



# Chapter 1

# Delivering Our

# Objectives

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## Chapter 1 Delivering Our Objectives

*Our aim is to ensure everyone has the opportunity to improve the quality of their lives through cultural and sporting activities, and to champion the creative and leisure industries. In pursuing this aim we seek to maximise the contribution that culture, media and sport make to the Government's wider social, educational and economic objectives.*

*In order to meet our aim we work to:*

- *deliver quality and excellence within culture, media and sport;*
- *make them available to the many, not just to the few;*
- *raise the standard of cultural education and training;*
- *help to develop the jobs of the future in the creative and leisure industries.*

*Our policies are delivered in the main through our 60 Non Departmental Public Bodies and also through local and regional government. We have six Public Service Agreement objectives covering the 2001-04 period, with six key targets that help measure progress towards them.*

### PSA Objectives

We work in partnership with others to:

- sustain and develop quality, innovation and good design; create an efficient and competitive market, including by removing unnecessary regulation and other obstacles to growth so as to develop the tourism and creative industries; and promote Britain's success in the fields of culture, media and sport at home and abroad;
- broaden access for all to a rich and varied cultural and sporting life and to our distinctive built environment; and encourage conservation of the best of the past;
- develop the educational potential of the nation's cultural and sporting resources; raise standards of cultural education and training; and ensure an adequate skills supply for the creative industries and tourism;
- ensure that everyone has the opportunity to develop talent and achieve excellence in the areas of culture, media and sport;
- maintain public support for the National Lottery and ensure that the money raised for good causes supports DCMS and other national priorities; and
- promote the role of the Department's sectors in urban and rural regeneration, in pursuing sustainability and in combating social exclusion.

## PSA Targets

### Target 1

Ensure all public libraries have Internet access by the end of 2002.

#### Progress

Support for this initiative comes from the New Opportunities Fund (NOF). From a starting point of 5 percent in 1997, the percentage of public libraries with Internet connections reached 41 percent by December 2000 and 70 percent by November 2001. All 210 public library authorities have submitted Information and Communications Technology (ICT) infrastructure proposals to NOF. Since many authorities are choosing to install and test the infrastructure and only connect the public access terminals once that installation is complete, during the course of the year there will be a rapid increase in the number of libraries connected. Therefore we are on course to meet the target, which will help meet the Government-wide target of providing universal access to the Internet by 2005 and will attract more people into libraries.

### Target 2

Introduce at least 12 Creative Partnerships by March 2004, targeted on deprived areas, ensuring that every school child in the Partnership area has access to an innovative programme of cultural and creative opportunities.

#### Progress

This is an ambitious £40 million initiative to develop long-term partnerships between schools, cultural and creative organisations and artists. The partnerships will help children develop their own creativity, which should bring benefits in terms of educational attainment.

In February 2001, the Department announced that Creative Partnerships would be developed in 16 areas across the country, ranging from Cornwall to Durham and Sunderland, and from Manchester and the South Yorkshire Coalfields to Slough and Kent.

In September 2001, Peter Jenkinson was appointed National Director of Creative Partnerships by the Arts Council of England, which is delivering the initiative. Peter has been working closely with the Regional Arts Boards on an audit of arts and cultural organisations that are interested in taking part in the initiative. There has been an excellent response from schools wanting to take part. During this financial year DCMS has given the Arts Council advance funds for development work. From April 2002, the full funding becomes available and the Partnerships begin.

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### Target 3

Raise significantly, year on year, the average time spent on sport and physical activity by those aged 5 to 16.

#### Progress

The objective is to raise the average time spent on sport and physical activity from 8½ to 9 hours a week by 2004. The baseline is derived from Sport England's *Young People in Sport* survey carried out in 1999 and progress will be measured by further surveys in 2002 and 2004.

In advance of the survey data, there are a number of positive indicators from specific programmes. An additional 420,000 children are now participating in after-school sport because their schools are involved in one of the 497 *School Sports Co-ordinator* partnerships - the target is 1,000 partnerships by 2004. 175,000 young people and 1,750 clubs are now registered in *Active Sports*, which involves local authorities, schools and sport governing bodies working together to improve the way sport is provided. Forty five *Sports Partnerships* have been established to enable young people to participate in sport more frequently, improve their skills, and compete at various levels. Almost 2,000 schools, covering over 1.8 million children, have received *Sports Mark*, an accreditation scheme for secondary schools which offer high-quality sport and physical activity to pupils.

### Target 4

Increase the numbers of children attending museums and galleries by a third by 2004.

#### Progress

Free access for children was introduced at DCMS-sponsored charging museums and galleries in April 1999. In the nine months to December 2001, child visitors were up more than 20 percent on the equivalent period in the baseline year, 1999/2000, so there has already been considerable progress towards the target. And in December 2001, the first month of free admission for everyone, total visitor numbers doubled on average compared with December 2000, indicating that the progress should be sustained.

**Target 5**

Increase by 500,000 by 2004 the numbers of people experiencing the arts.

**Progress**

In November 2000, the Arts Council conducted a pilot survey of those attending at least two arts events in the previous 12 months, producing a figure of 14,672,500. A year later a more in-depth survey gave a total of 14,771,300, an increase of circa 100,000. This later figure is now the baseline against which progress will be measured. During 2002/03 the Arts Council will also undertake an interim survey to assess attendance by people from ethnic minorities. During 2003/04 they will repeat the full survey.

**Target 6**

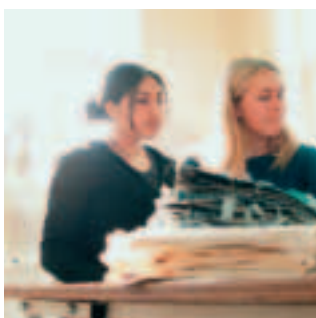
Conduct a value for money study of the bodies sponsored by the Department by April 2002 and significantly improve the average performance by 2004.

**Progress**

We have developed a matrix of key quantitative performance indicators for two groups of sponsored bodies - the national museums and galleries, and the Lottery distributors. This matrix will be used as a balanced score-card to assess the overall value for money of each organisation over time. For example, the matrix of indicators for a museum will include number of visitors, cost per visitor, customer satisfaction, number of visitors from low-income groups, number of educational visits, and so forth. We are currently putting performance data into the matrix to create the baseline against which progress will be assessed. We will also include a qualitative assessment outlining factors beyond the control of the organisation which explain variances in performance.

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### Progress against the 1999-2002 DCMS PSA

2001-2002 was the last year of our previous PSA, covering the 1999-2002 period (see page 113 for the list of targets). 20 of the 21 targets have been met, with the remaining target partly met. Key achievements include:

- the successful introduction of the free access programme for the national museums, with overall attendances up and significant increases in the numbers of under-16s and over-60s, admitted free from April 1999 and April 2000 respectively;
- the publication of the DCMS/DTI Communications White Paper on 12 December 2000;
- increased attendances at events run by Arts-Council-funded organisations, and in particular events aimed at new audiences;
- the rationalisation of support structures in our sectors and the introduction of strategic bodies covering architecture, film, tourism and museums, libraries and archives, releasing significant resources for front-line services;
- the increase in the number of public libraries with Internet connections from 5 percent in 1997 to 70 percent by November 2001;
- improvements to the National Lottery, with the introduction of the New Opportunities Fund (NOF) and action to improve the geographical distribution of funds and simplify application procedures.

The Department's productivity targets have either been met or are well on course. Significant achievements include the creation of an independent watchdog, the Quality, Efficiency and Standards Team (QUEST), to improve the performance of sponsored bodies; the introduction of 3-year funding agreements with sponsored bodies; the Department's achievement of Investors in People accreditation; and the reduction of Departmental running costs, which it is estimated will have decreased by over 4.5 percent (as a proportion of our delegated expenditure limit) between 1999 and 2002.

We have asked Lottery distributors to begin work on the next set of strategic plans, for the period 2003-2006. The New Opportunities Fund, which joined the regionally based joint Lottery distributor Awards for All scheme in the summer of 2001, now has permanent representatives in each of the nine English regions. The Heritage Lottery Fund established grant making committees in each of the nine English regions in April 2001. From April 2002 Awards for All will operate as a truly joint scheme.

Part of target 18 - our plans to transfer the Department's responsibility for underwater archaeology to English Heritage - could not be delivered because the required primary legislation, the Culture and Recreation Bill, ran out of time in the last session of Parliament. However, the necessary provisions have been included in Baroness Anelay's National Heritage Bill, which is currently before Parliament and receiving Government support.



## Progress on our Six PSA Objectives

*Following the summary of progress towards our headline targets, this section sets out the full range of achievements during the past year.*

### Objective 1

*Sustain and develop quality, innovation and good design; create an efficient and competitive market, including by removing unnecessary regulation and other obstacles to growth so as to develop the tourism and creative industries; and promote Britain's success in the fields of culture, media and sport at home and abroad.*



The tourism and creative industries make a vital contribution to the economy, generating annual revenues of £187 billion, contributing over 10 percent of GDP, and providing work for over 3 million people. Although tourism was badly hit by the tragic events of 11 September, there has been real progress on this objective during the past year. We are continuing to prepare for the introduction of the Communications Bill and are moving steadily ahead with removing burdens in our sectors through our deregulation work. Further details are set out below.

### Broadcasting

#### *Communications Bill*

It was announced in the Queen's Speech that the Communications Bill would be published in draft during this Parliamentary session. The draft Bill was published in May 2002. In July 2001 we introduced the Office of Communications Bill into Parliament. The Bill which received Royal Assent on 19 March 2002, was the result of

a continuing collaboration with the Department of Trade and Industry following the success of the Communications White Paper *A New Future for Communications* published in December 2000. The vision of the White Paper was to create a single regulator for the broadcasting and telecommunications industries and the Office of Communications Act is the first step towards turning that vision into reality. The Act creates the Office of Communications (OFCOM) with a preparatory function so that it can work alongside the existing regulators in undertaking the vital work needed to have OFCOM operational by 2003. The Communications Bill, when it becomes an Act of Parliament, will put flesh on the bones of OFCOM, giving it regulatory functions.

#### *Communications White Paper*

The Culture, Media and Sport Select Committee considered the Communications White Paper at hearings in January and February 2001 and published its report and recommendations on 15 March 2001. The Government response to the report was published on 13 November 2001. It addressed the recommendations relating to a wide range of issues including digital TV, broadband rollout, the future of public service broadcasting, together with those directly relating to the OFCOM Bill itself.

The Committee then began a further inquiry to look at the prospects for a draft Bill on Communications. The Secretaries of State for Culture, Media and Sport and Trade and Industry along with the e-ambassador, Andrew Pinder, gave evidence to the Committee on 12 March 2002.



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### *Media Ownership*

A consultation paper on media ownership rules was published on 26 November 2001. The consultation paper built on the framework for reform set out in the White Paper. It set out the Government's aim to maintain diversity and plurality in media markets, while promoting competition. Detailed policy proposals were also put forward, and the responses received will inform the Communications Bill.

### *EC Legal Framework*

A new EC legal framework for broadcasting transmission systems was agreed as part of the new common framework for electronic communications networks and services. The new framework, which applies to digital television equipment and to certain digital television services such as conditional access systems, prepares the way for converging technologies and switchover to digital television. The framework is due to be finally adopted in early 2002 and implemented by Spring 2003.

### **Tourism**

#### *Reform Agenda*

We developed a forward-looking reform agenda during the year to ensure that Government support for the industry helps address more effectively the underlying strengths and weaknesses of the sector. In October 2001 we concluded the work to define this agenda at a meeting at Hartwell House led by Ministers and with the full participation of the industry and public sector agencies. Quality, skills and

training, communications and marketing and data and research were identified as the four key areas for improvement. The sector committed to developing this agenda with Government and marked this new approach by creating the *Tourism Alliance*, brought together under the auspices of the CBI to provide a single voice on many issues and a focus for preparing a three to five year strategy for development of the sector in partnership with Government.

### *Data*

The need for better data became apparent from the beginning of the foot-and-mouth outbreak. Special surveys had to be commissioned to identify the impact on tourism at national and regional level and to inform the allocation of resources for recovery. DCMS worked closely with other Departments in issuing guidance about what was and was not possible while foot-and-mouth disease controls were in place and to ensure that the controls reflected information about the impact on tourism. For the longer term a data improvement project was agreed at the Hartwell House meeting, involving the English Tourism Council, the British Tourist Authority and industry representatives.

### *Quality and Competitiveness*

While quality improvement is principally a matter for tourism businesses, DCMS continued to support the development of voluntary inspection schemes by the English Tourism Council. We took the lead in developing the idea that all accommodation should be 'fit for purpose'. The Hartwell meeting commissioned DCMS to lead a group of representatives of local government, the industry and key regulatory Departments to find ways of using existing industry regulations to improve the quality of what the customer receives in England.

### *Strong Promotion of Britain in Partnership*

We worked closely with MAFF and DETR (later DEFRA) to alleviate the impact of foot-and-mouth disease on the tourism industry. Ministerial summits were held with the industry to feed proposals into the Rural Task Force. We responded by delivering a short-term tourism recovery strategy, an estimate of the financial impact on the industry, a factsheet on the assistance available to businesses, and guidance to visitor attractions to help them re-open. We also contributed to the coordination of the campaign for the countryside that seeks to encourage visitors to return to the countryside during the 2002 tourist season.

DCMS was given access to the Reserve for extra funding for domestic and overseas marketing. A £3.8 million programme of promotion, communication and customer research was commissioned from the English Tourism Council.

An intensive campaign directed at the Easter and early Bank Holiday periods contributed strongly to an upturn in interest in English holidays and short breaks. Expenditure by overseas visitors to Britain is estimated to have fallen by about £1.5 billion in 2001 and a much larger programme was agreed for promoting Britain abroad which recovered some of this business. In March this year we announced a further campaign, aimed at bringing a million visitors to Britain and costing up to £40 million. This is the result of a unique public and private coalition in support of the tourism industry and is based on the principle that the Government will match the promotional budgets committed by the private sector to the campaign.

London is gateway to 75 percent of the UK's international visitors and so has been particularly hard hit by this year's events. We have responded by switching £500,000 of overseas marketing funds to help maintain London's European market share, adding to the funding that we pass through the Greater London Authority, which now has responsibility for tourism in London.

It was decided at Hartwell that in the longer term there should be a mechanism for coordinating the public and private funds which are used to promote England as a tourist destination to the home market. Specific proposals for coordination at regional as well as at national level are being developed.



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### *Joint Action within Government*

DCMS recognised the success of the first annual Tourism Summit as an important platform for Government-wide planning. The second Ministerial Summit in March 2001 considered the effects of the foot and mouth outbreak on rural tourism businesses and plans for recovery. The third Summit on 5 March 2002 concentrated on getting all partners involved in delivering the modernising agenda for reform of the industry.

### **Museums and Galleries**

Despite the difficult circumstances, our national museums and galleries performed well during 2001. In the nine months to 31 December 2001, visits to our sponsored museums and galleries in the regions increased by 5 percent overall. The Royal Armouries in Leeds achieved a growth of over 50 percent. The national museums and galleries continue to lead the world in the breadth of their exhibits and the quality of their presentation. The National Railway Museum was voted European Museum of the Year. Attracting 10 million overseas visitors a year, the national museums and galleries bring in £1 billion per annum to the UK tourism economy.

### **Film**

The Film Council has continued to work towards long-term structural change in the UK film industry. The Council's film production funds have been rationalised and better targeted; resources have been put into training and script development; and the Council has established a research unit to ensure

better collection and use of audiovisual statistics. A regional investment fund has been established to help each English region develop its local film economy. In the coming year, the Council will focus on the distribution and exhibition of specialist films, ensuring that UK audiences have access to a wider range of films.

DCMS, with the DTI, the Film Council and members of the industry, has done further work on the introduction of digital technology in the production, distribution and exhibition of films. This has included practical demonstrations and co-operation in a European forum.

### **Creative Industries**

The major achievement this year was the publication of the second edition of the Creative Industries Mapping Document. Since the publication of the first edition in 1998, there have been considerable improvements in the coverage and collection of data. The new edition demonstrated that the creative industries generate a combined revenue of £112 billion and employ 1.3 million people.

A successful conference in October 2001 on ways in which creative industries can get access to finance built upon the launch of research undertaken for DCMS by Kingston University - *Banking on a Hit* - which looks at the particular issues facing the music industry.

The Creative Industries Export Promotion Advisory Group (CIEPAG) brought together the industries and the government agencies most closely involved in export promotion, including DCMS, the Foreign and Commonwealth



Office, Trade Partners UK and the British Council. Four 'cluster groups' - for Content, the Performing Arts, Design and Museums and Heritage - will now take forward this work. Discussions between the music industry and DCMS are under way to establish the feasibility of a music office in New York, which would operate in the same way as the British Film Office in Los Angeles, which looks after the interests of the British film industry in America. The Heritage and Tourism Cluster Group will look at boosting networking and sharing of knowledge by those with overseas experience and will continue to promote the appreciation of export opportunities.



### Alcohol Licensing

Following the General Election in June 2001 we took over responsibility from the Home Office for alcohol and public entertainment licensing policy. Although a Bill to reform and modernise the alcohol and public entertainment licensing laws could not be included in the Queen's Speech on 20 June 2001 because of other priorities, the necessary policy development continued. In February 2002 we began detailed consultation with key stakeholders on the draft instructions to Parliamentary Counsel.

### National Heritage Bill

The Government is supporting Baroness Anelay's National Heritage Bill, a Private Member's Bill introduced into the House of Lords in July 2001. It will allow English Heritage to trade outside the United Kingdom, which will create export opportunities for other suppliers and contractors in the heritage field. The Bill completed its passage through the House of Lords in December 2001 and was introduced into the House of Commons in January 2002.

### Sport

#### Commonwealth Games

After the General Election, DCMS assumed responsibility from the Cabinet Office for co-ordinating Government support to the Commonwealth Games. The Games, which will be held in Manchester between 25 July and 4 August this year, are the largest multi-sport event ever held in the United Kingdom. Associated with the Games is the Spirit of Friendship Festival, a nationwide event with sport, art, educational and community strands. The Games, which are being supported by grants from DCMS of up to £40.5 million, including £10.5 million towards the opening and closing ceremonies, are set to be a highlight of the Queen's Golden Jubilee Year.

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### *National Stadium*

Following the failure of the Football Association's original efforts to raise funding for a new national stadium for football and rugby league at Wembley, the Government asked Patrick Carter to conduct a review of whether the project could succeed. The Government published Patrick Carter's report on 19 December 2001, which suggested that there was the prospect but not yet the certainty that a national stadium at Wembley could be successfully delivered. The Government has made a conditional offer of financial support towards the non-stadium infrastructure needed in the Wembley area. By 7 May the Football Association had made significant progress and hoped to conclude negotiations with a lead bank in the near future.

### *Football*

DCMS provided extensive support to the UK's football authorities during the European Commission's inquiry into the international transfer system, which led to the settlement announced in March 2001.

### *Deregulation*

We published our Regulatory Reform Action Plan on 4 February 2002, reaffirming our commitment to important regulatory reforms such as modernising regulation of the converging telecommunications and broadcasting sectors, reforming alcohol and entertainment licensing law and reforming gambling law and regulation. In addition, we have continued to co-operate with other Departments to ease regulatory burdens on

DCMS-sponsored business sectors. For example, we have worked with the DTLR on proposals for simplifying and improving signs for tourist attractions and services, and to initiate research on the impact of the land use planning system on leisure and tourism development; and with DEFRA and the Food Standards Agency to ensure that regulations on GM food are proportionate and not excessively burdensome for hotels and restaurants.

In respect of alcohol licensing deregulation, we have enjoyed a number of notable successes. In December 2001 we secured the first ever order under the Regulatory Reform Act 2001, which permitted licensed premises to open for a continuous period of up to 36 hours during New Year's Eve 2001. A new deregulation order in February this year made it significantly easier for bona fide licensed restaurants to serve alcohol for an extra hour after the end of normal permitted hours. Finally, in March 2002 another regulatory reform order added two extra hours to normal licensing hours on 3 June 2002, one of the holidays during the Golden Jubilee celebrations.

In July 2001, we published the report of the independent Gambling Review Body, chaired by Sir Alan Budd (CM 5206). The report made wide-ranging recommendations for reform of the current system of regulation. Comments from the public and from interested bodies were invited: over 2,500 were received by the end of October. The Government's conclusions, with proposals for legislative change, were published on 26 March 2002.



In the meantime we have worked with the gambling industry to identify measures which would help to improve its competitiveness and support tourism while ensuring that existing safeguards which ensure a fair deal for the punter, offer protections against problem gambling and keep out crime, remain in place. In November Ministers announced an increase in the prizes offered in certain gaming machines; and in March they took forward a deregulation proposal relaxing restrictions on bingo prizes and the mixture of gaming machines which bingo clubs may install.

We have also begun a review of the arrangements for licensing and regulating the National Lottery, with a view to ensuring effective competition at the end of the second licence.

## Objective 2

*Broaden access for all to a rich and varied cultural and sporting life and to our distinctive built environment; and encourage conservation of the best of the past*

Extending opportunity and access is central to almost everything that we do, and much has been achieved already: a step change in sporting opportunities for children, higher than ever numbers attending subsidised arts events, free access to national museums, Internet access in most public libraries, and a transformation of the Lottery to respond to local needs. Much remains to be done, and we will continue to build on the achievements set out below.

## Museums Galleries and Libraries

### *Free Admission to National Museums*

On 1 December 2001 free admission to the permanent collections of all Museums and Galleries sponsored by DCMS became a reality, the culmination of a programme that began in 1999 with the introduction of free admission for children, and which progressed in 2000 to free admission for people over 60. We were able to do this because the Chancellor of the Exchequer announced in the 2001 Budget a new scheme which allows those national museums and galleries which do not charge for admission to recover the VAT that relates to free access. This scheme was implemented as s33a of the VAT Act in the 2001 Finance Act. The year from 1 April 2000 to 31 March 2001 was a spectacular success, with a 22 percent increase in visits overall, a total of 29 million visits. Visits by the over-60s have increased by 40 percent and visits by children by 20 percent.

In the first month of full free admission total visitor numbers doubled on average compared with December 2000. Within that average there were some spectacular increases, for example, an increase of over 300 percent at the Victoria and Albert Museum.

The magnificent new Tate Modern, which opened free to visitors in May 2000, attracted over 5 million visitors in its first year of operation.

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### *24-Hour Museum*

The 24-Hour Museum, the electronic gateway to UK museums, galleries and heritage attractions, enjoyed a successful third year of operation. It now provides information on over 2,500 institutions and is receiving 40–45,000 visits per month. Known as ‘the first national museum on the Web’, it is among the leading cultural websites of the UK and won the BT/New Statesman New Media Award for best educational website in 2001. The 24-Hour Museum is funded through Resource, supplemented by partnership funding from other private and public sector bodies. Since the new look for the 24-Hour Museum was launched by the Secretary of State in October 2001, use of the Museum has increased by 40 percent. It has been formally established as a company limited by guarantee and as an independent charity. The 24-Hour Museum can be found at [www.24hourmuseum.org.uk](http://www.24hourmuseum.org.uk).

### *Culture Online*

Digital technologies can enable everyone to participate in the arts and culture, regardless of where they live, their income, or their background. Not only can they overcome the obvious barriers of geography, cost and time but they can also overcome the attitudinal barriers which severely limit current participation, because they can present things in new, arresting and highly participative ways, and users can pursue their interests at their own speed in a familiar environment. Our aim is to develop *Culture Online* as a means for many more people to access and get involved with the unique resources that

our cultural institutions can offer. It will support projects that bring together cultural institutions, high quality Information and Communications Technology (ICT) and broadcasters, to enable children and adults to engage with culture individually and creatively.

### *Reader Development*

The DCMS/Wolfson Reader Development Programme, which funds initiatives to promote reading, is funding, for the second year running, the National Library for the Blind’s project to provide an integrated package of services for visually impaired people and distribute it to libraries in England. Their ‘A Touch More’ project has evolved from last year’s ‘A Touch Of’ and will be piloted in partnership with the Essex, Manchester and Bury library authorities and three local societies for blind people, then rolled out nationwide, working with library professionals across the country to enhance capacity and awareness, with an emphasis on outreach activities. DCMS/Wolfson has contributed £172,795 to the project this year.

### *Good Practice*

In museums and galleries there are many examples of good practice in promoting not only access for people with disabilities but policies to promote participation in their events, as illustrated by a number of projects funded through the DCMS/Resource Education Challenge Fund. For example, secondary school pupils from the Northern School for the Deaf

developed their IT skills working alongside an artist exploring the stunning Natural History collections at the Hancock Museum in Tyne and Wear. An IT specialist from the school, a geologist and an ethnographer facilitated the group's investigation of collections in store, stimulating complex debates and highly creative montages produced from scanned images.



### *People's Network*

We are uniquely placed, through our responsibility for the People's Network in public libraries, to play a key role in fulfilling the Government's wider vision for a learning society through the opportunities afforded by ICT. Through NOFs 'Community Access to Lifelong Learning' programme, which aims to improve access through the Internet for public library users, 2,701 public libraries had been connected to the Internet by November 2001. Over 4,000 public libraries in the UK will be online and linked to the National Grid for Learning by the end of 2002. Public libraries linked to the Internet form an integral part of the Government's wider UK Online programme. The first training in ICT for librarians under the People's Network programme began in 2000, supported by £20 million of funding from NOF. By the end of March 2004, all 40,000 library staff across the UK will have received training, and they will be equipped in a core ICT competence that will include application of these skills in a library environment.

Awards totalling £50 million for the NOF Digitisation programme, for production of digitised materials in support of citizenship, basic skills and cultural enrichment, were announced in July 2001. A wide range of cultural and voluntary sector organisations, including museums, libraries and archives, received funding for digitisation projects and the creation of new web content. All the projects have now been launched.

### *Volunteering*

We are funding the 'Lending Time' scheme led by Community Service Volunteers (CSV) to promote the use of volunteers in libraries. DCMS and the Home Office Active Community Unit are both contributing £134,000 for three years from 2001-2002, subject to confirmation at the beginning of each year. The project aims to create 480 new volunteering opportunities in public libraries, particularly for older volunteers from minority and excluded groups of the local community. Six library authorities have been selected to pilot the scheme (Bournemouth, Gateshead, Kent, Knowsley, Merton, Staffordshire).

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### Broadcasting

#### *Digital Television*

DCMS and DTI, working with broadcasters and other major stakeholders, delivered a series of key initiatives to promote the take-up of digital television. These included:

- the GO DIGITAL project, designed to test the social and technical implications for households of digital switch-over;
- launch of the DVB logo, with an ITV campaign to advertise the logo leading to increased sales of integrated Digital TV sets;
- ITC trials to boost power transmission at 8 key transmitters to improve quality and reliability of coverage.

In October 2001, the Government launched a dedicated website, [www.digitaltelevision.gov.uk](http://www.digitaltelevision.gov.uk), which contains clear up-to-date information on Government policies on digital television and provides answers to consumers' frequently asked questions. On 20 December 2001, following consultation with key broadcasters, manufacturers, retailers and consumer groups, the Government issued the Digital Television Action Plan. The purpose of the Plan is to set out a series of actions which need to be undertaken to ensure the switchover from analogue to digital television takes place, to identify who leads on those issues and to set targets for delivery.

On 13 September, the Secretary of State gave the BBC approval to launch three new digital television channels - BBC4 and two children's channels - and five new digital radio channels. The approval was subject to conditions, including commitments to high quality, interactivity and the use of home-grown talent and productions. The new channels extend the BBC's offer in the digital environment and should attract a wider range of viewers to all digital services. On 4 December, the Secretary of State received an application from the BBC to launch BBC3, a channel targeted at younger people, which is being considered in accordance with the published criteria for BBC new services.

#### *1989 Broadcasting Directive*

All the provisions of the revisions to the 1989 Broadcasting Directive have now been incorporated into UK law. This text retains flexibility on quotas, including provisions on teleshopping, clarifies provisions on the protection of minors, and includes an important new provision on the broadcasting to general audiences in each Member State of events of major importance to society. The EU Commission is now launching a number of studies in preparation for its report on the operation of the Directive, which it is obliged to make before the end of 2002.

## Architecture and Historic Environment

### *Historic Environment Policy Review*

In December 2001, together with the Department for Transport, Local Government and the Regions, we completed the widest-ranging review for decades of the Government's policies towards the historic environment, with the publication of *The Historic Environment: A Force for Our Future*. English Heritage's December 2000 report *Power of Place* completed the first stage of the review and played an important part in the development of *A Force for Our Future*, which stresses how the historic environment can improve our quality of life by creating greater prosperity, more jobs, the regeneration of our towns, cities and countryside and a greater sense of community. It contains commitments to continue public funding for the care of the historic environment and maintain an effective framework of statutory protection for all elements of the historic environment. It looks in detail at what can be done to develop the potential of the historic environment sector and recommends ways in which organisations can work more closely together, how regulatory regimes can be improved and how resources can be better deployed.

### *Listed Places of Worship (LPW) Scheme*

We have introduced a new grant scheme to assist repairs and maintenance to listed buildings which are used as places of worship. This scheme was introduced in recognition of the vital part our historic places of worship play in developing a sense of common heritage, their cohesive role

as centres of communities, and the high cost of maintaining such buildings, which is met by congregations.

### *Better Public Buildings*

DCMS helped kick-start the Better Public Buildings initiative in October 2000 by publishing the policy statement *Better Public Buildings: A Proud Legacy for the Future*. The report sets out the positive social and economic advantages of good design in the built environment. It also emphasises the role that improved heritage facilities and well-designed open spaces can make. In tandem with the publication of the report the Prime Minister asked Lord Falconer, then at the Cabinet Office, to chair a group of Ministerial Design Champions drawn from all Government Departments with an interest in construction programmes. We continue to provide the secretariat for that group.

In October 2001 we organised the *Taking the Lead: Good Design in Public Buildings* conference at the Imperial War Museum, to mark the first anniversary of the Better Public Buildings initiative. Key themes included the wider social value of well-designed buildings as opposed to the social cost of poorly-designed buildings, the need to include design elements from the outset of all building projects, and the Government's commitment to achieving value for money across the lifetime of a building.

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### *Cross-cutting review on the public space*

On 25 June the Chief Secretary of the Treasury announced, by written PQ, the 2002 Spending Review. He announced seven cross-departmental studies which would look systematically at issues that cut across departmental boundaries. One of the most important of these for DCMS deals with improving the public space.

This review will assess the economic and quality of life case for more clearly defined and coherent policies, funding and targets bearing on the public space. It will suggest the outcomes such policies, funds and targets might aim to achieve, and assess the effectiveness, value for money, and coherence of current Government programmes and regulatory instruments which affect the public space, and the factors which contribute to or detract from effective performance by local services. It will also consider, in the light of the Government's framework for targets, spending and the local delivery of services, what specific further steps the Government might take to achieve its policy intentions.

### *Images of England*

English Heritage will be providing virtual access to every listed building via the £4 million Images of England project supported by the Heritage Lottery Fund. By 2004, digital images of England's 360,000 listed buildings will be accessible to an international audience over the Internet. During 2001 the prototype Images of England website went online with its first 15,000 images.

### *Heritage Open Days*

2001 was the second year in which English Heritage supported England's Heritage Open Days event, with a Heritage Grant Fund award of £110,000. This event is our contribution to European Heritage Days, a Council of Europe Initiative which takes place in over 46 countries including Scotland, Wales and Northern Ireland, on or around the same weekend in September. The purpose of Heritage Open Days is to increase access to England's heritage by providing free admission to buildings of historic, architectural or cultural interest which are not usually open to the public or which normally charge an entrance fee.

### *Underwater Archaeology*

We have continued to support, and contribute to the funding of, the underwater archaeology training scheme run by the Nautical Archaeology Society, and the maritime archaeological project to study the submerged landscape and maritime remains in the Solent undertaken by the Hampshire and Isle of Wight Trust.

### *Wellington Arch*

As a result of the second-largest restoration project for a public monument ever undertaken by English Heritage, the Wellington Arch in London was opened to the public for the first time on 4 April 2001. The Arch has been converted into a premier visitor attraction providing full public access to three floors of exhibitions and outstanding, previously unseen, views of Green Park and Hyde Park as well as the London skyline.



### The Arts

The Arts Council of England continues to promote access by all to work of the highest quality. Between 1999-2000 and 2000-2001, attendance at arts organisations funded by the Arts Council increased by nearly 2 million. This impressive achievement will be further enhanced by the largest ever increase in arts funding from the government. By 2003-2004 funding for the arts will have increased by £100 million in comparison to 2000-2001. As part of this increase, the Arts Council announced in March plans to invest £25 million in 194 theatre companies. It marks a turning point in the fortunes of the sector and will lead to more and better quality theatre for more people across England, in a funding package that rewards innovation and excellence. It will allow more theatre and better theatre for audiences across the country, more new writing and new work, bringing new work to the stage, more theatre for children and young people, more theatre produced by black and Asian practitioners and more touring to schools and to rural areas.

In June the Arts Council also announced that 60 projects worth over £90 million have been admitted to the Arts Capital Programme. Of this, £29 million has been allocated to black, Asian or Chinese arts organisations. This is intended to provide a significant boost to the sector and increase access to ethnic arts for audiences. A further £10 million has been reserved for projects that work specifically with children and young people thereby investing in the audiences of the future.

### Sport

Following the recommendations in the Government's Plan for Sport relating to the reform of club structures for juniors and talent identification and development, a conference was held at Bisham Abbey on 15 August 2001. The delegates were addressed by the Secretary of State, who emphasised the need to step up delivery of sport in the community. During the day workshops produced a list of objectives for club and talent development. On 25 February 2002, Sport England launched Clubmark, their junior club accreditation scheme. They have also issued a consultation document on new structures for clubs, and on a long term athlete development system. This is based on the same principles as the framework for talented young sportspeople in schools which has been worked up by the Institute of Youth Sport for the Department for Education and Skills and DCMS. A consultation steering group, co-chaired by the Central Council on Physical Recreation and the Local Government Association, is agreeing strategies.

DCMS is working in partnership with football to improve access to the sport for children and amateurs. The Department has overseen the successful first year of the Football Foundation, the partnership funding body including Government, the Football Association and the Premier League, which was launched by the Prime Minister in July 2000. The Government expects to have overseen the contribution of some £62 million in Lottery funding to the Foundation by March 2003 (similar amounts are being contributed by the FA and the Premier League). The Foundation has so far distributed over £11 million to the benefit of grass-roots football.

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### Objective 3

*Develop the educational potential of the nation's cultural and sporting resources; raise standards of cultural education and training; and ensure an adequate skills supply for the creative industries and tourism.*

We have continued to make excellent progress in our drive towards realising the cradle-to-grave educational potential of our sectors. We have strengthened our relationship with the Department for Education and Skills (DfES) and other Government Departments to help ensure that we are providing effective support to wider Government objectives. Following the election, DCMS Ministers decided to merge the Department's education and social policy units to strengthen its ability to engage with key issues across Government.

We rely on other organisations, and in particular our sponsored bodies, to turn policy into practice. We have actively sought to expand our network of education contacts and have consulted them on a wide range of issues during the year. Details of our educational activity are set out below, in the form of summaries of the main developments in our various sectors followed by an overview of cross-DCMS contributions to the Government's education agenda.

### Sectoral Developments

#### The Arts

##### *Creative Partnerships*

Creative Partnerships will enable young people to access an enhanced range of activities, events and opportunities across the cultural sector, including museums, galleries, creative industries, the historic environment, new media and community arts, as well as mainstream arts provision. The Partnerships aim to raise standards of attainment across the curriculum, including literacy and other basic skills; promote creativity and innovation in teaching; improve teacher recruitment and retention; and improve pupil self-confidence and attitudes to learning. As well as immense local enthusiasm, there is also significant international interest in Creative Partnerships.

##### *Artsmark*

2001 saw the first round of ACE's Artsmark awards, a national award for schools in England. It is a symbol of recognition for schools making a strong commitment to the full range of the arts - art & design, music, dance and drama. Artsmark recognises and promotes good practice in arts education; extends arts education opportunities for young people in schools; and encourages effective partnerships between schools and arts practitioners and arts organisations. In the first round 376 schools successfully achieved an Artsmark. The second round closed in December 2001.



### *QCA Curriculum Development Projects in the Arts and in Creativity across the Curriculum*

The Qualification and Curriculum Authority (QCA) Arts project is exploring ways to maximise the contribution of the arts to pupils' education. Work so far has included developing an agreed set of aims, objectives and outcomes for arts education and means of collecting evidence of these outcomes. The Creativity project is exploring ways to promote pupils' creativity across a wide range of subjects and has been developing a framework for use by schools. DCMS is working with the QCA on both these projects and the work will culminate in a report to the DfES and DCMS Secretaries of State in 2003.

### *Music Standards Fund*

We continue to work closely with the DfES Music Standards Fund (MSF), which is providing £270 million over 5 years for the expansion and protection of Local Education Authority music services. All 150 LEAs are now receiving funds from the MSF for instrumental tuition and for a range of other music services such as festivals, visiting artists and the provision of instruments. In July 2000 the Associated Board of the Royal Schools of Music reported signs of an arrest in the decline in music services as a result of the new MSF.

### *Wider Opportunities for Music*

In last year's election manifesto, and in the recent DfES White Paper *Schools Achieving Success*, the Government announced a new commitment to providing opportunities for every primary school child to learn a musical instrument. DCMS is working closely with DfES, and with a wide range of external partners, to develop a strategy for delivering these opportunities.

### *National Foundation for Youth Music*

In July 2001 Baroness Blackstone announced a further Arts Council Lottery grant of £30 million for the National Foundation of Youth Music (Youth Music) to continue its work through to 2005. Youth Music was set up by DCMS in 1999 to promote and develop music-making opportunities for young people up to the age of 18. By October 2001 it had made over 500 awards nationally totalling over £16.5 million and reaching over 150,000 participants. Youth Music's funds support a broad range of musical styles and cultural traditions, reaching children and young people who often have the least access to music-making opportunities.

Within its advocacy role, Youth Music has also begun to facilitate collaboration and co-ordination across formal music education and informal sectors (e.g. community music youth services). Youth Music Action Zones, which are being developed across the country, are working examples of this.

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### *Dance and Drama*

The Dance and Drama Awards Scheme, administered by the DfES, continues to provide assistance to the most talented students, regardless of means, to access high quality accredited courses at approved specialist independent dance and drama schools. There are 820 awards available each year.

### *Music and Dance Scheme*

DCMS is represented on the Advisory Group for the DfES Music and Dance Scheme. This currently helps to provide places at seven independent specialist schools in England for 770 young people aged 8-18 with exceptional potential in music and dance. The Department is working closely with DfES to ensure complementary approaches between the scheme and related initiatives.

### *Metier*

We continue to support Metier's work on developing the skills base of the arts and entertainment sector. In June they published the Sector's Workforce Development Plan. This document, reflecting consultation with the industry, explores the needs of the sector, explains the skills priorities and sets targets for the future.

### *Creative People*

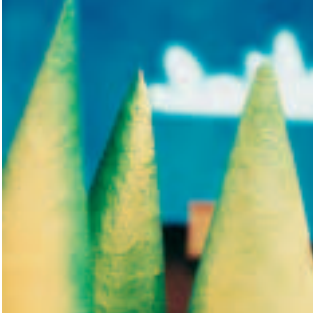
The Arts Council's Creative People is a national network of 10 consortia dedicated to providing advice and guidance to support the professional development of people working in the arts and crafts industries. The aim of each consortium is to help professionals take a more planned approach to their own development, helping them to identify, prioritise and implement the most useful activities.

### *Sport*

#### *10 Downing Street School Sport Seminar*

The profile of school sport has never been higher. On 19 November 2001, at the height of the Afghan campaign, the Prime Minister hosted a seminar at 10 Downing Street to set the agenda for improving the quality of and access to school sport. This seminar was attended by the Secretary of State for Culture, Media and Sport and the Minister for Sport as well as the Secretary of State for Education and Skills. Ministers and officials heard from heads of primary, secondary and special schools how they have benefited from putting sport at the heart of the life of their schools. From the examples of good practice identified and endorsed by the Prime Minister, DCMS and DfES officials distilled an agenda of key issues. The Prime Minister has offered the support of the Prime Minister's Delivery Unit, and we have been working closely with them in drawing up a detailed delivery plan to be managed by a project team, staffed by DCMS and DfES staff, and a project board made up of key stakeholders which met for the first time on 8 April 2002.





### *School Sport Co-ordinators*

By September 2001 there were 377 School Sport Co-ordinators in post with 1,702 Primary Link Teachers in their families of schools.

Evidence of good practice is emerging from the partnerships which have been established since September 2000.

In particular, schools report the benefits of working together in families, strong and effective school club links, a wide range of sports and activities on offer for pupils, improved motivation, behaviour and achievement in their pupils. By April 2002 there will be over 500 School Sport Co-ordinators, putting the programme over the half-way mark towards its target of 1,000 by 2004. In January 2002 existing partnerships received offer letters from NOF informing them of their allocations from the NOF Round 2 £19 million Study Support to fund after-school club and coaching sessions.

The model of families of primary and secondary schools, working together to share facilities, create competitive and participation opportunities in a wide range of sports, build club links and develop staff skills, was recognised at the Downing Street seminar as the right basis on which to build improved quality and access to school sport nationally. The PE and School Sport Delivery plan has one of its 4 key objectives the achievement of a national infrastructure of School Sport Co-ordinator partnerships including all schools by 2006-07.

### *NOF Round 3: PE and Sport in Schools*

The injection of £581 million in England to build and refurbish school sport and outdoor activity centres ensures that there will be high-quality facilities for school sport in every LEA in England. This supplements the £130 million investment already made in primary school facilities through the Space for Sport and Arts programme. The LEA allocations were announced on 19 November 2001, and regional workshops for LEAs were held in January and February 2002. It is expected that a few fast-track projects will begin building by April 2002. For most projects, however, the application process closes at the end of September 2002.

As well as targeting resources on school sport facilities, which must also be available for community use, the programme will ensure that every LEA produces a sport development plan in partnership with key stakeholders in community sport. This represents a step change in the development of school and community sport, and a major contribution towards the DfES aspiration, shared by DCMS, to see more schools becoming community hubs. Putting these facilities in place and planning for their use will also represent progress towards the recommendation of the, National Audit Office (NAO) report on obesity (*Tackling Obesity in England*, February 2001) that the Department of Health and DCMS should work together to increase the number of people participating in sport and active leisure.

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### *School Sport Alliance*

The School Sport Alliance was established in November 2001 as a joint co-ordinating committee with a mission to bring together key stakeholders in school sport to develop a strategic framework for the development and funding of school sport. There have been several key developments since then:

- the original membership of DCMS, DfES, Sport England, NOF and the Youth Sport Trust has been extended to include the Department of Health;
- a mapping document, updated quarterly, shows the impact of every major PE and school sport initiative on every LEA in the country, to allow the School Sport Alliance to identify areas of sporting need;
- partly as a result of the picture revealed by the map, the decision was made to allocate funding from the NOF Round 3 PE and Sport in Schools fund to every LEA;
- it was agreed that there would be a national placement strategy for the School Sport Co-ordinator programme to ensure that every LEA will have at least one partnership;
- the first of a series of annual open meetings was held on 14 September, with over 20 stakeholders attending and raising issues with School Sport Alliance members.

### *Leadership and Volunteering in School and Community Sport*

From April 2002 the two-year DCMS Leadership and Volunteering in School and Community Sport programme will train up to 60,000 14-19 year olds to act as sports leaders in their schools and local sports clubs. Through volunteering in sport, young people develop self esteem, leadership and team working skills and can also fulfil a number of the attainment targets of the new citizenship curriculum. The programme will be run by a consortium of The Youth Sport Trust, the British Sport Trust and Sport England. Up to 8,000 older volunteers will train alongside the young volunteers, and many will assume a mentoring role. The programme will be a central part of Sport England's Volunteer Investment Plan, which aims to create a sustainable bank of properly recognised and accredited volunteers working in clubs whose governing bodies are committed to managing properly the recruitment and development of the volunteer workforce which is so crucial to sport development in this country. The DCMS programme will introduce young people to the concept of volunteering for its own sake, but will also open the door to formal qualifications and careers in sport for the most committed. At the same time, the investment of the Active Community Unit will ensure that we make use of the talents of older people with a record of experience in playing, coaching or officiating in sport. We are exploring with DfES the possibility of funding pilot schemes to encourage older volunteers to join the programme.

### *The Role of Further and Higher Education in Sport*

*The Government's Plan for Sport* (March 2001) recommended that a National Advisory Group be established to review the roles, contributions and potential of further and higher education in relation to sport education and training, both for their student bodies and for the wider community. The Advisory Group reported to Ministers in December 2001 and a Government response will be published by June 2002.

The key theme of the response is Government's commitment to the development of the roles and contributions of FE and HE to sport in 4 key areas:

- Improving health by providing students and local communities access to active recreation;
- their role as hub sites for the education and training of teachers, sports professionals and volunteers;
- supporting talented performers through some of their most critical years;
- providing services for elite athletes.

### **Libraries, Museums, Galleries and Archives**

#### *Empowering the Learning Community*

In March 2001 the Government published its response to the Library and Information Commission's report, *Empowering the Learning Community*, setting out its priorities for action to stimulate co-operation between public and academic libraries and museums, galleries and archives to support

learners of all ages. A joint DCMS/DfES steering group has been set up to take this initiative forward. Three subgroups are looking at flexibility of funding for libraries and other cultural institutions, selecting and supporting demonstration projects to focus principally on co-operative arrangements between public and educational libraries, and training for librarians, teachers and staff in museums and archives.

#### *Culture Online*

The vision for Culture Online was published in March 2001, following the initial announcement by Chris Smith in September 2000. A website showing illustrative films of the types of activity Culture Online will fund was launched with the vision report. The films can be found at [www.cultureonline.gov.uk](http://www.cultureonline.gov.uk). During the year the Department carried out a full economic appraisal of the initiative and developed a business plan in consultation with arts and cultural organisations, the publishing and media sectors, potential users and experts in learning and education. Once established, Culture Online will contribute to the Government's wider education objectives by enhancing and enriching the curriculum with high-quality digital resources, using new technologies such as the Internet and digital television. It will also stimulate access to and participation in the arts and culture by creating activities and gateways for people who might not otherwise have participated.

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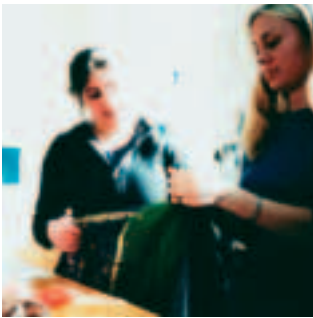
### *National Museums and Galleries*

National museums and galleries sponsored by DCMS provide formal learning sessions for more than 2 million people a year, many of them children. Many others are reached through the web. There are more than 17 million visits to the websites of DCMS-sponsored museums every year, a large number of them made by school classes. National museums and galleries run a number of innovative programmes in the educational field, including the following:

- training teachers in the use of museums and galleries as major teaching resources - successful schemes are being run by the V&A and the British Museum;
- summer workshops run by the National Gallery at schools in Tower Hamlets and Newham, involving 300 pupils aged 7-13 participating in week-long practical art activities culminating in a day-long visit to the Gallery, at which they created their own responses to work in the collection;
- after-school study-support sessions, e.g. work carried out by the Museum of Science and Industry in the East Manchester and Wythenshawe Educational Action Zone and by the Tate in the Southwark EAZ, Lambeth and Liverpool, the Geffrye Museum in Hackney and Islington, and the V&A's Bethnal Green Museum of Childhood in Tower Hamlets. The Tate's projects demonstrate that this after-school provision gives young people vital support in their GCSE work;
- the Young Tate programme in Liverpool used the principle of peer leadership to bring in young Merseyside teenagers to develop opportunities for other young people to work with the Gallery. Similar approaches have been developed at Tate Modern and Tate Britain;
- the Science Museum runs special needs days for schools on a regular basis both on-site and through outreach schemes. A pilot project by the Wallace Collection has shown that, working with smaller groups than usual and with more freelance teachers, it is possible to provide special-needs children with an exceptionally high level of access to objects and to discussion about them. Teachers' evaluation has been encouraging and reports a significant improvement in the children's self-esteem;
- direct training in literacy and numeracy, e.g. the V&A's Nehru literacy project for key stage 2 involving 12 schools and 360 children who used the V&A's collection of Mughal miniature paintings to inspire their own creative writing.

### *DCMS/Wolfson Public Libraries Challenge Fund*

The DCMS /Wolfson Public Libraries Challenge Fund was created in 1997 as a partnership between DCMS and the philanthropic Wolfson Foundation in order to enhance the facilities and services offered by public libraries in England. The Fund continued to run two programmes for 2001-2 supporting projects promoting reading as a skill and pleasure and, through the Wolfson British History Programme, supporting projects that enhance libraries' ability to contribute to the nation's understanding of its recent history. Sixteen awards were announced in July 2001 to reader development projects working with children in care, people with basic literacy and numeracy skills, health professionals and young people at risk of social exclusion. The awards totalled £2,278,032 and a number of them had a significant ICT dimension. In October, five awards totalling £113,530 from the British History Programme were announced. An evaluation study of the reader development projects funded last year and this year will be completed and disseminated during 2002.



### *The Learning Power of Museums*

The DCMS and DfEE report, *The Learning Power of Museums*, published in May 2000, recommended that benchmarks should be developed against which museums' performance can be measured and monitored. It also identified the need for comprehensive research to give clear evidence of the benefits that flow from museums' contribution to learning.

Resource, the Council for Museums, Libraries and Archives, is implementing these recommendations. Its document, *Inspiring Learning: A framework for access and learning in Museums, Archives and Libraries*, formed the basis of 12 consultation meetings which were run in each English region, Scotland, Wales and Northern Ireland during October and November 2001. A final paper will be presented to the Department in May 2002.

### *Education Challenge Fund*

In 1999, DCMS set up an Education Challenge Fund, which since April 2000 has been managed by Resource. The fund has been directed through the Regional Museum Councils with the aim of building educational capacity in small museums. An evaluation of the fund carried out by Leicester University was launched at a DCMS/Resource seminar in February 2002. The evaluation provides clear evidence of the potential of small museums to deliver against the learning and inclusion agendas, but also highlights the time and investment needed to enable small museums to develop user-focused programmes. The Department will continue to work closely with Resource and the DfES to ensure museums, archives and libraries can contribute fully to lifelong learning.

### *National Training Organisations*

The Department has continued to work closely with the Cultural Heritage National Training Organisation (CHNTO) and the Information Services National Training Organisation (ISNTO) in seeking to

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improve skills in the museums, galleries, libraries and archives sectors and has contributed to both organisations' publications. Resource's review of CHNTO and ISNTO recognised the need for a larger, more effective and cross-sectoral body to address the training and skills needs of the cultural heritage and information services sectors.

### Creative Industries and Broadcasting

#### Media Literacy

We published a Media Literacy Policy Statement in October 2001, designed to act as a point of reference for future work in this area. The statement complements the messages in the Communications White Paper about the growing need for wider media literacy, given the inevitability of technological convergence and the consequent difficulty of applying traditional forms of content regulation such as the 9.00 pm 'watershed'.

It offers some examples of 'critical viewing skills', highlights best practice in the field, and suggests ways to develop the media literacy agenda.

#### Skills

DCMS and Skillset set up the Audio-Visual Industries Training Group in 1999 to investigate and report on the current and future skills required in the audio-visual industries, concentrating on broadcasting. The Group delivered its report in September 2001 and DCMS has since issued a response on behalf of Government. Many of the report's recommendations will form an agenda of work for Skillset in its new status as a trailblazer SSC.

### Creative Industries/Higher Education Forum

DCMS, with Universities UK, the Arts and Humanities Research Board, and the Higher Education Funding Council of England, set up a Creative Industries/Higher Education Forum to look at how higher education institutions could best engage with the creative industries. The Forum will commission research and will look at a range of issues, including the supply of skills for the creative industries. The first meeting of the Forum took place in September 2001.

### Architecture and the Historic Environment

#### Architecture

In 2001, the Commission for Architecture and the Built Environment (CABE) researched the quality of new schools being delivered through the Private Finance Initiative (PFI) and developed ideas on how to ensure good design was built into the process, with valuable contributions coming from a Working Group set up by CABE. Through its Enabling Programme, CABE is following this up by providing technical support for five PFI client LEAs.

#### The Historic Environment

*The Historic Environment: A Force for Our Future*, which concluded the Government's review of policies towards the historic environment, sets out a vision for the future in which the full potential of the historic environment as a learning resource is realised - whether at school, in further

and higher education or in later life – both as a learning experience in its own right and as a tool for other disciplines. In particular, it includes a proposal for English Heritage to step up its work on developing the educational potential of the historic environment sector.

### *English Heritage*

English Heritage's (EH) education programme focuses on schoolchildren, and the services it provides are largely aimed at teachers and the facilitation of education programmes. It aims to help schools use the historic environment as an education resource. EH also provides services for GNVQ students and tutors, as well as contributing to lifelong learning and teacher training.

During the financial year 2000/01 approximately 525,000 schoolchildren enjoyed free education visits to EH properties. Despite the foot-and-mouth outbreak, EH still plans to welcome 450,000 free education visits during 2001/02.

EH continued to develop its Citizenship and the Historic Environment programme. This included a pilot project in each region, which was then translated into a free booklet providing case studies that could be used by teachers in any area to help schoolchildren learn more about their historic environment. EH worked on a Citizenship project in Liverpool to provide resource materials and teaching ideas on a CD-ROM. This was tested in a few schools during winter 2001/02.

During the past year EH established a relationship with the Historic Houses Association to help members with providing education services. EH held

a conference and published a booklet for members, as well as organising a number of regionally-based seminars.

During 2001 EH launched two initiatives with partners aimed at broadening its audience:

- sponsorship of the Scout Heritage Badge, with support materials for leaders;
- a competition, Our History My Heritage, run jointly with the History Channel, to encourage schools and family/youth/adult groups to investigate their local historic environment.

### *Other Activities*

The Heritage Lottery Fund (HLF) continued to promote education and access as one of its key strategic priorities. During the year, it extended the scope of its education policy to include adult learners as well as children and young people, and expanded its definition of education projects to include formal and informal education, interpretation and lifelong learning. HLF developed policy on training through extensive consultation, identifying serious skills gaps in areas such as conservation craft skills and access skills.

The Churches Conservation Trust (CCT) has established an education service for schools in association with English Heritage. This included the appointment, in June 2001, of the Trust's first education officer, the publication of 12 education booklets, the Trust's participation in national educational events and joint projects with local museums and English Heritage.



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The Attingham Trust has begun a project to map learning within the historic environment. With DCMS support, it will cover archaeological sites, historic landscapes, town and country houses, industrial archaeology and the urban and rural environment. A comprehensive contemporary survey of education within the sector, including the role of information technology, it will be a provocative challenge for the future.

Historic Royal Palaces (HRP) hosted over 100,000 visits by pupils and students during the last academic year, with around half taught by HRP's Education Service staff. HRP has a well-established partnership with the Public Record Office (PRO), providing opportunities for pupils to combine evidence gathering at the PRO with visits to the palaces. A successful new venture was the opportunity for sixth form students to gain an insight into the skills required to run a major tourist attraction like Hampton Court Palace. In October 2001, HRP also participated in Family Learning Weekend, providing a range of activities for over 5,000 visitors.

HRP has continued to build and sustain partnerships with the local communities around the Palaces, taking the special needs of each community into consideration. In addition to its programme of free workshops specially designed for local children for whom English may be a second language, the cultural inclusion and skills development of adults is encouraged through particular projects. For example, throughout 2001, around 250 people from groups within the community, including Tower Hamlets College, graphic art students, elders' groups, an unemployed group and a

Bengali Women's group, have been involved in the design and production of a series of textile hangings reflecting the signs and symbols of the Tower of London. These groups have produced pieces to be displayed both at the Tower of London and in their own community centres.

At Hampton Court, children are being encouraged with expert help to interpret the Palace for themselves, and devise and present their own drama pieces in summer schools. Elsewhere, a combined project focusing on Queen Charlotte's Cottage and its surrounding grounds has been developed with the Royal Botanic Gardens, Kew, in partnership with local community groups. This commenced in the autumn of 2001 and will culminate in a display in the summer of 2002.

Education of the wider public in architectural and urban design issues remains central to CABE's remit. A CABE Commissioner takes the lead in CABE's educational role, with particular emphasis on working with schools. During 2001, CABE held an expert seminar on its emerging education programme. The seminar brought together a diverse range of experts from public sector organisations and identified a number of key objectives which will be realised through a new education foundation, CABE Education, to be launched during 2002. The Foundation has submitted an application for charitable status which is under consideration by the Charity Commission. The Foundation will enable CABE to fulfil a core objective in terms of delivering a full programme of educational initiatives relating to architecture and the built environment.



In addition, CABE was instrumental in organising a visit by the Secretary of State to the Hackney Building Exploratory. During the visit Exploratory staff outlined their unique approach to community-focused education and a class of local schoolchildren explored the activities and interactive exhibits based on diverse aspects of the built environment within Hackney. For areas that do not have a resource such as the Exploratory to draw upon, CABE has supported the publication of the third edition of *Our Street - Learning to See*, a popular and innovative exploration of the built environment for schools.

### Tourism

DCMS worked closely with employers and other groups to encourage the setting up of a Sector Skills Council to improve training for tourism and hospitality. The Department contributed to the development of the annual careers festival for the industry organised by *Springboard* and encouraged the setting up of a new Institute for those who guide tourists professionally.

### Sector Workforce Development Plan

In September 2001, the Hospitality Training Foundation (HTF) successfully launched the Hospitality Workforce Development Plan, setting out a skills and learning strategy for the industry to take forward over the next five years. The plan, which was well received by employers and the Learning and Skills Council, sets out five priority areas:

- improvement of the image of the industry as an employer;
- increasing employer engagement in relevant learning and development programmes;
- ensuring greater take-up of industry-recognised qualifications;
- promoting career opportunities within the industry;
- ensuring that up-to-date skills and labour market intelligence from a central source is available to support future strategic development.

### Best Practice Forum

Also in September 2001, the Best Practice Forum - Profit through Productivity - was officially launched. This Government-backed initiative, supported by six leading tourism and hospitality trade associations, aims to encourage businesses to raise their levels of productivity and service standards through bench-marking and sharing best practice. This £4-million, four-year programme is partly funded by £1.26 million from the Department of Trade and Industry. One of the key objectives is to provide a nationwide delivery mechanism for raising skills levels in the tourism, hospitality and leisure industry, encouraging the provision of world-class standards.

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### *Institute of Tourist Guiding*

The Department, the English Tourism Council and the Travel, Tourism and Events National Training Organisation (TTENTO) have worked closely with other interested bodies to prepare the way for the setting up of an Institute for Tourist Guiding which will establish uniform standards of tourist guide training across the country. The objectives of the Institute will be to provide a qualification structure for the entire profession and to ensure uniform high standards of linguistic competence in tourist guiding.

### *Contribution to Government's Wider Educational Agenda*

#### *DfES White Paper*

DfES published its White Paper *Schools Achieving Success* in September 2001. We contributed to the preparation of this document and fully support its contents, particularly those relating to 'education with character'. We have been working closely with the DfES on taking forward those actions which refer to DCMS-related initiatives, such as:

- increasing the range of ICT materials to support arts and cultural resources across the curriculum through our proposal for Culture Online, which will be linked to and support Curriculum Online;
- supporting schools in providing 'education with character' by extending opportunities for children to be involved in sport, adventure, art, music and drama within and outside the school day. This includes the continued development of Creative Partnerships between

schools and arts organisations and the implementation of the Government's promise of an entitlement of two hours of high quality PE and sport each week in and out of school for all children;

- the provision of pupil learning credits to help children overcome disadvantage. These can be used by schools to support a wide range of provision including: educational visits to museums, galleries and the theatre; extra tuition in art, music and other performing arts; outdoor learning opportunities; and specialist sports coaching.

### *Early Learning*

#### *Children's Play*

We have an annual budget of just over £500,000 for children's play and continue to influence future developments by offering financial and research support to a number of organisations:

- the Children's Play Council, for a two-year policy and research programme which aims to help the play sector to work in partnership with Government to give school-aged children the play opportunities they need as part of a rounded childhood. The Children's Play Council is also an active member of the Children's Play Policy Forum, a cross-sector body hosted by the Local Government Association with support from DCMS;



- SPRITO (the National Training Organisation for the sports and recreational industries), to develop a coherent and flexible playworker training and education programme (which will also endorse qualifications submitted by the Qualifications and Curriculum Authority). This work, including a survey of the play workforce, the elected status of regional councils for education and training in playwork, and networking with the Learning and Skills Councils, is now under way;
- the National Children's Bureau (NCB), to run the Children's Play Information Service, which offers advice and guidance to the public on all aspects of play. The service has been well managed and is respected in the play sector, receiving about 150 enquiries a month. It is usefully situated within the NCB, benefiting from and contributing to the main library.

During the 2001 election campaign, Chris Smith, the then Secretary of State, announced a new £200 million boost for children's play facilities supported by Lottery funding through NOF. We will be working with other Government Departments and Non-Governmental Organisations in the children's play sector to decide how the NOF money can best be spent.

We also work with DTLR, the Local Government Association and the Children's Play Council to raise the profile of play and promote best practice within the context of existing local authority work. We offer guidance and support to local authorities in developing their Local Cultural Strategies through the Children's Play

Policy Forum and the DCMS-endorsed (and part-funded) Playlink publication *Play as Culture*. This provides guidance about how to incorporate play into Local Cultural Strategies and through SPRITO's network for playwork development centres, and is now available.

We are working closely with DfES and other experts in the field to develop information, training, publications and communication networks among playworkers and to promote best practice.

#### *Sure Start and the Wider Government Agenda*

As well as funding other organisations to deliver results in the field of children's play, DCMS continues to be involved in Sure Start, the Government's programme aimed at helping under-fives in areas suffering high levels of deprivation to get a first-class start in life. DCMS is working with DfES and others to ensure that sporting or physical activities and cultural activities (such as arts, music and reading) are made widely available, by taking an active part in cross-cutting reviews on Children at Risk, Health Inequalities, the Review of the Voluntary Sector as a Deliverer of Public Services and the informal Review of Childcare.

CABE has continued its support of the Sure Start programme and has worked directly with a number of local programmes as well as providing training to new programme managers about how to deliver high-quality buildings.

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### Teaching and Learning for 5-16 year olds

#### *Space for Sport and Arts*

The Space for Sport and Arts programme aims to provide greater opportunities for both pupils and the wider community in deprived areas to participate in arts-based and sporting activities by providing new, or modernising existing facilities in primary schools. It is a partnership between traditional public expenditure of £75 million from the Capital Modernisation Fund and £55 million from three Lottery distributors: New Opportunities Fund (£25 million), Sport England (£25 million) and Arts Council of England (£5 million).

The 65 local education authorities (LEAs) participating submitted a total of 305 detailed applications in October 2001. All the applications were considered by the funding partners and offers of grants were made by the end of March 2002. Building work on some projects began in autumn 2001, with completion of the first projects expected in spring 2002. We expect the majority of building work to begin during summer/autumn 2002. Some of the larger projects, however, will not be complete until autumn 2003. Monitoring and evaluation activity is in place to assess and ensure the future success and sustainability of the projects.

#### *Initial Teacher Training*

We and our sponsored bodies have continued to play a significant role in influencing the new requirements for initial teacher training (ITT). Discussions have taken place with the

Teacher Training Agency (TTA), our sponsored bodies and the DfES to help ensure that the revised requirements reflect the needs of the Department's sectors. Following a constructive meeting between the TTA and sectoral representatives in October 2001, we issued a formal response to the TTA's consultation on the content of the statutory requirements and supporting guidance. The new requirements come into force on 1 September 2002 and include some significant developments in relation to training opportunities within the cultural and sporting sectors, and a welcome emphasis on new teachers having the skills to organise visits and to work with external professionals. We are continuing to liaise closely with sponsored bodies and the TTA about the shape and content of the non-statutory supporting guidance and materials. It is hoped that such guidance will eventually be available in areas such as dance, drama, media and sport/PE.

### Further Education, Vocational Skills, Higher Education and Lifelong Learning

#### *Culture and Creativity: The Next Ten Years*

The Green Paper, *Culture and Creativity: The Next Ten Years*, was one of a small number of forward-looking policy documents published before the election. It brought together our work in the cultural field, emphasising commitment to excellence, access and education, with a theme of encouraging the individual artist.



During the consultation period that followed the paper's publication, around 70 percent of respondents strongly welcomed the themes in the document and in particular, Creative Partnerships, Culture Online and supporting individual artists. However, whilst the overall response was positive, it was also felt that the document should: incorporate the built environment, especially cathedrals and churches; further develop rural policy and reflect the role of local government; and give more emphasis to volunteers in general, and more specifically in local and community arts organisations.

As well as developing a coherent strategy to take forward the key priorities of the Green Paper, we are using the document to create a framework for delivery. This will form the basis of a coherent programme of work which will help to define the cultural policy of the Department in the immediate future. An announcement on the key priorities and delivery framework will be made during 2002.

#### *Relations with the Learning and Skills Council*

We responded positively to the LSC's consultation on its draft Corporate Plan and have had a number of useful contacts with this important new organisation, particularly at sub-regional level, where constructive meetings have been held with Local Learning and Skills Councils in Nottingham and East London with a view to developing mutually beneficial arrangements for supporting and promoting the development of DCMS-related subjects at FE level. We have also held initial discussions

with OFSTED to explore ways in which the two Departments might work together to ensure that FE courses in DCMS-related subjects are of the highest quality and well-attuned to the needs of employers in DCMS sectors.

#### *Centres of Vocational Excellence*

During 2001, the DfES consulted on plans to develop Centres of Vocational Excellence (COVEs) within the Further Education sector, which would focus on meeting the skills needs of employers. We responded positively to the proposals and offered suggestions for potential COVEs, having sought the views of our sponsored bodies and the National Training Organisations responsible for our sectors. We were encouraged by the announcement in July 2001 of 16 pathfinder COVEs which included four in DCMS sectors (two in hospitality and tourism, one in lens-based media and one in print/media studies). We will continue to work closely with DfES and the Learning and Skills Council (nationally and regionally) to ensure that our sectors are well represented in the first tranche of COVEs which come on stream from April 2002.

#### *Review of National Training Organisations*

We have been closely involved in DfES' review of the National Training Organisations (NTOs). We co-ordinated and submitted a cultural sector response to the DfES consultation document, *Building a Stronger Network*, in April 2001. This highlighted the main issues raised with us by our NDPBs and sectoral NTOs, as well

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as our own concerns about the relationship between NTOs and Government Departments. We continue to play an active role in the DfES-led Interdepartmental Skills Group and are working closely with NTOs to consider how best our sectors might respond to the challenges and opportunities presented by the new Sector Skills Councils (SSCs) which will replace NTOs from April 2002. We were delighted that one of our sectors, the audio-visual industry, was selected by DfES to be a trailblazer for the new SSC initiative, and we shall continue to work closely with DfES, the NTOs and other organisations, including NDPBs, to ensure that all DCMS sectors are securely and appropriately covered by an SSC.

### *Skills Show 2002 and Craft Skills*

During the year we worked with UK SKILLS, English Heritage and a wide range of organisations interested in creating a forum for craft skills which help to conserve our heritage. The Government's Statement on the Historic Environment, *A Force for Our Future*, recognised the importance of these skills and charged English Heritage with ensuring a coherent approach to meeting craft skills requirements.

We are also actively involved in the planning for Skills Show 2002, to be held in Manchester in November 2002, which will provide a national showcase for skills in DCMS sectors such as hospitality, sport, music and heritage conservation.

### *Higher Education*

We had useful discussions with the Higher Education Funding Council for England (HEFCE) and the Arts and Humanities Research Board (AHRB). We are taking part in the DfES-led review of the AHRB and are continuing to work closely with both bodies to support DCMS-related subjects and sectors at HE level. This work has been particularly successful in the creative industries, where, following a constructive seminar attended by senior figures from both HE and business in February 2001, DCMS and Universities UK (UUK) set up a Creative Industries/Higher Education Forum with a remit to strengthen and improve links between higher education providers and the industries which rely on them for the skills and abilities of their workforce. The first meeting of this Forum was held in September 2001 and was hosted by Kim Howells.

### *Adult Literacy and Numeracy*

Following publication of the Government's national strategy for improving adult literacy and numeracy, *Skills for Life*, we have been working closely with DfES to identify what sectors such as the arts, sport, museums and libraries can do to support the strategy. Over the next two years the Department plans to develop and test its sectors' potential to provide alternatives to college-based learning and innovative training resources. We have also started to work with the tourism and hospitality sector to identify workforce literacy and numeracy needs and to take appropriate steps to address them.

### *Lifelong Learning*

Our sectors play an important role in supporting and delivering adult education and lifelong learning. During 2001 we held useful discussions with DfES and NIACE, the national organisation for adult learning, with a view to developing the potential of culture, media and sport to provide still greater opportunities and encouragement for adults to gain qualifications, skills, knowledge, understanding and self-esteem through enjoyable and informative engagement with our sectors.

### **Objective 4**

*Ensure that everyone has the opportunity to develop talent and achieve excellence in the areas of culture, media and sport;*

This underpins our aim of improving the quality of life. We aim to support continuing excellence in the institutions that we fund and to ensure that individuals are given opportunities to achieve excellence.

### **Sport**

#### *Achieving Excellence*

British athletes have continued to build on the success achieved at the Sydney Olympics and Paralympics. In 2001, able-bodied British athletes won 57 medals at World and European Championships; 42 at World level and 15 at European, including Britain's first gold medal in the World Swimming Championships since 1975. In addition, our disabled athletes won 150 medals at World and European level - 11 World Championship medals and 139 European medals. This success has been

achieved by the focus, determination and talent of our athletes and continues to reflect the significant impact that Lottery funding is now making. UK Sport also has a key role in attracting major events to the UK in order to expand the UK's influence in international sport, bring economic benefits, and develop the sport involved. Five major events were staged in the UK in 2001, including the highly successful World Modern Pentathlon Championships, at which our athletes secured 4 medals, including 3 gold.

### *Doping*

We continue to work closely with UK Sport on the development of national and international co-operation in the battle against doping in sport. UK Sport have finalised a national Statement of Anti-Doping Policy which all governing bodies of sport in receipt of Sports Council funding will be required to uphold. The policy aims to protect the right of athletes to participate in drug-free sport. We and UK Sport have also been involved in the setting-up of the World Anti-Doping Agency (WADA). WADA is a partnership between the International Olympic Committee and governments from all five continents. The establishment of WADA is a significant step towards collective international action to tackle doping in sport.



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### *UK Sport*

The role of UK Sport is primarily to promote the achievement of international success and to represent UK sport internationally. Its work is geared to supporting individual competitors and developing and supporting a system capable of producing a constant flow of world-class performers.

We have agreed a number of robust performance targets with UK Sport. Progress against these is reviewed twice a year. In addition, UK Sport's Strategy, Ethics and Research Team have conducted a survey to examine the UK public's perception of whether sporting standards improved or declined across four prestigious national sporting events in the summer of 2001. The findings, published in November 2001, will be compared with a similar questionnaire to be completed by athletes and coaches during 2002.

### *Coaching Task Force*

We have also worked closely with the Coaching Task Force established as part of the Government's Plan for Sport. The Task Force's remit is to develop proposals for improving the structure of coaching as a profession, review the role and provision of coach education, and conduct an international benchmarking exercise. The group's recommendations are due to be presented to Ministers in July 2002 and will be aimed at increasing the pool of talented coaches and athletes.

### *Specialist Colleges*

#### *Specialist Arts Colleges*

In our Green Paper, *Culture and Creativity: The Next Ten Years*, we underlined our commitment to supporting DfES's Specialist Colleges programme. The Government is committed to increasing further the number of Specialist Arts Colleges, which allow pupils to develop their particular skills in either the performing, visual or media arts, alongside their more general entitlement to the National Curriculum. From September 2001 there were 90 Specialist Arts Colleges.

#### *Specialist Sports Colleges*

Sports Colleges have a significant role to play in helping to deliver many of the initiatives set out in the Government's Sports Strategy, *A Sporting Future for All*. 101 Sports Colleges are up and running and an additional 40 have recently been designated, in 60 LEAs. The Government has set a target of at least 250 Sports Colleges by 2005.

### *Gifted and Talented*

We have been working closely with DfES to take forward the commitment in *A Sporting Future for All* to produce a framework for the development of gifted and talented sportspeople in schools. The Youth Sport Trust, which has been commissioned to design the framework, began 6 regional pilot projects in early 2002. The pilots will establish whether a national framework can be applied on a local basis, develop case studies exemplifying good practice, and identify gaps in provision.

Establishing what is needed to enable all children to reach their fullest potential in sport is essential to the realisation of the Departmental commitment to achieve excellence.

We have also liaised with DfES on the development of a framework to support young people talented in the arts, as mentioned in *Culture and Creativity: The Next Ten Years*.

### **Museums and Libraries**

#### *Regional Task Force*

Chris Smith announced the establishment of the Regional Museums Task Force in December 2000 and commissioned advice from it on the future of regional museums. The Task Force's report, *Renaissance in the Regions: a new vision for England's museums*, was published on 23 October 2001. The Department has welcomed the report's recommendations.

The Task Force's central recommendation is the establishment of a new framework for England's museums and galleries. Within this framework would be a network of regional hubs, based on the major

non-national museums. These hubs would be primarily based in the major cities. They would act as beacons of excellence and provide leadership to the museums in their respective regions. They would be expected to pioneer new approaches to education, learning and outreach services and to support community development. They would also have to undergo a programme of modernisation. Bids for regional hub status will be considered by an expert panel and decisions in principle will be made in the summer.

The Task Force called for £267 million of additional funding for regional museums over the next five years. We are considering this in the context of competing pressures for resources as part of Spending Review 2002. DCMS is working closely with DfES on the educational aspects of the proposed new museums framework.

#### *National Museums*

2001 has seen the opening to universal critical acclaim of the V&A's magnificent British Galleries, an outstanding demonstration of how first-class display and interpretation illuminates access and understanding; and of the beautiful centenary development at Tate Britain. In the regions the outstanding National Railway Museum achieved the European Museum of the Year award and the Royal Armouries achieved the fastest visitor growth in the DCMS sector with a superb programme of events and interpretation.

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### *Public Library Standards*

Although public libraries are funded through the Local Government finance settlement, administered by the Department of Transport, Local Government and the Regions, and through Council Tax, DCMS has the statutory responsibility to ensure that library authorities provide services that are comprehensive and efficient. DCMS introduced public library standards on 1 April 2001. The standards cover a range of core library activities and are intended to underpin, and where necessary encourage the improvement of, library service provision. Library authorities should meet the standards by 2003-04.

### **Architecture and Historic Environment**

#### *World Heritage Sites*

All four nominations made by the UK Government for inscription as World Heritage Sites - Derwent Valley Mills, the Dorset & East Devon Coast, Saltaire, and New Lanark - were approved by the World Heritage Committee at its meeting in Helsinki in December 2001. As a result the UK now has 24 World Heritage Sites out of a global total of 721. These latest successes build on the UK's election to the World Heritage Committee for the first time in October 2001 for a four year term. We are now looking at ways of increasing our support for the work of the Committee, building upon the cultural and natural heritage experts we have regularly fielded as Observer UK delegations to previous Committee meetings. In addition, we are working towards completion of Management Plans for England's 14 World Heritage Sites by the end of 2002.

### Objective 5

*Maintain public support for the National Lottery and ensure that the money raised for good causes supports DCMS's and other national priorities.*

The National Lottery is now more than seven years old and has been a major force in improving the quality of life of people throughout the United Kingdom. The popularity of the Lottery in terms of tickets sold has surpassed all expectations. It is among the most successful lotteries in the world, and has raised more than £12 billion for good causes already. More than 100,000 awards have been made.

To coincide with the end of the Lottery's first seven-year licence period, the Government published *Lottery Funding: The First Seven Years* in January 2002. The report summarises what has been achieved by good causes funding in that period, where the money has gone and who is benefiting.

The Government has encouraged distributors to target areas of low take-up of Lottery funds. Changes introduced through the 1998 Act and the revised policy directions are now beginning to benefit areas and groups previously under-represented within the spread of Lottery awards.

#### *Lottery Licence*

Following the decision by the National Lottery Commission to award the second seven-year licence to Camelot Group plc, the Government initiated a review of the process of awarding the Lottery licence. The report's findings will be published in the Spring of 2002. Camelot's new licence begun on 30 January 2002 and will expire in 2009.

### *New Opportunities Fund*

New Opportunities Fund (NOF) was set up in January 1999 as the sixth good cause of the National Lottery with a remit to support projects in the fields of health, education and the environment, with a particular focus on those at risk of social exclusion. By September 2001 NOF had committed funding worth over £980 million to projects throughout the United Kingdom.

In April 2001, the Government issued further policy directions giving the Fund a further seven initiatives, worth £1.5 billion over three to four years. Following consultation and development, the Fund has now launched the majority of these new programmes.

- **PE and sport in schools:** by 2005, to commit £750.75 million to projects designed to bring about a step-change in the provision of sporting facilities for young people and for the community generally.
- **Opportunities and activities for young people:** by 2004, to commit £38.75 million to programmes for young people, based around adventure and other challenging activities.
- **Reducing the burden of coronary heart disease (CHD), stroke and cancer:** by 2004, to commit £213.5 million to improve access to high quality health services for the diagnosis and treatment of CHD, stroke and cancer.
- **Palliative care:** by 2004, to commit £84 million to projects that provide effective palliative care and associated support and information

services for children and adults suffering from cancer and other life-threatening conditions.

- **Childcare:** by 2006, to commit £198.5 million to childcare projects.
- **Transforming communities:** by 2006, to commit £159 million to projects which enhance the quality of life of local communities, and which develop renewable energy resources.
- **Small-scale grants schemes:** by 2005, to commit £60 million to projects which involve people in the local community in education, health and environment projects.

All of the 13 programmes of the Fund's current initiatives are now well under way, and in some cases, for example, Living with Cancer, the funding has been fully committed. New Opportunities Fund awards are reaching all parts of the United Kingdom and are enabling projects to expand or set up new and exciting activities in local communities.

### *Lottery Grants for Local Groups*

The Awards for All scheme has been one of the major successes of the Lottery. It has proved to be an effective single point of access to small groups looking for grants of between £500 and £5,000 to fund a wide range of community-based projects. To date over 29,000 awards worth more than £99 million have been made in England and more than 7,000 awards worth over £19 million in Scotland. The scheme has also been extended to Wales and Northern Ireland in 2001. From 1 April 2002, the Awards for All programme in England will operate as a joint scheme.



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### *Simplifying Application Processes*

We have encouraged Lottery distributors to work more closely together and to make their application systems more user friendly. For example, the Lottery Funding Hotline (0845 275 0000) and the Lottery Good Causes Internet Portal ([www.lotterygoodcauses.org.uk](http://www.lotterygoodcauses.org.uk)), were both launched on 26 February 2001. These provide information on Lottery programmes, on how to apply for Lottery funding, as well as on awards which have already been made. The Internet Portal also provides details of other websites where you can apply for other funding.

In its study of application processes for large grants, QUEST identified a set of challenges for the distributors and DCMS to address in the forthcoming review of the Lottery announced by the Secretary of State in March 2002. In particular, the report focused on issues of timeliness and transparency, as well as flexibility and the level of support, especially for applicants unfamiliar with the Lottery.

The Community Fund launched a new grants programme from April 2001 for grants between £500 and £60,000, which uses an application and assessment process closely modelled on Awards for All.

### *Improving Geographical Distribution of Funds*

The Lottery distributing bodies are required by the Government to ensure that all parts of the United Kingdom have access to funding. Distributors are actively encouraging applications from low Lottery take-up areas such as coalfields, small towns and seaside resorts. In addition, on 28 February 2002 the Government announced that 62 areas in the United Kingdom would benefit from a £169 million targeted Lottery initiative, Fair Share, to fund projects in deprived local authorities. The initiative will be delivered by the Community Fund and the New Opportunities Fund, and will be rolled out from April 2002.

In light of the research carried out by Sheffield Hallam University into the impact of the National Lottery on the coalfields and other areas, the Department published its response: *Fair Distribution of Lottery Funding to Coalfield and other Areas*. The Secretary of State presented the report to the Coalfields Conference, which was held in South Normanton, Derbyshire, on 6 November 2001.

Since the late 1990s, the Coalfields' share of Lottery grants awarded has risen from 45 percent to an average of 60 percent of the award amount per capita. The Coalfields areas have received over 7,000 awards totalling more than £410 million.



### Evaluation

The Government is undertaking a project to evaluate the impact, in social and economic terms, of Lottery funding for the good causes. DCMS is considering common performance indicators with distributors for use in future evaluation and monitoring forms and is to establish a common framework for evaluating the qualitative impact of the Lottery.

DCMS commissioned external consultants to formulate a set of questions designed to elicit qualitative information about the experience of using Lottery-funded projects. The consultants have tested this new approach with a number of case studies of specific localities and the findings have been collated for a report to be used in establishing the framework of evaluation with distributors.



### Objective 6

*Promote the role of the Department's sectors in urban and rural regeneration, in pursuing sustainability and in combatting social exclusion.*

Following the Policy Action Team (PAT) 10 study, which concluded that cultural and recreational activity can contribute to neighbourhood renewal and make a real difference to health, crime, employment and education, this has become an increasingly important area of work for us.

### Neighbourhood Renewal

In January 2001, the Government published *A New Commitment to Neighbourhood Renewal - National Strategy Action Plan*. Building on the work of 18 Policy Action Teams - which involved hundreds of people inside and outside Government, and thousands of people across the country through consultation - this set out how the Government planned to narrow the gap between outcomes in deprived areas and in the rest of the country. Taking forward the National Strategy now rests with the Neighbourhood Renewal Unit.

DCMS chaired Policy Action Team 10 (PAT 10) on Sport and the Arts, and is on target to meet its five key commitments in the National Strategy, i.e:

- every public library to have Internet access (by 2002);
- social inclusion targets in funding agreements between DCMS and sponsored bodies (ongoing);
- ensuring a fairer share of National Lottery resources for deprived areas;
- a £750-million Lottery-funded programme to enhance school sports facilities, especially in deprived areas (2001-04);
- 16 Creative Partnerships to be set up in deprived areas (by 2004).



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Many aspects of the work of DCMS are relevant to the neighbourhood renewal agenda:

- Positive Futures (run by Sport England, Youth Justice Board, the UK Anti-Drugs Co-ordination Unit): forging links between a range of bodies, including professional sports clubs, local leisure, youth and social services, the police, schools and universities; covering 24 target areas, 12 with their roots in Sport England's 'Active Communities' programme and alongside the Youth Justice Board's Youth Inclusion areas; the overarching aim is 'to use sport to reduce anti-social behaviour, crime and drug misuse among 10-16 year olds from selected/disadvantaged neighbourhoods';
- in partnership with DfES, the Space for Sport and Arts programme for some 300 primary schools in some of the most deprived areas in England. As well as aiming to improve educational standards, the programme tackles social exclusion by opening up the new or renovated facilities to the wider community;
- Creative Partnerships in secondary schools, aimed at reaching young people at risk of exclusion who are turned off by the formal education system;
- Fair Share which targets Lottery funds on areas identified as combining high levels of disadvantage with a poor track record of accessing Lottery funding.

In response to the spring/summer 2001 disturbances in Bradford, Oldham and Burnley, the Home Secretary commissioned a report to look at what the Government could do to minimise the risk of future disorders and help build stronger, more cohesive communities. The report was published in December 2001, together with the report of the independent Cattle Review Team. Both reports highlight the important role that sport and arts can play. DCMS is part of a cross-Governmental team taking forward the recommendations.

The PAT 10 report indicated that cultural experiences could play a greater role in neighbourhood renewal, but recognised there remained a lack of hard evidence for the regeneration impact of arts and sport. To help remedy this, DCMS has commissioned Leeds Metropolitan University to study a range of social exclusion projects from different parts of the country, both urban and rural. Those selected to participate represent a cross-section of projects involving arts, museums, galleries, libraries, archives and sport, and aim to meet different social inclusion outcomes: education, health, employment and crime reduction.

The University will report its findings to DCMS in Spring 2002. DCMS will then consider whether any further research is necessary in the light of the findings, alongside the other work it is undertaking in response to the PAT 10 report.

## Children and Young People

### Core Principles

In November 2001, the Government published *Learning to Listen - Core Principles for the Involvement of Children and Young People*. This set out the Government's commitment to ensure that children and young people can have a real say in the Government policies and services that are relevant to them. The Principles, which have been developed by the Children and Young People's Unit (CYPU) in close consultation with Departments, are good news for DCMS and its sectors, since actively involving children and young people in this way will produce better services. They will also lead to better outcomes for children and young people and their communities, as services are shaped to meet their real rather than presumed needs. Robust but realistic arrangements are needed to ensure that this happens.

DCMS has a big part to play in this cross-Government initiative, as it is one of 11 departments that will be taking the lead in developing this work. It is crucial that children and young people are properly consulted over their cultural and recreational provision, and that they are offered services which they will want to get involved in, enjoy and find beneficial. The Core Principles offer a solid framework through which to ensure that this happens. In December 2001 Tessa Blackstone wrote to all the Chief Executives of DCMS NDPBs and sponsored bodies outlining the Core Principles and inviting them to contribute to the DCMS strategy for this work. All our Divisions will be looking at ways children and young people can become more involved in developing our policies and services.

We have also agreed to draw up and publish an Action Plan for implementation from May 2002.

Initially the focus will be on developing awareness, mapping provision and planning and building capacity, both within DCMS and across its sectors. Results against the Action Plan will be published in the CYPU's first annual report, planned for April 2003. This will provide a valuable opportunity to showcase some of the excellent work already going on in DCMS NDPBs, whereby children are actively encouraged to participate in and contribute to sports, arts and cultural projects.

### Children and Young People's Unit

DCMS continues to be involved in the development of CYPU's various projects, including the Children's Fund, the Strategy for Children and Young People and the Youth Participation agenda. The Department's close working with the Unit has enabled it to ensure that these projects emphasise the importance of the sports, cultural and arts sectors.

### Children at Risk Review

One of the Government's chief priorities is to address the risk factors that affect so many children and young people. The Review was set up to identify gaps in current services and to recommend how children at risk can be better helped. DCMS and its sectors provide many of the 'preventative' services that the Review noted as being of particular importance to children and young people. The Review has thus enabled DCMS to raise awareness about the contribution that its sectors make



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to a broad number of Government objectives. There are many existing initiatives delivering positive outcomes for traditional services through new, creative and effective ways of using sport, drama, music and the visual arts. Those delivering sports and cultural services recognise that children and young people have a right to enjoyable activities, but that their engagement in these activities can help achieve wider objectives, including improving community cohesion, reducing crime, improving educational attainment, and improving mental and physical health. DCMS has endeavoured to demonstrate this to other Government Departments and thus seek their support for the services the Department provides for children and young people.

### Sectoral Developments

#### The Arts

##### *Make it Happen in Art*

Make it Happen in Art was a joint Department of Health/DCMS scheme designed to provide support and funding for artists-in-residence working with young people in a number of national and regional galleries and museums. Educational sessions were aimed at small groups of young people, particularly those in local authority care, for approximately two weeks during the school summer holidays of 2001. The scheme formed part of Quality Protects, the Government's flagship programme for improving the lives of children who come into contact with the social services, led by the Department of Health.

The aim of the scheme was to encourage local authorities to use funding from their Quality Protects allocation for cultural and artistic projects, and to make this a standard element of programmes to help young people fulfil their potential. The main intention was to establish programmes of continuing sustainable work with galleries, rather than one-off projects. The first 'taster' project, involving a group of seven teenagers and an artist in residence, took place at the Hayward Gallery in London during the Easter holidays in April 2001. The project resulted in an exhibition of photographs produced by participants, displayed in the Gallery to complement the 'Brassai' exhibition.

DCMS contributed staff time and contacts with the galleries, including the provision of a National Co-ordinator for the scheme for six months. The following produced successful Make it Happen in Art programmes for looked-after children during the school holidays of summer 2001: the Hayward Gallery, The New Art Gallery in Walsall, and collaborations between Brighton and Hove Council and the Booth Museum of Natural History, and Hertfordshire County Council and a local sculptor. A selection of the work produced by young people taking part in these projects was exhibited at the Department of Health's Social Services Inspectorate Conference in October 2001. The success of the past year's 'Make It Happen in Art' scheme means that similar programmes may be funded in the future.

## Sport

Sport England has focused on the need to offer more sporting opportunities to disadvantaged groups throughout the year. The publication in September of the research paper *The Social Landscape of Sport* provides stark evidence of inequality in sport, with women, ethnic minorities, economically-deprived groups and people with disabilities all under-represented in sport at every level. Sport England has earmarked £7.5 million for Active Community Development Fund projects in 2001-2002, with each Sport England region being able to make up to four rounds of awards per year. Their funding of four bodies has been particularly significant in developing sporting opportunities for under-represented groups:

- Sporting Equals, set up to promote equality for black and ethnic minorities in sport, received £1 million from Sport England. Five National Governing Bodies currently have race equality charter marks, with all the other governing bodies working towards this level. As a result of Sport England's work, the first Local Authority Charters for Race Equality in Sport were launched in September 2001. On 19 September, the Minister for Sport addressed a Sport England conference in Birmingham on the theme of the multicultural contribution to sport.
- The Women's Sport Federation has continued its work. In particular the Girlsport programme, being piloted through the National Association of Clubs for Young People, aims to encourage more young women to enjoy physical activity.
- Funding of £1.1 million has enabled the English Federation of Disability Sport to promote the development of sport for people with disabilities.
- DCMS supports the work of, and oversees the funding of, Supporters Direct (SD). SD was launched in 2000 to advise and assist groups of football supporters wishing to get involved in the responsible running of their clubs, and has helped to establish 47 supporters' trusts to date. As well as helping to bring new sources of finance into football, SD plays an important social inclusion role in introducing people to democratic structures through sport.

## Positive Futures

Positive Futures aims to tackle the problems of drug misuse in young people aged 10-16. It has brought a range of partners together, among them sports clubs, youth groups, health agencies, schools, the police, the voluntary sector, to make contact with those at most risk on the streets where they live and to involve them in teamwork, health education and purposeful activity through sport. Positive Futures has expanded this year, with 31 projects announced in November 2001 to join the 24 already established.

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## Chapter 1 Delivering Our Objectives

### Architecture and the Historic Environment

The Department is working with the Architecture Foundation, CABE, English Heritage and others to develop a social inclusion policy for the built heritage. This will be launched during Architecture week in June 2002.

Through its Enabling Programme, CABE has been working on a number of projects that are targeted on providing services for young children and parents in disadvantaged neighbourhoods.

Throughout the summer CABE ran a design competition for Neighbourhood Nurseries in partnership with DfES. The competition selected three projects in Sheffield, Bury and Bexley and short-listed 12 teams to develop schemes for the sites, with four teams working on each site. The winners were announced in September and the design ideas that were put forward are due for publication in 2002.

CABE's Regional Funding programme for 2002-04 provides for the allocation of £500,000 to projects relating to professional and public education in the spheres of architecture and the built environment.

The Heritage Lottery Fund (HLF) has continued to give priority to addressing urban regeneration, primarily through the Public Parks Programme and the Townscape Heritage Initiative.

The Local Heritage Initiative, delivered by the Countryside Agency, has successfully supported community action in rural areas.

The HLF Board agreed a policy on sustainability in 2000, and HLF is involved in defining best practice for the sector through its membership of the Sustainable Heritage Group, part of the Pioneer Group on sustainability led by the DTLR.

This year HLF has published research into developing new audiences for the heritage and has contributed to the DCMS Statement on Social Inclusion, as well as making a full contribution to *Power of Place*. HLF launched the Your Heritage programme to make it easier and quicker to receive grants of up to £50,000, supported by easier access to pre-application advice. The extensive consultation on the draft strategic plan, *Broadening the Horizons of Heritage*, included local workshops across the country and explored concepts of heritage with people of all ages and varying experiences, in order to inform HLF's future priorities and delivery of grants.

The Durbar Wing at Osborne House re-opened to the public in 2001 following a two year conservation and re-presentation project by English Heritage. There is now a permanent exhibition of traditional and contemporary Indian crafts. English Heritage's work was underpinned by a consultation process involving experts in Indian art and members of the national and local Asian communities. Osborne House also played host to a programme of cultural events organised by Art Asia during Autumn 2001.





### Libraries, Museums, Galleries and Archives

In January 2001, DCMS published *Libraries, Museums, Galleries and Archives for All: Co-operating Across the Sectors to Tackle Social Exclusion*. This publication revises and brings together the draft social inclusion policies contained in two earlier consultation documents, *Libraries for All* and *Centres for Social Change*. The revised policy contains sixteen objectives grouped under four headings: overarching objective, access, outreach/audience development and agents of social change. The overarching objective is that social inclusion should be mainstreamed as a policy priority for all libraries, museums, galleries and archives. The policy also contains an action plan for implementation and Resource (the Council for Museums, Libraries and Archives) has been given responsibility for promoting the policy and encouraging activity within the sectors.



### Film

Meeting the needs of communities throughout England is central to the Film Council's policies. The Film Council launched its Lottery funded First Light Programme in May 2001. The programme aims to provide funding of up to £1 million a year to support digital short film projects aimed at helping young people gain experience and confidence in film-making. The Film Council's Regional Investment Fund for England has up to £6 million a year to invest in regional film schemes. Promoting cultural and ethnic diversity and countering social exclusion are central to the Fund.

### Broadcasting

In July 2001, the Broadcasting (Subtitling) Order 2001 came into force, setting a new target for the provision of subtitling on Digital Terrestrial Television services. The statutory target put in place by the Broadcasting Act 1996 was raised, from 50 percent of programmes by the tenth anniversary of the start of the service to 80 percent by the tenth anniversary. This target, plus those for signing and audio description set out in the 1996 Act, will be extended to digital cable and digital satellite channels as part of the forthcoming Communications Bill.

The Department also encouraged the industry to take forward proposals that it should voluntarily set up and fund a new independent trust, with the aim of supporting the prevention and treatment of problem gambling, and was pleased to note the substantial progress made during the year in this important area of social responsibility.

### Tourism

The national set of statistical indicators for sustainable tourism proposed in the Government's tourism strategy was completed and published with support from DCMS and monitoring of performance began. Work on developing tourism in rural areas intensified as a result of the foot-and-mouth outbreak, working closely with the Government Departments directly responsible for funding and with Regional Development Agencies.