

Katy McInnes, Reflex

Now in her final year at Cumbria College of Art and Design on the Design and Crafts course, Katy's work entitled 'Reflex', is part of a series called 'Protect and Survive' which takes its inspiration from caterpillars, as well as ethnic artefacts and is part of a larger collection of embroidered pouches.

8. The National Lottery



Changes to the National Lottery introduced a greater emphasis on individuals and on distributing benefits across the country. These included:

- the New Opportunities Fund;
- the National Endowment for Science, Technology and the Arts;
- new Directions to Lottery Distributors;
- the Awards for All community grants scheme; and
- the National Lottery Commission.

The National Lottery continues to be a success. It produces over £4 million every day for the good causes it supports. By 31 December 1998 more than £6 billion had been raised for the arts, sport, heritage, charities, projects to mark the new millennium and the new good cause of health, education and the environment.

The Government announced in September 1998 that the National Lottery was expected to raise £10.6 billion over the life of Camelot's licence, £600 million more than previously expected. The additional income will be split between the New Opportunities Fund (an additional £400 million) and the arts, sport, charities and national heritage good causes (an additional £50 million each). The Millennium Commission's income remains unchanged.

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In February 1999, Parliament approved an Order giving effect to these changes. It reduced the income share of the arts, sports, charities and national heritage good causes to 5%, the minimum allowed under the legislation, for 13 weeks after which their shares revert to 16%. The Government has also confirmed that their shares will remain at 16% for the rest of the licence period and beyond.

The Government's programme of Lottery reform, announced in the White Paper, *The People's Lottery* in July 1997, is gathering pace.

### 8.1 The National Lottery Act 1998

The National Lottery Act 1998 was passed in July. It allows funding to be used to support health, education and environmental initiatives through the new sixth good cause and provides for the establishment of a new distributor, the New Opportunities Fund, to allocate funds for this purpose. It enables distributors to solicit applications where these are not forthcoming spontaneously; it gives distributors new powers to delegate functions and to work together on joint schemes; it requires distributors to produce strategic plans, showing how they have assessed the needs of their sectors and intend to address them; and it creates a new independent National Lottery Commission to licence and regulate the Lottery, with the power to impose financial penalties on all licensees. The Act also establishes NESTA, the National Endowment for Science, Technology and the Arts, to support and promote talent, innovation and creativity in those fields.

### 8.2 New Opportunities Fund (NOF)

The New Opportunities Fund was formally launched in January 1999. Its three current initiatives are:

- *healthy living centres* – £300 million to create

a network of healthy living centres that will promote health and help people of all ages to maximise their well being;

- *out of school hours activities* – £400 million for out of school hours education and childcare activities across the UK; and
- *ICT training* for teachers and school librarians (£230 million), librarians (£20 million) and the digitisation of learning materials (£50 million).

NOF launched the application process in January 1999, inviting bids for the healthy living centre initiative.

Three more initiatives were recently announced in the consultation document "New Links for the Lottery" (Cm 4466, November 1998):

- cancer prevention, detection, treatment and care, where voluntary organisations, in partnership with the NHS, can apply for projects such as providing equipment and improving access to services;
- green spaces and sustainable communities, where local groups can get Lottery money to improve existing public spaces and create or conserve areas of local interest;
- community access to lifelong learning, where Lottery money would help develop a network of centres for community learning, linking libraries, the National Grid for Learning and other



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initiatives to open up access to information. When the millennium income stream comes to an end, at around the end of 2000, NOF's share of the good cause revenues will rise to 33%. The rest will continue to be split equally between the arts, sport, heritage and charities.

### 8.3 New Directions for Lottery Distribution

The Secretary of State issued Lottery distributors with new Policy and Financial Directions to reflect the reforms of the 1998 Act. The Directions aim to change the past bias for capital projects towards a greater focus on people and access, and to provide greater revenue support for many community projects. One major change is that Lottery distributors can now be far more flexible in their approach to partnership funding, and consideration can be given to the value of volunteer time and contributions in kind given to projects by the local community. This is particularly important in areas of deprivation, where financial contributions may be much harder to secure.

The Coalfields Lottery Conference in November 1998 involved the DCMS, the distributors and community representatives. Its aim was to help ensure that all parts of the country, and particularly those areas that have fared less well in the past, benefit from the Lottery. Each of the Lottery

distributors agreed to look into the below average take-up of Lottery awards in many coalfield areas, with a view to improving the profile of the Lottery and working with community representatives to improve local success rates. This research will provide a valuable contribution to the efforts of the Lottery distributors to help with the regeneration of deprived areas throughout the UK.

### 8.4 Awards for All

The Awards for All community grants scheme, for small grants of up to £5,000, is a prime example of Lottery distributors working together to make the Lottery application process less onerous for community groups. The scheme was first launched in Scotland in April 1998. A pilot project was launched in the East Midlands in November 1998, and the scheme will be available for all qualifying small grants throughout the UK from April 1999.

In the first year of its operation, the focus of the Awards for All scheme will be on Millennium-related activities, and awards of £5,000 and under will be made under the umbrella of the Millennium Festival. Further details can be found in Chapter 3.

### 8.5 National Lottery Commission

The 1998 Act made provision for the creation of a permanent, five-member, National Lottery Commission, which would replace OFLOT, the original Lottery regulator. The Commission operates from 1 April 1999, taking over OFLOT's former duties of regulating the operation of the National Lottery, ensuring that the interests of players are protected and that as much money as possible is raised for the Good Causes. One of the main tasks for the new Commission will be selecting the operator for the new Lottery licence; the current licence (operated by Camelot) expires in September 2001.

### National Lottery Summary of Awards by Distributing Body – Nov 1994 - 31 Dec 1998

Distributing Body	No. of Projects	Amount Awarded £m	Percentage of Value %
Arts Council of England	7,817	1,050.20	17.37
Arts Council of Northern Ireland	365	25.26	0.42
Arts Council of Wales	1,267	63.18	1.05
Scottish Arts Council	772	114.36	1.89
National Lottery Charities Board	17,074	944.60	15.63
Heritage Lottery Fund	2,270	1,117.73	18.49
Millennium Commission	190	1,711.86	28.32
Scottish Sports Council	497	72.29	1.20
Sports Council for Northern Ireland	395	29.61	0.49
Sports Council for Wales	362	45.63	0.75
The English Sports Council	2,745	870.53	14.40
<b>Total</b>	<b>33,754</b>	<b>6,045.25</b>	<b>100</b>

Jonas Ranson, Bourgainvillea  
420 x 590mm acrylic screen print on canvas  
Jonas is in his second year at Falmouth College of Arts.  
He is studying for a BA (Hons) in Fine Art.



## 9. Regeneration and Social Inclusion

DCMS is contributing to a range of Government policies designed to promote regeneration and social inclusion. DCMS work includes:

- the Neighbourhood Renewal Policy Action Team (PAT) on Arts and Sport;
- involvement in other Policy Action Teams and the wider neighbourhood renewal strategy;
- helping to steer the New Deal for Communities;
- social inclusion elements in culture and leisure policies;
- contribution to the Government's regional agenda;
- promoting sustainable development;
- developing environment-friendly policies.

## 9. Regeneration and Social Inclusion

### 9.1 PAT 10 (Arts and Sport)

Following the Social Exclusion Unit's recent report, *Bringing Britain together: a national strategy for neighbourhood renewal*, DCMS is leading a cross-Governmental Policy Action Team (PAT 10) to look at the contribution of arts and sport to neighbourhood renewal. It will report by May 1999 on best practice in using arts, sport and leisure to engage people in poor neighbourhoods, particularly those who may feel most excluded, such as disaffected young people and people from ethnic minorities and on how to maximise the impact on poor neighbourhoods of Government spending and policies on arts, sport and leisure.

The Team includes several practitioners with direct experience of community development work. It will draw up an action plan with targets to maximise the impact of arts, sport and leisure policies in contributing to neighbourhood regeneration and increasing local participation. The success of its work depends on it being able to work effectively with others to contribute to the Government's holistic approach, tackling the problems of tough neighbourhoods on different fronts simultaneously. The Lead Minister for the Team is Tony Banks MP.

### 9.2 Wider PAT/Neighbourhood renewal agenda

PAT 10 is one of 18 such teams, led by different Whitehall departments, to look at different aspects of neighbourhood renewal concurrently. DCMS is represented on several others, including Jobs, Skills, Unpopular Housing, Community Self-help, Schools Plus, Young People, Information Technology, Learning Lessons, Joining it up locally and Better Information.

The Government's strategy for neighbourhood renewal is made up of three strands. The work of the PATs comprises one strand. Another consists of the New Deals for the unemployed, lone parents and the disabled. The third strand is new funding programmes for the regeneration of poor neighbourhoods, focusing on the New Deal for Communities, as well as the next round of the Single Regeneration Budget and Sure Start.

Over the last year the EU's sporting policy has made great progress. Building on work done in Amsterdam and Cardiff, the role of sport in combatting social exclusion in all its forms was fully recognised at December's Vienna Summit. From football clubs fighting racism to inner city projects providing hope, we are looking for examples of best practice that can be used as templates throughout Europe.

### 9.3 New Deal for Communities

The New Deal for Communities is a new fund worth £800 million over three years to help turn round the poorest neighbourhoods. Led by DETR, with a Steering Group of which DCMS is a member, the New Deal for Communities will begin in up to 17 Pathfinder districts, selected because their problems are very severe. Local partnerships, bringing together local people, community and voluntary organisations, public agencies, local authorities and business, will develop proposals identifying local issues and priorities and implementation plans for change over up to 10 years. The key to the NDC is that it is flexible and very local. Pathfinders will be closely supported by the Government and brought together to compare notes. They will be able to contact Policy Action Teams for advice and each will be 'twinned' with a senior civil servant for guidance. A senior DCMS official will act as one of the 'twins'.

In addition, the Government is introducing Sure Start, a new programme to support young children in deprived neighbourhoods. Sure Start is led by the Department of Health, with the advice of a Steering Group, on which Tony Banks represents DCMS. Experience shows that investment in early childhood can help later performance at school, prevent truancy and reduce the risk of unemployment,



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drug abuse and crime. Local partnerships will be able to bid for money from a Children's Fund. Support will be targeted in particular on children under four, and services will include childcare, primary healthcare, play, and support for families. Services will be developed in consultation with parents, reflecting local needs.

### 9.4 Social Inclusion Element in Culture and Leisure Policies

Some examples of DCMS's contribution to social inclusion are given below.

DCMS's new funding agreements governing its grants to its sponsored bodies (see chapter 12) will set out clearly what outcomes we expect public investment to deliver and some of these outcomes will relate to social inclusion.

Libraries have a particular role in developing social cohesion. They are a cornerstone of the National Grid for Learning. They can develop community organisational capacity, help people develop community pride and confidence, and contribute significantly to people's quality of life. By providing information on health issues, they play a significant role in giving patients more control over their conditions and care. DCMS is leading the development of a public library information and communications technology network (see Chapter 5) with ready access to

local and central Government and EU information and services to enable people to involve themselves more fully with the democratic process. ICT will allow direct access to some local Government services, such as submission of grant forms or payment of council tax, which library services at present find it difficult to provide.

The Priority Areas Initiative of the English Sports Council enables the more deprived parts of the country to receive a higher proportion of Lottery funding than usual, a maximum of 90% rather than the usual 65%. The areas covered include the 100 most deprived local authority areas and all Rural Development Areas as well as "pockets" of deprivation that exist outside these areas.

DCMS has also proposed a new initiative to be funded by the Lottery through the New Opportunities Fund. Community Access to Lifelong Learning will focus on engaging more adults (over 16s) in learning at community level and increase access to ICT by funding a network of centres for learning. There will be a particular focus on the socially disadvantaged and those who otherwise face significant obstacles to participating in education and training.

In January the New Opportunities Fund began to invite applications for its first initiative, Healthy Living Centres. They will be located in the High Street and in local neighbourhoods to provide

advice on diet, health and exercise. These will be targeted to areas and groups that represent the most disadvantaged sectors of the population to help improve the health of the worst off in society. The New Opportunities Fund is looking for projects that encourage local communities to become involved in every stage from design to delivery.

When issuing new Directions to Lottery distributors to set the broad framework for the distribution of Lottery funds, the Secretary of State emphasised the need to take into account the scope for reducing economic and social deprivation and the needs of children and young people. Strategies incorporating these Directions will soon be in place.

Inclusiveness, sustainable tourism and spreading the benefits of tourism throughout society are key themes in the tourism strategy, Tomorrow's Tourism, which was published in February. A Tourism Forum Working Group was established to consider the issue of widening access to tourism facilities. As a result of the group's work, access is a central thread running through Tomorrow's Tourism, which aims to make English tourism the most accessible and welcoming in Europe.

Over the last decade, tourism opportunities have extended to more people than ever, but still, in any one year, some 40% of the population do not take a holiday of longer than three days. This is often not

out of choice – people may be prevented from taking a holiday by disability, family, health, or cost reasons. It is estimated that some four million people wish to travel but many currently do not do so. The Government is determined to widen access to tourism facilities for people – the elderly, single parent families, families with young children, carers, and people with low incomes – who find difficulty in taking holidays or leisure breaks.

### 9.5 DCMS and Regional Development Agencies

From 1 April 1999 each English region will have a Regional Development Agency promoting sustainable economic and social development. They will be established by statute as Government-sponsored public bodies with business-led Boards. They will have a large measure of autonomy; most decisions on their operations will be made by their Boards in consultation with local partners.

The Agencies will work in partnership with key bodies with a role to play in development. These will naturally include the leisure, tourism and creative industries. They have a key role in regional regeneration and economic development, and make a significant contribution to the quality of life in the regions and to attracting investors. The work of RDAs in turn will contribute to regional strategies on tourism, culture and sports infrastructure projects.



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### Regional cultural strategies

The need for regional cultural strategies has long been recognised by the existing regional cultural fora, not only to identify regional policy priorities and themes but also to contribute to the development of regional economic strategies. DCMS is encouraging the fora to continue preparing cultural strategies and to discuss them with the emerging RDAs. The new cultural consortia will inherit and refine this work in close contact with the RDAs and other regional partners.

The strategies will cover all leisure and cultural activities, including tourism and sport, and will also need to consider how far creative industries should be included, taking account of the particular characteristics of the region and what is happening on that front in the RDA. They will identify the priorities for the region, showing how to build upon existing strengths and to develop those sectors that are not playing a full part. They will also address the ways in which cultural and creative interests fit into the wider picture of regional development and can contribute more generally to the economic and social development of the region.

### 9.6 Sustainable Development

DCMS has contributed to DETR's review of the Government's sustainable development strategy.

We have highlighted the role of DCMS in ensuring a better quality of life for everyone, for now and for future generations. In April 1998 we issued a consultation paper, *Tourism – Towards Sustainability*, seeking views on ways of ensuring that the benefits of tourism that we enjoy today will still be available in the future. We received over 300 responses from tourism organisations, local authorities and other organisations and individuals with an interest in sustainable development or tourism issues. An analysis of the responses identified a number of key themes which were used to inform the chapter on sustainability in the new tourism strategy, *Tomorrow's Tourism*, published in February 1999, and the Government's review of the sustainable development strategy.

### 9.7 Environment-friendly Policies

The Secretary of State is a member of the Cabinet Committee on the Environment, which is the principal decision making body for Government policy on sustainable development and environmental protection issues. Tony Banks is the Department's Green Minister. He, jointly with the Permanent Secretary, has responsibility for developing the Greening Government initiative by promoting environmental appraisals of policies and programmes and greening operations.

In their Third Report (1998-99), published in February, the House of Commons Environmental Audit Committee commented favourably on the inclusion in DCMS's Public Service Agreement of the Department's responsibilities in relation to the built environment and the contribution its input to urban and rural regeneration makes to sustainability.

The strategy document *Tomorrow's Tourism* sets out specific proposals for a sustainable approach to the growth of tourism at national, regional, and local level. DCMS has asked both the British Tourist Authority and the new tourism body for England to produce sustainable tourism strategies that will guide their own future activities. The new body for England will report annually to the Secretary of State on progress in achieving more sustainable forms of tourism. The Government will look to the new regional development agencies to ensure that their regional strategies take full account of the principles of sustainable development, and will encourage incorporation of these principles in the strategies of regional tourist boards. We will also promote the inclusion of sustainable tourism considerations in Local Agenda 21 strategies, and where Agenda 21 projects do not exist, we will encourage local authorities to use tourism as a focal point for their development.

The Royal Parks Agency adopted best conservation practices in regenerating meadowlands to encourage and promote wildlife and reduced the use of biocides in favour of organic alternatives.

The Agency has also developed traffic management and parking schemes to discourage motor traffic and to improve safety for pedestrians and is exploring ways of improving water quality in the parks. A Millennium Wood project, launched in Bushy Park in partnership with the Prince of Wales Royal Parks Tree Appeal, will result in a thousand trees being planted in 1999.

During 1998, the Department revised its Green Housekeeping Action Plan to take account of the Model Framework published by DETR. In line with the Government's response to the Environmental Audit Committee, the Chief Executives of the Department's larger NDPBs have been given environmental objectives and all executive NDPBs are required to include a section on green housekeeping in their annual reports. The Department's Plan and the Model Framework were sent to all NDPBs in January 1999. Meanwhile work continues to monitor and improve energy consumption and recyclable waste from the Department's buildings. In addition, a Green Transport Plan was drafted for discussion within the Department in January 1999.