



‘Helping Mrs Nuttall with her new digital box meant so much to her’

Digital switchover

The only way we can achieve universal access to free-to-view terrestrial digital TV via an aerial is by switching off the analogue network and moving to digital-only terrestrial television broadcasting. In response to this, in September 2005, the Government confirmed that digital switchover will occur between 2008 and 2012. This will take place, ITV region by region, starting in the Border region. The Cumbrian town of Whitehaven will be a flagship project and will switch in October 2007.

The UK is making great progress in its goal to go digital. More than three-quarters of UK households are already enjoying the wider choice, sound and picture quality of digital TV.

2006 marked an important step towards switchover. In Bolton, we and the BBC managed a trial of the Digital Switchover Help Scheme, which will help the vulnerable to make the switch. Animated robot character ‘Digit Al’ also hit our television screens as the focal point for raising awareness. This major communications campaign is run by Digital UK, the independent, non-profit organisation leading the process of digital TV switchover.

Geoff
Age 63

RNIB volunteer
for the Digital
Switchover Help
Scheme, Bolton



A stronger independent BBC

The end of 2006 saw the expiry of the old BBC Charter and the introduction of a new Charter on the governance of the BBC over the next ten years. Following the most comprehensive consultation ever about a BBC Charter, the new Charter was sealed on 19 September 2006. It saw the replacement of the BBC Board of Governors with two new bodies: the BBC Trust and the Executive Board. The BBC Trust will oversee the Executive Board and will be the licence fee payer's voice, acting as proxy for the BBC's shareholders. It is the first public interest body on this scale in the UK. In April 2007 Sir Michael Lyons was appointed as the first chairman of the BBC Trust. The Trust will also have responsibility to ensure that the BBC's activities are not anti-competitive and are consistent with a vibrant and dynamic broadcasting market.

In creating the new Charter we have also defined the BBC's role and scope more clearly than before through a new set of six public purposes: sustaining citizenship and civil society; promoting education and learning; stimulating creativity and cultural excellence; reflecting the UK's nations, regions and communities; bringing the world to the UK and the UK to the world; and building a digital Britain. The new arrangements took full effect on 1 January 2007.

A new six-year licence fee settlement was announced on 18 January 2007. The settlement provides for annual nominal increases in the licence fee of 3 per cent for the first two years, and 2 per cent in years three, four and five. This means the price of a colour TV licence will rise from its current level of £131.50 to a figure of up to £151.50 in 2012. The settlement followed the most open process for setting the level of the licence fee ever, which took into account the views of the public and the industry, as well as independent advice and research.



Above: The BBC Trust works on behalf of licence fee payers: it ensures the BBC provides high quality output and good value for all UK citizens and it protects the independence of the BBC.

Get set for digital

From digital switchover to broadband and the People's Network, libraries have helped people learn about new technology and develop digital skills.

Since opening in March 2005 the Jubilee Library in Brighton has run sessions to actively support digital inclusion.

Name: Eileen
Location: Jubilee Library,
Brighton

'I've learned so much about what you can do with all this digital technology.'





‘Getting the funding has made everything so much easier’

UK Sport Olympic and Paralympic athlete funding package

Hosting an excellent Olympic and Paralympic Games in 2012 is not simply about building superb stadiums and athlete facilities. It is also about sending the largest, most talented Team GB to compete and win more medals than we have achieved in recent history.

Successful athletes need raw talent, dedication and commitment, with the best support teams around them,

including coaches, sport scientists, and state of the art facilities. To win medals, we need the best high performance sport system in the world, for 2012 and beyond.

In March 2006, the Chancellor announced an additional £200 million Exchequer funding for Olympic and Paralympic athletes in advance of London 2012. He also called on the private sector to contribute £100 million to high performance sport. In summer 2006, UK Sport announced an additional £65 million for Olympic and Paralympic sport in the run up to the Beijing Games in 2008, taking the

total investment to £215 million. Subject to a complete review of performance of all sports after Beijing, UK Sport has available £400 million to invest in high performance sport between the Beijing and London Games.

In addition UK Sport is investing £17 million from 2004-08 through the Talented Athlete Scholarship Scheme (TASS) and TASS 2012 to assist in the identification and nurturing of rising talent. 2,800 individual athletes have been supported through TASS in the first three years.

Eniola
Age 20

Talented Athlete
Scholarship
Scheme recipient,
London



School sport

The National School Sport Strategy – being implemented jointly by the Department for Education and Skills (DfES) and DCMS – went live on 1 April 2003. DfES and DCMS share an ambitious PSA target to increase the percentage of 5-16 year olds spending at least two hours each week on high quality physical education (PE) and school sport, to 75 per cent by 2006 and 85 per cent by 2008. By 2010, the ambition is to offer all children at least four hours of sport a week. Over £1.5 billion (including Lottery funding) is being invested in PE and school sport from 2003 to 2008.

The 2005-06 PE, School Sport and Club Links survey found that:

- 80 per cent of pupils in partnership schools participate in at least two hours of high quality PE and school sport in a typical week, exceeding the 2006 target by five percentage points. This represents an increase of almost 16 per cent on 2004-05 and 29 per cent on 2003-04;
- in partnership schools during the 2005-06 academic year, 71 per cent of pupils were involved in intra-school competitive activities;
- across Years 2-11, 27 per cent of pupils in partnership schools participated in at least one sports club linked to their school (this includes dance and multi-skill clubs). This represents a 22 per cent rise on 2004-05 and 42 per cent on 2003-04. The most common sports for which there were club links were football (78 per cent), cricket (52 per cent), rugby union (46 per cent), dance (40 per cent) and athletics (38 per cent);
- across Years 10-13, 13 per cent of pupils in partnership schools have been actively involved in sports volunteering and leadership during the academic year. This represents an 18 per cent rise on 2004-05 and a 44 per cent rise on 2003-04.

The sporting landscape

The organisation of sport underwent a major reform on 1 April 2006, as had been announced by the Secretary of State in September 2005. This sought to streamline and clarify the respective roles and responsibilities of Sport England and UK Sport.

Sport England's focus was tightened to give them lead responsibility for increasing participation in sport at a community level, with responsibility for the English Institute of Sport, the successful Talented Athlete Scholarship Scheme (TASS), and the English elements of the UK 'performance pathway' – taking the athlete from talent identification through to the podium – being transferred to UK Sport.

The Secretary of State said: "Winning the Olympic Games was a huge achievement for sport in this country. It is vital that we capitalise on this once-in-a-generation opportunity to boost our medal hopes and drive up participation in sport. The changes will create a clear organisational distinction between community and elite sport."

An element of Lottery and Exchequer funding was transferred from Sport England to UK Sport in respect of these changes.



Top: Young leaders at the Step into Sport Camp, at Loughborough University.

Above: *The Active People* survey results, published in December 2006, show that 21 per cent of people (aged 16 plus) are taking part in 30 minutes of sport three times a week.



Breathing spaces

Millions of Londoners and tourists visit the eight Royal Parks for free each year. The 5,000 acres of historic parkland provide unparalleled opportunities for enjoyment, exploration and healthy living in the heart of the capital. The Hub in The Regent's Park offers a host of facilities for community and sporting activities.

Name: Kalli
Location: The Hub, The Regent's Park, London

'I run round here all the time. It's great to have such a lovely green space right in the centre of London.'



‘The difference in all the bars round here is amazing. They’re busier, but safer’

Licensing laws

On 24 November 2006, we celebrated the first anniversary of the new licensing laws. While firm conclusions about the impact of the new regime will not be drawn until the autumn of 2007, there is a broad consensus that there has not been the surge in crime and disorder predicted by some.

Emerging evidence already suggests the new licensing laws are helping local authorities and the police to manage the night-time economy better. For example, in the Broad Street area of Birmingham, strong partnership working and effective licence conditions have delivered real results. Broad Street now has a greater diversity of premises attracting customers in a wider age range and reported violent crime is down by over 50 per cent.

Consumer surveys in Birmingham indicate that:

- 66 per cent of visitors regularly visit pubs, bars and clubs, up from 63 per cent in 2005; and
- 49 per cent feel getting home is quicker and easier due to the provision of taxi marshals and extended licensing hours.

Iain
Age 43

Bar manager in
Broad Street,
Birmingham



Tourism Industry Emergency Response group

Intensive DCMS and VisitBritain-led work through the Tourism Industry Emergency Response group (TIER) helped the London and UK tourism industries to achieve full recovery from the effects of the terrible bomb attacks of July 2005. In 2006, 32.2 million visitors spent a record £15.4 billion in the UK. TIER has established a robust and flexible response mechanism for dealing with tourism emergencies, which has already demonstrated its effectiveness during the bird flu scares of mid-2006 and early 2007. The strong industry performance which TIER helped maintain during 2006 provides a firm base for the economy to make the most of the historic visitor opportunity of the 2012 Olympic Games and Paralympic Games.

Gambling Act

Significant progress has been made towards implementing the Gambling Act 2005. In December 2006 this culminated in the publication of statutory instruments that enable the Gambling Commission to start accepting applications for new operating and personal licences. These will come into effect from 1 September 2007. Any business that wants to provide facilities for gambling in Britain will be licensed by the Commission. We consulted extensively with industry to ensure that secondary legislation reflects business needs. This took into account views on a range of issues, including the fees structure and a special exemption for small-scale operators, freeing them from the burden of having to acquire a personal licence.

DCMS also designed the transitional arrangements to minimise burdens on business – offering an appropriate notice period before applications are due; introducing a fast-track procedure for most existing businesses; letting existing licences for low-risk industry sectors roll over until expiry; and providing safety valve business continuation rights for applications not determined by 1 September 2007.



Above: Capturing the imagination of the travelling public, *England Rocks!* encouraged international and UK tourists to enjoy English locations and destinations associated with the country's rock and pop music heritage.



Cultural tourism

Oxford Castle is a unique, award-winning visitor experience. Features include the renovated castle and prison, a new learning centre and several cafés and restaurants.

Names: Haeree, Sang-hee and Junghyun

Location: Oxford Castle, Oxford

'This is a great place to chill and hang out. Kind of escaping the city right in its centre.'



‘I love playing music with my friends. It’s much more fun’

Live music

The music industry is a significant contributor to the UK’s economy, producing £6 billion annually and employing about 130,000 people. In 2006, a combination of both new and established artists helped UK acts claim their largest share of album best-sellers since 1997. 66.9 million singles were sold in 2006 – the highest number since 1999 – of which 79 per cent were digital downloads. 2.2 million digital albums were sold between April and December 2006. The live music scene makes a vital contribution to that success.

The Live Music Forum, chaired by Feargal Sharkey, has continued to monitor the impact of the 2003 Licensing Act on the provision of live music and has considered ways in which live music, and its cultural and economic importance, can be further promoted. In 2006, the Forum and the Department jointly commissioned research into the experience of smaller venues in applying for authorisation under the 2003 Act to stage live music. The results of this research will help to inform the Forum when it produces its final recommendations to the Government in a few months’ time.

Louie
Age 6

Britten Sinfonia
family music day,
Norwich



Creative Economy Programme

The Creative Economy Programme – a joint initiative between DCMS and the Department of Trade and Industry (DTI) – is the first comprehensive UK Government assessment of the state of our creative economy.

Within the programme, we are bringing together ideas from a broad range of stakeholders. These include seven working groups established at the outset of the programme, which examine the drivers of productivity in the creative economy, along with consultation responses and a schedule of industry consultation events.

Following further widespread industry consultation, we plan to produce a Green Paper in summer 2007. This will set out what makes the creative economy so important to the UK, how the creative sectors are changing, the drivers behind that change, and the potential obstacles to productivity in the sectors. It will have implications for Government policy and help identify how we best support the continued success of the creative economy in areas including education and skills, business support, technological development, and supporting the UK's cultural and economic infrastructure.

Tax relief for film

In November 2006, the European Commission approved a revised cultural test for British Film, in line with the European Union's State Aid requirements. As the first gateway to the new tax film reliefs announced by the Chancellor in the 2006 Budget, this is designed to encourage the production of culturally British films. Under the new relief, British films which pass the cultural test, spend more than 25 per cent of their expenditure in the UK, and are destined for theatrical release, will be eligible to claim relief worth up to 16 per cent of their budget for larger films and 20 per cent for smaller films. HM Treasury estimates the new tax relief will be worth as much as £120 million per year to the film industry.

The test has been widely welcomed by those working in the film sector. It consists of four key sections, each of which measures the extent of a film's British cultural character. Films will be awarded points in each of the categories, needing to score a minimum of 16 points out of a possible 31 to pass the test.

DCMS has also continued to make progress on negotiations on a new package of film co-production agreements, bringing economic and cultural benefits for the UK and partner countries. A treaty with South Africa, signed by the Secretary of State and the South African Arts Minister in May 2006, will come into force once the constitutional procedures have been completed. Negotiations are also progressing with India, China, Jamaica and Morocco. Such agreements enable films made jointly by UK producers and their counterparts in other countries to qualify as films with 'national' status in both the UK and the other country, meaning that they are eligible for any national incentives.



Top: *Bridge* by Michael Cross, part of the London Design Festival 2006.

Above: Ken Russell in conversation at the 2006 Encounters Short Film Festival in Bristol. Over 100 UK short films were shown at the festival.

Soulful singing

LSO St Luke's Community Choir is part of LSO Discovery, the London Symphony Orchestra's music education and community programme. With supporters including Arts Council England and Big Lottery Fund, the programme brings over 30,000 people annually into contact with the Orchestra, its music and musicians.

Names: Fotini and Nevo

Location: LSO St Luke's,
London

'Singing is like air for me, it keeps me alive! I love working together each week. After our last concert, I was incandescent with joy – what an exhilarating experience!'

