

## 2005-2008 PUBLIC SERVICE AGREEMENT: TECHNICAL NOTE

This Technical Note sets out how the Department for Culture, Media and Sport will measure progress towards its PSA targets.

**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% in 2002 to 75% by 2006 and to 85% by 2008, and to at least 75% in each School Sport Partnership by 2008. (*Joint target with Department for Children, Schools and Families*)**

### Definitions

“Schools” means maintained schools (including maintained special schools), pupil-referral units, city technology colleges, city colleges for the technology of the arts, academies and schools approved under Section 342 of the Education Act 1996 (i.e. non-maintained special schools).

“High quality” has the meaning set out in “Learning through PE and sport” (DCMS/DfES, March 2003) and further described in “High quality PE and sport for young people” (DCMS/DfES, March 2004).

“PE” is physical education taught in schools in accordance with the legal requirements of the National Curriculum. The PE programme of study sets out the knowledge, skills and understanding that have to be taught through six activity areas: dance, games, gymnastics, swimming and water safety, outdoor and adventurous activities and athletics.

“School sport” means sport that takes place in school or is organised by a school as part of its extracurricular or out-of-hours learning.

“Sport” means all forms of physical activity that, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels (Council of Europe’s European Sports Charter 1993).

“School Sport Partnership” mean families of schools (an average partnership is made up of a sports college, acting as the hub, 8 secondary schools and 45 primary/special schools clustered around the sports college and secondary

schools) which come together to increase and enhance sports opportunities for all pupils. Each partnership received a ring fenced grant to support its work.

“The National Curriculum” means the programmes of study for PE that set out what pupils should be taught between the ages of five and 16.

### **Measurement**

Percentage of 5 to 16-year-olds in schools who spend a minimum of two hours in a typical week during term time on high-quality PE and sport within and beyond the National Curriculum.

Proportion of lessons in which the quality of teaching in PE and school sport is assessed by OFSTED as good or better.

### **Data source**

Annual survey of School Sport Partnerships. Note: Partnerships will not cover all schools in England before September 2006 and data will not, therefore, be wholly comparable until then.

OFSTED reports.

### **Scope**

England.

**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 Department for Children, Schools and Families and Department of Health.*)**

### **Scope**

Children aged between 2 and 10 years (inclusive) in England.

### **Obesity**

Prevalence of obesity as defined by the National BMI percentile classification (from the 1990 reference population from T J Cole et al) and measured through the Health Survey for England. Children above the 95<sup>th</sup> percentile of the 1990 reference curve are defined as obese.

### **Halt the year on year increase**

Obesity in 2–10 year olds rose, on average, by 0.8% per year between 1995-2002. Halting the increase would mean no significant change in prevalence between the two three year periods 2005/06/07 and 2008/09/10.

### **Data source**

Health Survey for England. We are also exploring with colleagues in DH and DfES the cost and feasibility of options for other sources of data in order to obtain more local level information.

### **Baseline year**

Due to the small sample size the baseline will be the weighted average for the three year period 2002/03/04.

### **Target year**

By 31 December 2010, in practice this will mean 2010-11 financial year.

### **Reporting**

Annually (aggregate trend data will be available every three years). Lag between end of collecting period and data published is around 12-15 months. The delivery of this joint PSA target will be supported by a range of programmes including:

- the joint DfES and DCMS PE, School Sport and Club Links project which seeks to increase the percentage of school children who spend a

minimum of two hours each week on high quality PE and school sport within and beyond the curriculum;

- the joint DfES and DH National Healthy Schools Programme which seeks to promote a whole school approach to healthy living; and
- the joint DfES and DH "Food in Schools" Programme which seeks to promote a whole school approach to a range of food issues.

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

**Baseline**

PSA3 will be measured using the Taking Part survey. The baseline estimates have been generated using data collected from interviews issued during the first full survey year (mid-July 2005 to mid-July 2006) and were published on 14 December 2006. Table 1 gives the final baseline estimates.

**Table 1: PSA3 baseline estimates**

Sector	Percentage				
	All adults	Black & minority ethnic	Limiting disability	Lower socio-economic	Women
Active sport	53.7 (51.1 – 55.5)	53.3 (51.1 – 55.5)	32.3 (31.0 – 33.6)	43.4 (42.3 – 44.5)	47.7 (46.7 – 48.7)
Moderate intensity level sport	20.9 (20.3 – 21.6)	19.2 (17.5 – 20.9)	9.5 (8.7 – 10.3)	15.2 (14.4 – 16.0)	18.5 (17.7 – 19.3)
Arts Participation	24.1 (23.4 – 24.8)	20.8 (19.1 – 22.5)	18.9 (17.8 – 20.1)	15.3 (14.5 – 16.1)	n/a
Arts Events	33.7 (32.9 – 34.4)	23.5 (21.6 – 25.4)	24.1 (22.8 – 25.3)	17.4 (16.6 – 18.3)	n/a
Museums & Galleries	42.3 (41.6 – 43.1)	35.5 (33.1 – 37.8)	32.1 (30.8 – 33.5)	28.3 (27.3 – 29.3)	n/a
Historic environment	69.9 (69.1 – 70.6)	50.7 (48.2 – 53.1)	59.5 (58.0 – 61.0)	57.1 (55.9 – 58.3)	n/a

Notes: Figures have been rounded to 1 decimal place. Confidence intervals (95%) are given in parenthesis. See below for the priority group definition and coverage of each sector.

The target percentage point increases that have been agreed as part of PSA3 specify the increase required in each sector for each priority group over the life of the PSA, i.e. from the final baseline percentage to the percentage at the end of the target period in 2008.

## **Definitions**

### Priority groups:

All adults (aged 16 and over) in priority groups are included in the PSA3 target. "Priority groups" are defined as:

Those people with a **physical or mental disability** i.e. defined by themselves as having any long-standing illness, disability or infirmity that limits their activities in any way.

Those people from **black or minority ethnic groups** i.e. defined by themselves as Asian or British Asian (Indian, Pakistani & Bangladeshi, Other Asian Background); Black or British Black (Black Caribbean, Black African, Other Black Background); Mixed Ethnicity; Chinese and Other Ethnic Groups

Those people in **socio-economic groups C2, D and E** i.e. defined by themselves as being in lower-socio economic groups using the National Statistics Socio-Economic Classification.

In the case of sport, in line with Governments commitments to Game Plan, (the Government's strategy for sport to 2020, pub Dec 2002), **women** are also defined as a priority group.

### Sports opportunities:

"Active sport" is defined as all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and well-being, forming social relationships, or obtaining results in competition at all levels (Council of Europe's European Sports Charter 1993).

"12 times a year" will be measured by using "at least once in the past 4 weeks" as a proxy (i.e. once a month = 12 times a year).

To count towards this target the respondent must have participated in at least one active sport in the preceding month.

The sports activities which count towards this element of the target are: swimming or diving; BMX, cyclo-cross, mountain biking; cycling; bowls; tenpin bowling; health, fitness, gym or conditioning activities; keepfit, aerobics, dance exercise; judo; karate; taekwando; other martial arts; weight training;

weightlifting; gymnastics; snooker, pool, billiards; darts; rugby league and union; American football; football; Gaelic sport; cricket; hockey; archery; baseball/softball; netball; tennis; badminton; squash; basketball; table tennis; track and field athletics; jogging, cross-country, road running; angling or fishing; yachting or dingy sailing; canoeing; windsurfing or boardsailing; ice skating; curling; golf, pitch and putt, putting; skiing; horse riding; climbing/mountaineering; hill trekking or backpacking; motor sports; shooting; volleyball; orienteering; rounders; rowing; triathlon; boxing; waterskiing; lacrosse; yoga; fencing; and other types of sport for example roller-blading, street hockey, skateboarding, water polo, surfing, scuba diving, gliding, hang/paragliding, parachuting or parascending. Also included are in the valid activities which are recorded in the 'other sports' category. Walking is excluded from the active sport target.

"Moderate intensity level sport" includes all of the activities listed under active sports except snooker, pool, billiards; darts; archery; angling or fishing; shooting; and yoga. This target also includes recreational walking.

To count towards this target respondents must have participated in at least one 30 minutes session of moderate intensity level sport at least three times a week, on separate days. Also, the effort put into the activity needs to be of moderate intensity, i.e. raises their breathing rate (or for walking it is done at a brisk or fast pace).

Arts opportunities: (rolled forward from SR02)

"Participation" in arts activities is defined as having engaged in at least two of the following in the last 12 months: ballet; other dance (not for fitness); played a musical instrument for your own pleasure, to an audience or rehearse for a performance; sang to an audience or rehearsed for a performance (not karaoke); written music; rehearsed or performed in play/drama or opera/operetta; painting, drawing, printmaking or sculpture; used a computer to create original artworks or animation; photography as an artistic activity (not family or holiday 'snaps'); made films or videos as an artistic activity; textile crafts such as embroidery, crocheting or knitting; wood crafts such as wood turning, carving or furniture making; other crafts such as calligraphy, pottery or jewellery making; or written any stories, plays or poetry.

To count towards this target the respondent must have participated in at least two of the qualifying activities. This has to be two different activities, not the same one twice.

"Attendance" at arts events is defined as having attended at least two of the following in the last 12 months: exhibition or collection of art, photography or sculpture; event which included video or electronic arts; play/drama; other theatre performances (for example musical, pantomime); culturally specific festival opera/operetta; classical music performance; jazz performance; other live

music event; ballet; contemporary dance, African people's dance, South Asian and Chinese dance; or other live dance event.

To count towards this target the respondent must have attended at least two of the qualifying events. This has to be two different events, not the same one twice.

#### Museums and galleries:

"Accessing Museums and galleries" is defined as taking part in any activity organised by a national or regional museum or gallery including outreach or a visit to a national or regional museum or gallery.

To count towards this target the respondent must have attended a museum or gallery at least once in the preceding 12 months.

#### Historic environment:

"Designated sites" are historical attractions open to the public (buildings, monuments, landscapes, gardens) visited for the purpose of academic study or recreation as defined by the user or visitor.

To count towards this target the respondent must have attended at least one designated site in the preceding 12 months.

The types of historic environment sites included in this measure are; a city or town with historic character; a historic building open to the public; a historic park, garden or landscape open to the public; a place connected with industrial history or historic transport system; a historic place of worship attended as a visitor; a monument such as a castle, fort or ruin; a site of archaeological interest; and a site connected with sports heritage.

### **Measurement**

DCMS, in partnership with target delivery bodies, will collect information on participation and attendance for priority groups and the whole population. It will be collected on a rolling basis by the Taking Part Survey. This survey measures involvement in these activities where the purpose is for recreation or leisure, including voluntary work. It excludes involvement in activities where the prime motivation was paid work or academic studies. The exceptions to this are involvement in the historic environment which includes academic studies and sports opportunities which does exclude voluntary work.

Achievement of the targets will be measured using the level of change recorded by the survey. If the targets are exceeded, it will be possible to conclude a statistically significant increase in engagement has occurred. However, if the

target is just reached then, in a small number of cases (4 out of 20) this will not be registered by the survey with the same level of confidence.

This limitation was accepted on the basis that any improvement to the level of survey measurement would have incurred significant costs. HM Treasury and the National Audit Office are aware of our approach.

Table 2 below shows the minimum percentage point changes required by each component of the targets for the survey to record a statistically significant increase in engagement.

**Table 2: Minimum percentage point increases required**

Sector	<i>Percentage</i>			
	Black & minority ethnic	Limiting disability	Lower socio-economic	Women
Historic environment	3.4	2.1	1.7	n/a
Museums and Galleries	3.3	1.9	1.4	n/a
Arts attendance	2.7	1.8	1.3	n/a
Arts participation	2.4	1.7	1.1	n/a
Active sport	3.1	1.9	1.6	1.4
Moderate intensity level sport	2.4	1.2	1.2	1.1

## Data

Target levels represent percentage point increases above the baseline. For example, a target of 2% would mean an increase from a 30% baseline to 32% at the end of the target period. "Number of people" will be presented as a percentage of the whole population. The data will be reported as follows:

- In tables showing the percentage point change in participation in sports, arts, museums and galleries and, the historic environment, for each year to the next.
- Trends will also be presented graphically.
- Data for the whole population will be presented as a comparator.
- Data will be reported quarterly.

## Target period

The evaluation of PSA3 will be calculated using data collected from interviews issued between mid-July 2007 and mid-July 2008.

## Scope

Adults (aged 16+) living in private households in England. No geographical restriction is placed on where the activity/event occurred.

**PSA target 4: By 2008, improve the productivity of the tourism, creative and leisure industries.**

This will be achieved through:

- Continuing and developing where necessary SR02 projects including: Digital switchover programme and the full Implementation of the Licensing Act 2003 by the end of 2005.
- New projects developed through our on-going research programme identifying barriers to productivity growth in tourism and the creative industries.

### **Definitions**

“Improve” is defined as a higher rate of productivity in the industries in 2008 as compared to 2005, and productivity growth in the sectors higher than in the service sector as a whole, on average over the 2005-2008 period.

“Productivity” is to be measured using ONS data derived from the Annual Business Inquiry (ABI). The measure will use the ratio:

$$\text{Gross Value Added} / \text{Numbers Employed.}$$

“Gross value added” is the value created by production before deducting consumption of fixed capital.

“Numbers employed” is defined as the number of full and part-time employees on the payroll plus the number of working proprietors involved. It should be noted that, because of the difficulty of gathering information, this will not cover the self-employed, who often feature significantly in the creative industries and, to a lesser extent, tourism.

“**Tourism and Leisure**” is presented as a combined sector to smooth out potential volatility in the series caused by fluctuations in levels of GVA or employment in any one particular industry. Individual Standard Industrial Classifications (SICs) are prone to exaggerated year on year changes (see limitations) so combining these two small sectors allows better understanding of the overall trends. There is also crossover between some SICs - e.g. those for restaurants and bars – that are defined as ‘tourism’ and as ‘other leisure’, since these industries are supported by both tourists and UK residents.

The combined sector comprises the following tourism and other leisure classes, based on the Standard Industrial Classification (SIC) system:

<b>SIC</b>	<b>Description</b>	<b>Tourism</b>	<b>Other Leisure</b>
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55.1 & 55.2	Hotels and other tourist accommodation	✓	
55.3	Restaurants, cafés etc.	✓ (50%)	
55.30/1	Licensed restaurants, cafés etc.		✓ (50%)
55.4	Bars, public houses and nightclubs	✓ (25%)	✓ (75%)
63.3	Travel agencies/ tour operators	✓	
92.33	Fair and amusement park activities	✓	
92.52	Museums and preservation of historical sites and buildings	✓	
92.6	Sporting activities		✓
92.71	Gambling and betting activities		✓
92.72	Other recreational activities		✓ (75%)
93.04	Physical well-being activities		✓

Where a percentage is stated, only this proportion of the class is taken. These proportions, derived from business survey data, reflect that only some of the activity associated with a respective classification code is directly supported by tourism. For example, 'Restaurants, cafes etc.' are supported by both tourism and local residents so only a proportion is taken. Proportions may be revised in the light of on-going analysis.

**“Creative industries”** comprises the following sectors, based on the Standard Industrial Classification (SIC) system:

SIC	Description	Proportion
22.1	Publishing (books, newspapers, journals & periodicals & sound recordings & other)	50%
22.3	Reproduction of sound recording, video recording & computer media	25%
72.2	Software consultancy & supply	
74.2	Architectural and engineering activities and related technical consultancy	25%
74.4	Advertising	
74.81	Photographic activities	25%
92.1	Motion picture and video production, distribution & projection	
92.2	Radio & television activities	
92.31	Artistic & literary creation & interpretation	
92.32	Operation of arts facilities	
92.34	Other entertainment activities	50%
92.4	News agency activities	
92.72	Other recreational activities	25%

Where a percentage is stated, only this proportion of the class is taken. These proportions are consistent with those applied in the established CI definition and were derived for the DCMS Creative Industries Economic Estimates series that was first produced in 2002. The proportions have been estimated using the source data for the series, and reflect the 'share' of activity under a particular classification code that is attributable to businesses in the Creative Industries. However, the definition of the creative industries used here is narrower than that used to measure the total size of the sector. Data are excluded where small proportions (<25%) are taken under the standard definition. Proportions may be revised in the light of on-going analysis.

## Measurement

The measure will use the ratio:

$$\text{Gross Value Added} / \text{Numbers Employed.}$$

The reported performance will focus on the change from one year to the next, and will be presented as an **index, with base=100**. The target refers to the period 2005-2008, but the index will be **based** to 2004 (the year before the start of the target).

Data on performance in the **tourism and leisure** and the **creative industries** will be shown as an index relative to this base, together with data for the **service sector** and the **whole economy**.

The target will be met if the average productivity growth over the period 2005-2008 in the tourism and leisure, and creative industries is higher than the average growth in the service sector as a whole. Furthermore, the rates of productivity in the tourism and leisure, and creative industries should be higher in 2008 than in 2005.

## Data

The data will be reported annually as follows:

- In **tables** showing the **percentage change** in productivity in the tourism and leisure industries, the creative industries and the service sector, for each year to the next
- A **cumulative average** will also be shown, which will assist comparison
- Data will also be presented in the form of **index numbers**, which is the standard format in the presentation of economic data series
- Trends will also be presented **graphically**.

## **Limitations**

1. The indicator of productivity comprises components of i) gross value added (GVA) and ii) employment. GVA is hard to measure, as it is derived from a number of financial data returned by companies surveyed.
2. Productivity is measured for a 'Tourism and Leisure' sector combined for the reasons outlined above. However, this means that individual changes in productivity in either sector are not easily identified. As such a decrease in one of the sectors alone may be compensated for by a greater increase in the other (or vice-versa).
3. The Annual Business Inquiry is a sample survey and is not specifically designed for PSA target measurement. The definitions for the Department's sectors use low-level results which are more prone to sampling variation. While ONS use specialized processes to account for this, and the Department works closely with ONS highlighting particular figures for extra examinations, some fluctuations remain in the data. These may indeed be correct, but it nevertheless is advisable to consider the trend and averages over several years, rather than solely the change between any 2 particular years. Timeliness of reporting on progress against the target is dependent on the release of the ABI data by ONS - provisional ABI results are published around 12 months after the end of the reference year, with final results available after around 18 months.

## **Scope**

United Kingdom.