



department for
**culture, media
and sport**

DCMS International Strategy

Report on Activity to be monitored- Progress to November 2007

November 2007

Our aim is 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.

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Chapter 1: DCMS Priority Activities for Excellence:

DCMS is focusing on excellence in countries and regions including: China, India, Japan, the USA and European states

Connections Through Culture

Activity to be monitored: Deliver the China Cultural partnership

The “Connections Through Culture” (CtC) initiative aims to position the UK as a uniquely valued cultural partner of China. The programme has been developed to include information provision and exchange, networking events- bringing together groups of practitioners and policy makers to share knowledge and experience and identify potential partners- and can also provide a small amount of development grants to enable representatives from cultural organisations to visit counterparts in the UK or China.

Current progress

At the end of October 2007 there were 315 members based in the UK, 222 from mainland China and 52 from Hong Kong. 39 development grants have been offered. In a survey of visitors to the *Connections* website 75% have reported they were extremely satisfied with the website in general, and 25% were satisfied.

At a recent CtC networking event for visual arts curators 100% of attendees surveyed said through the event they got to know more Chinese art and cultural organisations and gained a deeper understanding of how they operate. 88% said they were more confident about working in China and 94.1% said their perception of China had been positively influenced. The event brought 21 British curators of contemporary art and their counterparts from museums, galleries and art centres across China.

In June, over 50 directors and experts from museums in China and the UK attended the CtC Networking reception held in Shanghai. The reception received very positive feedback, with guests appreciating the opportunity to meet each other, expand their networks and exchange ideas. In July, to coincide with the Manchester International Festival, and in association with Visiting Arts, CtC organised a producers and artists forum attended by six young Chinese producers. In October a networking event took place around the Museums Association Conference in Glasgow bringing together senior museum professionals from China and the UK. Forthcoming network events will take place in January 2008 at the Association of British Orchestra’s Annual Conference, and

in June 2008 a multi-disciplinary event will take place around the China Now Festival.

CtC has facilitated a number of visits between potential partners in the UK and China including the Royal Opera House, National Museum of Scotland, V&A, Northern Broadsides, More Music Morecambe, Border Crossings, Shanghai Yue Opera Company, Guangdong Museum of Art, China Performing Arts Association and Shanghai Museum of Art amongst others.

A leaflet detailing the CtC initiative has been produced for circulation to arts companies and interested institutions. To help UK organisations have a better understanding of the arts and cultural scene in China, CtC has commissioned several local experts to develop a useful summary of a broad range of art forms across China-*China Arts Overview*, available online and in print.

Launch of the Liverpool 08 Programme

Activity to be monitored: Host a successful 2008 European Capital of Culture event in Liverpool

On Thursday 27 September 2007 the City of Liverpool unveiled a spectacular programme of over 100 events lined up for its European Capital of Culture year. It was very well received by both national and local media. Some of the main events announced include:

- Opening event in January including 'Liverpool the Musical' featuring ex-Beatle Ringo Starr and Eurythmic Dave Stewart
- Liverpool Sound Concert at Anfield featuring Sir Paul McCartney
- Gustav Klimt at the Tate (first Klimt exhibition in Britain)
- Simon Rattle to conduct the Berlin Philharmonic

In addition on 31 October MTV announced that its prestigious awards ceremony- the MTV Awards would be hosted at Liverpool's new Arena and Convention Centre (ACC Liverpool) in November 2008.

Shanghai Expo 2010

Activity to be monitored: Deliver the cultural dimension of the Shanghai Expo 2010

- Department is keen to try and ensure the success of the project – Tessa Jowell, then Secretary of State expressed her enthusiasm about the project at a meeting she had whilst in Shanghai last year with the Vice Mayor.
- We have nominated an official to sit on the steering group for the Shanghai Expo and DCMS is represented at the meetings.

Background

The theme for the 2010 Shanghai Expo is "Better City, Better Life"; Tony Blair, then Prime Minister, announced on 4 August 2006 that the UK would participate in the Expo. The aim is to generate a UK presence at the Expo which will make a lasting and positive impression on those who attend. The organisers expect over 70 million visitors, and anticipate further development of the range of opportunities that the UK's increasingly close cooperation with China presents.

The FCO are pursuing a public private partnership model to pay for the UK pavilion and the revised target is a minimum of £10-12 million; it is expected that 50% of this figure will come from private sector companies. So far FCO has committed £2.5 million. UKTI, DTi, DEFRA, Scottish Executive and British Council have committed £0.5million each; and the English Regional Development Agencies (collectively) have committed £0.5million. It is hoped that Wales, London and Liverpool will also financially support the project.

Heatherwick Studio leading a team that includes Casson Mann, Atelier Ten and Adams Kara Taylor won the competition to design the UK pavilion for the Shanghai Expo 2010. A jury chaired by Lord Digby Jones, UKTI and featuring leading figures from the British design and architectural community selected the design from a strong field of six short listed designs. The winner was announced on 19 September.

Heatherwick Studios' concept was picked as it was felt to represent value for money, flexibility and environmental impact/energy efficiency. The 'pavilion of ideas' is a single enclosure that throws out from all its faces a mass of long, radiating spines that end in a tiny light source. These can be programmed with a variety of images, colours and messages. The spines move freely in the breeze to create a living patterned façade. Inside, clustered together, the light sources form an enormous engulfing digital screen. An auditorium, exhibition space, café, shop and reception space are sited in the landscaped banks that flank the pavilion.

Chapter 2: DCMS Priority Activities for Opportunity:

International programme

Activity to be monitored: By 2009 Big Lottery Fund will give up to £60m to UK charities to help tackle the causes of poverty in the developing world

The International programme, launched in March 2006, is for UK-based charities working overseas with disadvantaged communities. Up to £72 million has been earmarked to be awarded through three strands: International Communities (including Tsunami), International Strategic, and International Small Grants. BIG has awarded eight grants worth £3.6 million and 25 small grants worth £225,000.

The programme is aligned with key elements of the UN Global Poverty Reduction Strategy, and supports work that tackles the causes of poverty and deprivation and brings about a long-term difference to the lives of some of the world's poorest people.

Activity to be monitored: Support the International Paralympic Committee to develop opportunities for people with disabilities to play and coach sport in the Southern Africa Region, starting with South Africa, Zambia and Namibia

Zambia as follows:

- Needs assessment for seated volleyball with NPC and Zambian volleyball association
- Training identified for 10 classifiers over 2 year period and 20 disability athletics and 10 disability volleyball coaches to be trained
- All activities within the country plan recognise the needs of disabled individuals both participants and coaches/officials and aims to ensure that they are included within the outlined activities.

Namibia:

- 2 IDEALS students from Liverpool John Moore's University will undertake a 6 week placement with the Namibian Special Olympics – focussing on training, facilitating sessions between athletes and those with a learning disabilities and training athletes within the FIFA-Special Olympics Development Project

Chapter 3: DCMS Priority Activities for the Economy

Strategy

Activity to be monitored: By the spring of 2007 have in place a Strategy for the tourism sector to maximise the benefits of the Games to Britain's visitor economy

- The Strategy was launched in September 2007, as planned. It includes:
- Plans for a public/private sector overseas tourism marketing campaign around a LOCOG-approved strapline, starting at the Beijing handover.
- Plans for partnership working between VisitBritain, Visit London and LOCOG in marketing the Cultural Olympiad overseas
- Reductions to VisitBritain's core funding following the Comprehensive Spending Review means that overseas marketing structures and strategies must be reviewed- with a VisitBritain-led Strategic Review beginning in December 2007.

UKTI

Activity to be monitored: Work with UKTI to develop, by 2007, specific strategies to help UK creative businesses realise their export potential

We continue to work closely with UKTI and industry representatives on the production of a marketing strategy, which is due to be published in the Spring of 2008. This is supported by the industry led export groups for which DCMS has joint administrative responsibility. The development of this strategy has also helped inform the Creative Economy Programme.

EU Directive

Activity to be monitored: By 2007 negotiate a revised EU Directive for TV broadcasting without extending controls inappropriately to new media services and keeping regulation by country of origin

- Achieved in full, May 2007

Co-production treaties

Activity to be monitored: With the UK Film Council, facilitate stronger financial and creative partnerships by modernising existing co-production treaties where appropriate, bringing into force our new treaty with South Africa and agreeing new ones with, Morocco, China, India and Jamaica

Progress

- The Treaty with Jamaica has now come into force (19 November 2007).

- Morocco treaty has now been agreed in principle by officials. However the Moroccan elections are causing significant delays in getting the Moroccan Government to engage with sign-off. We are continuing to push with the FCO and hope to sign in the first quarter of 2008.
- We have agreed the treaty and annex with the Indian officials. We are now arranging for sign-off at the PM Bilateral in early 2008.
- The Treaty with South Africa was signed and ratified in May 2006, and is now in force.

Negotiations are progressing well with China. Aim to sign during Beijing-London handover in Summer 2008, but recognize this may slip.

British sport and leisure businesses in South Africa

Activity to be monitored: With UKTI help British sport and leisure businesses in South Africa by raising their profile before the 2010 World Cup

Progress

- UK Trade & Investment have worked to deliver an extensive programme of activity in South Africa in support of UK companies seeking business opportunities around the World Cup 2010
- So far HOK Sport and Mott MacDonald have been successful in securing business contracts around the event, with HOK working on the "SoccerCity" stadium, and Mott MacDonald on the new stadium at Mbombela and AFL Architects and Sinclair Knight Merz on the Polokwane stadium.
- In the last financial year, UK Trade & Investment ran a seminar mission to several centres in South Africa, focussing on security and event delivery and event and venue overlay. We facilitated inward visits from World Cup 2010 Local Organising Committee Head of Security Linda Mti and brought Durban City Manager Dr Michael Sutcliffe to speak at our Global Sports Conference alongside the Minister for Sport.

Planned

UK Trade & Investment are working with staff in South Africa to deliver a strategy for 2007/8 currently including:

1. UKTI presence at SoccerEx 2007 - (Johannesburg November) enhanced by the presence of Richard Caborn, Prime Minister's 2018 England World Cup Bid Ambassador and Andrew Cahn, Chief Executive of UK Trade & Investment
2. Visit by Cape Town Municipality Officials to look at UK Football Safety and Security (March 2008)

Chapter 4: DCMS Priority Activities for Diversity:

DCMS is focusing on diversity in countries and regions including: Egypt, Saudi Arabia, Iran, Pakistan and Indonesia; key countries and regions where the population has strong ties to the UK, including Bangladesh, India, the West Indies, and Africa

UNESCO's cultural diversity convention

Activity to be monitored: Track, and contribute appropriately to, UNESCO's Cultural Diversity Convention

- The UK is in the final stages of ratifying the Convention
- The first Conference of State Parties to the Convention took place at UNESCO HQ in Paris 18-20 June and the UK attended as an observer, but as an active contributor in the EU coordination meetings outside the UNESCO forum. The UK is one of 5 EU states who have not yet completed the ratification process.
- The DCMS is working with the UK National Commission to assess how best to take forward any necessary action under the Convention, including the reporting process to UNESCO the Convention requires.

Chapter 5: DCMS Priority Activities for Sustainability

Threats to natural and cultural heritage

Activity to be monitored: Funded in 2006 a meeting of experts on climate change to develop a strategy with the World Heritage Committee to manage threats to natural and cultural heritage.

- Item completed

Ratification of the 1954 Hague Convention on the Protection of Cultural Property in the Event of Armed Conflict

Activity to be monitored: Represent the interests of the UK Government and our sectors in negotiations about ratification of the 1954 Hague Convention on the Protection of Cultural Property in the Event of Armed Conflict.

- DCMS published a consultation on a number of implementation issues regarding our ratification of the 1954 Hague Convention on the Protection of Cultural Property in the Event of Armed Conflict and accession to both Protocols in September 2005. We published a response to that consultation in November 2006.
- Publication in draft of the Cultural Property (Armed Conflicts) Bill was announced in the Queen's Speech on 6 November. The draft Bill is designed to put in place the legislative measures necessary for us to meet our obligations under the Convention and its 2 Protocols. We will be publishing the draft Bill as soon as possible for pre-legislative scrutiny, with the intention of it being considered by Parliament at the earliest appropriate opportunity.

Tourism economy

Activity to be monitored: Help British experts to promote a UK model of a sustainable and productive tourism economy worldwide

- "Winning: A tourism strategy for 2012 and beyond" published by DCMS in September 2007 set out actions that need to be taken by a wide range of tourism stakeholders to ensure a sustainable approach to tourism and our commitment to support international programmes to meet this goal.
- DCMS is a member of the European Commission's Tourism Sustainability Group which is helping to develop a more sustainable European Tourism, and supports the UN World Tourism Organisation's Davos Declaration on

Climate Change and Tourism. This will help to inform DCMS led work formulating a new sustainable tourism framework and indicators.

European Digital Library

Activity to be monitored: Work with others in the EU to make cultural materials, such as books, photos and films, available and accessible in digital form. This includes plans to establish a European Digital Library

Progress

In February, DCMS and the MLA jointly ran a workshop on digitisation, cultural resources and the creative industries. The impetus behind the event was the need for UK action stemming from last November's Conclusions drawn up by the European Commission on its European Digital Library (EDL) project. The Conclusions call for national digitisation strategies and targets. To meet these targets will require action from Government and the cultural and creative industries sectors.

The workshop was attended by more than 100 key stakeholders from across the UK, representing museums, libraries, archives, academia, film, broadcasting, heritage, music, publishing and tourism, and other Government Departments. The purpose of the day was to help stakeholders learn more about the EDL and a range of digitisation activities in the UK. We also hoped that bringing together a wide base of delegates would encourage networking and discussion. Drawing on the comments and contributions made through the day, we are now working on a draft Cultural Digital Strategy for England to ensure that we meet the Conclusions' requirements. It looks like the Devolved Administrations will be producing their own Strategies based on ours.

Next steps

The EDL Conclusions require more strategic leadership of cultural digital programmes at Member State level. They set targets for drawing up and updating plans and national strategies for digitisation of cultural material (2007), and for establishing national strategies for long term preservation and deposit of cultural material (2008). They also require Member States to investigate and, where appropriate, initiate and promote public-private partnerships for digitisation. They include the creation of a new group of Member States' representatives to take forward the co-ordination of work on digitisation; the first meeting of this new group is on 19 June.

We consider that the requirements can be applied flexibly and appropriately. Our focus is now on drawing up a Cultural Digital Strategy drawing on the issues raised at February's digitisation workshop; we are working with the MLA in putting it together. It will look at ways that co-ordination can be developed using existing resources more effectively and it will include measurable targets such as key performance indicators. We shall consult on the Strategy, probably in two stages later this year: an informal consultation with the stakeholders who came to the workshop, then a formal consultation with the world at large later on.

The second meeting of the Member State Experts group will be on December 13th in Luxembourg. A draft document has been prepared with the support of MLA and the Department is considering the next steps in the context of the Creative Economy Green Paper, and the updating by Becta for DCSF and DIUS of the 'Harnessing Technology Strategy'.

