodies are a central means of achieving DCMS objectives. This report rightly focuses on what DCMS itself has achieved and plans to achieve. It is important for the Department to be clear about what it can do to add value, to give a lead and to coordinate; above all, how it can invest money to best effect. But it is only through partnerships, and through an outward-facing approach, that DCMS can make things happen to improve the quality of people's lives. The wider DCMS 'family' includes not just NDPBs but also other Departments, local authorities, regional bodies, commercial bodies and voluntary organisations.

1. Introduction and Executive Summary

1.13 We shall be working closely with all of these interested parties to realise the plans described in this report. In doing so, we shall be making a major contribution to social justice and prosperity, because culture and creativity are important for both.

Executive Summary and Forward Look

1.14 This report records the main DCMs achievements and initiatives of 1998-1999.

Among other things, we have:

Arts

- secured £125 million of additional money for arts organisations over the next three years;
- with the Arts Council, launched a New Audiences Fund to broaden access to the arts to the widest possible audience;
- established the Youth Music Trust which, in conjunction with the Department for Education and Employment's Fair Funding Initiative, will put £180 million into music-making opportunities for young people;
- worked with the DFEE to provide new funding arrangements for dance and drama students;
- introduced new three year funding agreements to provide more long-term financial security for arts and cultural organisations.

National Lottery

- changed the way National Lottery money is distributed to ensure more is spent on people and activities, not just bricks and mortar;
- introduced new measures to ensure a fairer geographical spread of resources and allow targeting on areas of greatest need;
- established a new 'good cause' for health, education and the environment;
- established the new Lottery Commission to replace the single regulator;
- brought in the 'Awards for All' scheme, first in Scotland and the East Midlands and from April nationwide, to provide an easy procedure for small-scale local community groups to have access to Lottery funds.

Museums

- secured £99 million of additional funds for museums and galleries over the next three years;
- enabled free entry for children from April 1999 and for senior citizens from April 2000 to the major national museums and galleries;
- guaranteed free access for the future at the non-charging national museums;
- set up a new £15 million improvement fund for the designated museums;
- worked with the Heritage Lottery Fund to institute a new £7 million access fund for all museums;

- provided funds for the establishment of the National Collections Centre.

Sport

- introduced new measures to protect against the sell-off of school playing fields;
- helped to secure continuing flow of funds from the Lottery for upgrading and improving safety at sports grounds;
- finalised plans for the UK Sports Institute in Sheffield and a regional support network to provide world-class training and back-up facilities for elite sports people;
- reformed the UK Sports Council to provide leadership for British sport's international work;
- taken a lead in seeking stronger international measures against doping in sport;
- continued to give strong backing to our bid to host the 2006 World Cup in England.

Heritage

- announced proposals to rescue Stonehenge from its surrounding pollution and clutter and return our greatest ancient monument to its historic landscape;
- proposed the establishment of a new "champion" for architecture, to provide leadership in promoting good design in the public and the private sectors.

Broadcasting

- extended the list of protected sports events that must be shown on free-to-air television;
- phased out the Channel Four funding formula so that more funds can be devoted to domestic programmes and film-making;
- issued consultation papers on future regulation in an age of convergence and on the transition from analogue to digital television;
- established a review panel to consider future funding of the BBC.

Film

- established the Film Finance Forum as a conduit between the film industry and City financial institutions;
- worked closely with the industry to take forward the agenda set by the Film Policy Review;
- opened the British Film Office in Los Angeles to improve awareness of the British film industry and Britain as a film location;
- worked for the establishment of a new film body (British Film) to help channel Lottery funds more effectively into all parts of the film-making process and to coordinate Government support for film.

1. Introduction and Executive Summary

Creative Industries

- set up **NESTA** – a new £200 million fund from the Lottery to develop people with promise and ideas in the arts, sciences and technology;
- published the Creative Industries Mapping Document valuing the contribution of the creative industries to the economy and predicting future growth trends, and established an agenda for action by both Government and industry;
- together with the Department for Trade & Industry, fought hard in Europe for the establishment of good copyright protection for intellectual property in the digital age.

Tourism

- launched a targeted and aggressive marketing campaign on key overseas markets through the British Tourist Authority;
- developed plans for a new, more strategic body to support tourism in England with more funds going to regional support of tourism;
- published a new tourism strategy, including a wide-ranging set of ambitious targets and action points;
- brought the industry together to realise the full potential of the New Deal within tourism.

Libraries

- secured a £70 million package for new digital material and librarian training in information technology;
- asked library authorities to produce annual plans as a means of monitoring the quality of services and driving up standards;
- established a modernisation fund, jointly with the Wolfson Foundation.

Millennium

- kept plans for the Greenwich Dome on time and on budget;
- invited bids for the Millennium Festival celebrations across the country, for events in the year 2000, with an overall fund of £100 million and over 1000 proposals already announced;
- overseen grants for projects to mark the Millennium to 180 projects in 3000 locations throughout the UK through the Millennium Commission;
- given strong backing to the Millennium Awards scheme for individuals, aiming to assist 40,000 people of all ages by the end of the year 2000 to achieve something both for themselves and for their community.

1.15 In 1999-2000

DCMS will:

- ensure that the UK Millennium celebrations are a success and that they leave a tangible and lasting legacy;
- develop and introduce new Lottery funding streams, using the New Opportunities Fund, to achieve educational, health and environmental objectives;
- deliver wider public access, enhanced education and sustained excellence in return for increased investment in museums, galleries and the arts;
- introduce a new sports strategy;
- (with the DTI) publish proposals for the future regulation of broadcasting and communications;
- agree the future of the BBC licence fee up to 2007;
- implement the action plan for the tourism industry set out in the tourism strategy;
- develop the library network as the cornerstone of modern lifelong learning;
- as part of the Government's neighbourhood renewal strategy, increase the contribution culture and leisure make to social inclusion;
- create a new body to promote excellence in architecture;
- introduce new arrangements to support British film.

DCMS will continue to gear its policies to the Department's four strategic aims: excellence, access, promoting the creative industries and education. To do this more effectively, DCMS will develop its strategic leadership role and its partnerships with outside bodies:

- introducing a new regional structure, with central support, to promote DCMS objectives across the country;
- giving sponsored bodies more responsibility for management systems, through which they can deliver agreed objectives, in pursuit of agreed policy aims, in return for the Government resources invested;
- creating a new independent advisory body – **QUEST** – to spread best practice and improve value for money among DCMS-funded bodies;
- preparing for, and where possible implementing, the structural change agreed in the CSR to the network of DCMS non-Departmental Public Bodies.