



# Sustainable Development Strategy

February 2004

## Contents

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### Foreword

Estelle Morris, Minister for the Arts and DCMS Green Minister

### Summary

## 1 Introduction

DCMS and Sustainable Development

## 2 DCMS Sustainable Development Policy Statement

## 3 Action Plan

DCMS Progress Towards Sustainable Development

3.1 Sustainable policies

3.2 Sustainable estate management

3.3 Communicating sustainable development

- To our own staff
- To our associated bodies
- To the general public

## Foreword

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**The Rt Hon Estelle Morris MP**

**Minister for the Arts, Department for Culture, Media and Sport**

All Government Departments are producing strategies for sustainable development. This document sets out the approach taken by DCMS. In our action plan, we have grouped our objectives under the broad headings of **sustainable policies, sustainable estate management, and communicating sustainable development**. We have drawn from a wide range of case studies to illustrate our current involvement.

DCMS is unusual among government departments; we cover those “quality of life” issues people care passionately about, and enjoy. We value and safeguard all our cultural assets, and want to hand these on to future generations. Through the broad sweep of our policy interests – from the arts and sport through tourism, the distribution of lottery funds, the historic environment, museums and galleries and the Royal Parks – and the way we can help other departments deliver their objectives, we can have a major impact.

Possibly our greatest opportunity for potential influence for sustainable development lies in the capacity for informal learning within our sectors. Many of our associated bodies – museums and libraries come to mind immediately – are already aware of their unique position in being able to raise awareness and stimulate the public’s interest.

But we can do more. This strategy is just a start. Sustainable development will feature actively in our considerations as we move forward into the 2004 spending round, and in discussions with our Non Departmental Public Bodies as their funding agreements come up for review.

Ensuring a better quality of life for everyone, now and for future generations to come, lies at the heart of the Government’s sustainable development strategy. DCMS’s main strategic aim is to improve the quality of life, and that is key to our contribution to sustainable development.

**Estelle Morris**

## Summary

“To improve the quality of life for all through cultural and sporting activities, support the pursuit of excellence, and champion the tourism, creative and leisure industries.”

DCMS strategic aim, May 2003

DCMS and the bodies we sponsor have the opportunity to make an extremely positive difference to people’s lives, and to their quality of life.

We can:

- make sure that our major projects and showcase events demonstrate awareness of sustainable development principles;
- inform and educate the public, for example, through exhibitions and displays;
- make grants to other organisations which specialise in raising public awareness of sustainable development;
- improve general quality of life through addressing social exclusion and neighbourhood renewal; and
- lead by example, in very publicly demonstrating commitment to sustainable development in the way our organisations run their estates.

In all these areas, our greatest potential influence lies in the informal education capacity of our sectors, and their ability to raise public awareness of sustainable development. Unlocking this potential will help us to make sustainable development an integral part of DCMS’s broader aim; to improve the quality of life for all.



## Chapter One: Introduction DCMS and Sustainable Development

**DCMS** achieves sustainable development impact through the large number of Non Departmental Public Bodies (NDPBs) and associate bodies which it funds (including Arts Council England, English Heritage, Sport England, National Museums and Galleries, the National Lottery funding bodies, CABE, Royal Parks, the Media bodies, the National Endowment for Science, Technology and the Arts).

Adapted from *Sustainable Development in Government Report*, Nov 2002

**The Department for Culture, Media and Sport** is responsible for Government policy on the arts, sport, the National Lottery, tourism, libraries, museums and galleries, broadcasting, film, the music industry, press freedom and regulation, licensing, gambling, architecture and the historic environment.

We are also responsible for the listing of historic buildings and scheduling of ancient monuments, the export licensing of cultural goods, the management of the Government Art Collection and for The Royal Parks.

Around 97% of our budget is spent directly by the 65 bodies we sponsor.

**Sustainable development** is an overarching Government aim. The Department for Environment, Food and Rural Affairs, the leading

Government department for sustainable development, defines it as “meeting four objectives at the same time, in the UK and the world as a whole:

- social progress which recognises the needs of everyone;
- effective protection of the environment;
- prudent use of natural resources; and
- maintenance of high and stable levels of economic growth and employment”.

We can relate to all these.

In the **social** context, we foster enthusiasm for sport and make a vital contribution to the educational attainment of children and young people, to neighbourhood renewal and to health, criminal justice, employment and lifelong learning.

We have an undeniably large stake in the most fundamental part of sustainable development, the **environment**. We have interests which range from historic places, architecture, buildings, and landscapes to books and museum objects, paintings, music and drama.

We are responsible for the **natural resources** which form the basis of the tourism and heritage sectors and The Royal Parks. Their continuing sustainability is vital to the very existence of the enterprises concerned.

In **economic** terms, our sectors, including the media and tourism, provide employment for around 4.5 million people.

If sustainable development is to be successfully achieved, it must underlie the policies not only of DCMS, but of all departments. We all have to make sure that in achieving our strategic priorities, we also fulfil sustainable development aims.

## DCMS and Sustainable Development

### Education

DCMS sponsors a wide range of national bodies concerned with preserving, interpreting and presenting our culture in all its forms, past and present. They are able to communicate directly to the general public, both those in formal education and those engaged in simple recreation. They represent a means of improving public understanding of the underlying sustainable development issues in an accessible and positive way. This theme represents perhaps the key contribution which DCMS's sectors can make to the Government's overall sustainable development effort, and DCMS will continue to pursue it, in collaboration with the Department for Environment, Food and Rural Affairs and the Department for Education and Skills in particular.

We can illustrate further how DCMS relates to the wider context of sustainable development by

looking at **Creative Partnerships**, a key element of the Department's programme to achieve all four of our strategic priorities - **Children and Young People; Community; Economy; and Delivery**. Not only does this initiative "enhance access to a fuller cultural and sporting life for children and young people and give them the opportunity to develop their talents to the full", it also contributes directly to the sustainable development aims of social equity and economic growth. As levels of concentration and commitment increase through the stimulation of interest, so do these children's chances of gaining vocational qualifications, and their long-term chances of finding employment. If nothing else, being part of these projects may trigger a lifelong appreciation of the arts and creative industries, and so augment the audiences of the future.

### Creative Partnerships

During the first year, over 70,000 children in 16 areas of rural and urban deprivation took part in 892 projects across England. These were put in place by Arts Council England, which received £42 million funding from DCMS and the Department for Education and Skills to offer school children the chance to work with creative professionals and organizations. The initiative allows the children to develop their cultural and creative skills, enrich their learning across the whole curriculum and improve their engagement with school and learning. With a further commitment of £70m announced in June 2003, the programme will now be extended to 20 new

areas, and will be operating in around 50 out of the 88 Neighbourhood Renewal areas by 2006.

Opening up access for all to the country's sporting and cultural facilities is one of DCMS's key aims. Access is also a factor in social progress, which aims to recognise the needs of everyone. Surveys of communities have consistently shown that most residents see the provision of adequate facilities and opportunities related to sport, leisure, arts and cultural activities as a key quality of life issue, not just in diverting young people away from anti-social behaviour, but also in renewing and regenerating run-down and disadvantaged neighbourhoods.

### Neighbourhood Regeneration

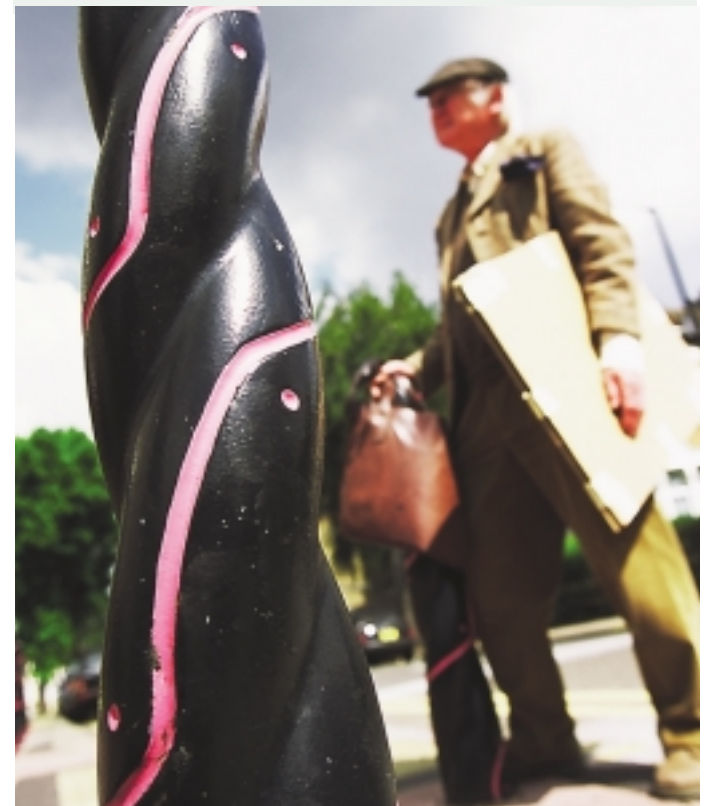
The significant role which our sectors could play in improving people's mental and physical environments was first set out in 1999 in the Policy Action Team report 'Arts and Sport', PAT 10. Since 1999 we have published access and inclusion strategies for a number of sectors, such as museums, archives and libraries, and the built heritage. Our intention, in all cases, is to raise the quality of life for individuals, groups and communities through long-term initiatives rather than through limited one-off interventions.

As a result, there are now a growing number of examples which show how successfully industrial heritage and the arts can be used as a catalyst for the redevelopment of an area, led by high profile projects like The Lowry in Salford Quays and the

Baltic Centre in Gateshead. Smaller scale developments, like Peckham's Bellenden Renewal Scheme reflect the way this approach can work on all levels to provide surroundings people can enjoy and feel proud to live in.

### Bellenden Area Renewal Scheme, Peckham

With the frequent and active involvement of the local people, Bellenden Area Renewal Scheme in Peckham, South London, has got local artists like Antony Gormley, sculptor of Angel of the North, to design street furniture like bollards and service covers. Some pavements are inscribed with poems, chosen by the residents. Zandra Rhodes has designed other street furniture, like bus stops and lampposts, and a patch of waste ground is now a wildlife garden, with murals by visual artist Tom Phillips.



Murals in Tom's distinctive style appear on street corner sites, as well as lampposts to his design. The local street market as visualised by the sculptress Sokari Douglas Camp reflects the culture of the large and long established Caribbean population in new metal gates, graceful new stalls and new bamboo screen style balconies for the houses overlooking the street, with a metal palm tree marking the market's centre. The shape of a pineapple top defined in coloured cobbles will be a focal pavement area. This new communal pride and identity with the area was recognised when Visit London awarded Bellenden the Local Tourism Initiative Award for 2003.



### The National Lottery's contribution

DCMS's directions to each of the bodies which distribute Lottery funding require them to "take account...of the need to further the objectives of sustainable development...[in] determining the persons to whom, the purposes for which and the conditions subject to which it distributes money" when making awards. The New Opportunities Fund's £125 million *Green Spaces and Sustainable*

*Communities* initiative is supporting thousands of sustainable development related projects. Ranging from involving communities in improving their local environments through recycling schemes, to providing new sources of renewable energy and better quality green spaces, these are just one aspect of NOF's programme to support sustainable communities. For example, The Fair Share Trust, part of a joint initiative with the Community Trust, aims to provide longer-term support to deprived communities which have missed out on their share of lottery funding in the past. Full details of NOF's approach are set in their policy statement, *Taking forward sustainable development*, published in October 2003.

The **Heritage Lottery Fund's** Young Roots programme was set up nationally in October 2002, to get 13 – 20 year olds involved in protecting, understanding and enjoying their community heritage. The projects are very diverse, ranging from researching the history of skateboarding to photographing local sites and interviewing senior citizens about their experiences during World War II, and successfully combine heritage with learning new skills.

### National Endowment for Science, Technology

and the Arts (NESTA) awarded a £155,000 Fellowship grant to **Futerra**, specialists in sustainable development motivation, to address perceived public apathy and ignorance about the

philosophy of sustainable development by making short films to be shown in cinemas, on video, at festivals and on the internet. Futerra's first two films, *One Minute* and *The Seasons Alter*, were premiered at BAFTA in July 2002, accompanied by a panel discussion on sustainable development, chaired by NESTA's then chairman, Lord Puttnam.

### The Built Environment – a key factor

A key factor in people's quality of life is whether they feel at ease in their surroundings. DCMS is concerned with improving surroundings both ancient and modern – making places more pleasant to live in generally. The built environment sector is already highly active in considering sustainable development.

The DCMS sponsored Commission for Architecture and the Built Environment (CABE) is currently investigating the ways in which a better designed built environment can deliver greater long-term value to society. *Wasted Space* is one of their most recent campaigns, seeking to develop waste spaces, adding to quality of life by adding beauty to the environment.

CABE has also just published *Creating Excellent Buildings: A Guide for Clients*. The advice and information provided goes through each stage of the process of delivering a building: preparation, design, construction and use, so that design quality is ensured through clients' decisions and actions. Sustainability is a guiding concept throughout.

An example of a building that meets sustainable targets is the Westborough Primary School and Nursery in Essex. The building is made largely of cardboard and timber, with 90% of the materials being recycled. The children helped to design the building and even collected the cardboard.

Case study: *Creating Excellent Buildings: A Guide for Clients*

CABE collaborated with **Sport England** to produce *Better Places for Sport*, a set of guidelines to help produce well designed sports facilities which are appropriate for their communities, and built according to sustainable principles.

### Sport

Participating in sport, whether as active player or as an observer, is one of the most widely enjoyed communal activities in this country. Sport has also unexploited potential as a powerful tool in contributing to sustainable development, not only because of the benefits to health, but in a wider context. For example, the positive effect of the Commonwealth Games in Manchester was immediately obvious, but the long-term impact has yet to be fully realised.

In 2002, **Manchester** benefited socially, economically and environmentally from holding the **Commonwealth Games**, which provided a unique opportunity to use sustainable development principles in a major events setting in this country. The Manchester 2002 Sustainability Strategy encouraged minimising

the impact on the environment through energy and resource management. By promoting and encouraging all forms of recycling, providing equipment and labour for the collection of recyclable materials on a daily basis and after each event, the objectives of Reduce, Reuse & Recycle were largely achieved.

A great deal of thought was put into using the Games and the development of new facilities to improve the urban environment. This has resulted in the regeneration of East Manchester, and 'greening' of areas around Sportcity. The long-term regenerative impact of the Games is still being assessed as part of a wider vision for sustainable after-use of venues, but initial findings suggest that the reclamation of a 146-hectare derelict site, improved transport through the Metrolink extension, combined with residential and commercial development, and new sports facilities, have created an important legacy for Manchester.

Recognising the increasingly significant role that the environment plays when bidding for and hosting sports events, UK Sport, the DCMS funded body responsible for major events, produced an environmental strategy, Practical Environmental Guidelines, in response to the 2000 Olympic Games in Sydney. These are being applied in full measure in our preparation for London's bid for the 2012 Olympic Games.

**London 2012** has adopted a comprehensive Environmental and Sustainability Policy to

ensure all decisions are passed through a "green filter" to optimise environmental protection and enhancement opportunities. It seeks to achieve measurable benchmarks of environmental quality – in biodiversity, air quality, waste management, energy and water quality.

London 2012 will address climate change issues by optimising the most carbon-efficient choices: use of public transport, rail and river freight; specifying non-polluting official car fleets, buses and service vehicles; energy efficiency in facility design, construction and operation; generating and using renewable energy; and ensuring a net gain in green space, wetlands and wildlife habitat. Such actions will also run alongside an Olympic Environmental and Sustainability Awareness Campaign and a long-term Sustainable Sport programme. Paying careful attention to establishing this infrastructure will provide a solid basis to drive the regeneration of this area of East London, and make it a sustainable community.

### The Royal Parks



The Royal Parks are a very special asset to the group of organisations associated with DCMS.

They are DCMS's only Agency and a flag bearer for sustainable development, encompassing the social, economic and environmental aspects of the principle within the wide range of activities they support.

Sometimes referred to as "the lungs of London", all the Parks have achieved the hard-won environmental standard ISO14001. Synonymous with "green housekeeping", conformity to this standard has major fundamental wide-ranging implications for any organisation. The Royal Parks are now working to 15 specific objectives, amongst which are targets for waste management, energy efficiency, catering policies, drainage, event management and the reduction of emissions from fleet vehicles.

### Green Power

100% of The Royal Parks' power comes from renewable sources. This means that The Royal Parks are **exempt from paying the Climate Change Levy** tax imposed on fossil fuel and natural gas generated electricity supplies. 71% of this electricity is 'Dark Green' (i.e. from zero emission sources, hydro and wind power). 21% is classed as 'Light Green Energy' and is obtained from Landfill Gas and Waste to Energy sources. The additional cost of purchasing renewable electricity is offset by the savings made by not having to pay the tax.

Community and education partnerships flourish throughout all eight parks. For example,

"Wildlife for All", a Heritage Lottery Fund partnership with the Royal Society for the Protection of Birds and the Black Environment Network, aims at bringing people from all over London closer to wildlife. Bushy Park has an Environmental Education Centre with 1.7 km of private nature trails for designated nature walks, including streams and ponds.

Since this opened in 1992, thousands of children have experienced the delights of pond dipping and searching for mini beasts. There are two classrooms, one with a trinocular microscope and large screen – perfect for in-depth study of finds and particularly helpful for the partially sighted and those with learning difficulties. Also available at Bushy is a range of specially adapted, dual-cycle bikes from Companion Cycles, giving freedom and mobility to those who might otherwise not be able to enjoy the park. Every day, tens of thousands of people jog, cycle, rollerblade, swim, rest and play in the eight Royal Parks. Other visitors prefer horse riding, bird watching, picnicking, playing hockey and tennis, and participating in living history walks or nature treks.

Other projects thrive on volunteer support. Thirty trained volunteers operate Liberty Drives, which in 2002 took 12,000 elderly, disabled and infirm people round in Hyde Park, using four electric buggies, two of which are specially designed to carry wheelchair bound passengers. DCMS staff volunteering to help with the Royal

Parks' biodiversity programme, led by their community ecologist, gain an extra day's leave. Surveying, monitoring and enhancement of biodiversity within The Royal Parks is ongoing, and involves local authorities, biodiversity partnerships and wildlife groups.

### Environmental Champions' Away Day



The first Away Day was held in Richmond Park on 17 October 2003. A representative group of Royal Parks staff, including the Chief Executive and his deputy, the Director of Parks, stayed with the group for most of the morning. They heard seven presentations in all, ranging from why sustainability is important, to how The Royal Parks manage various kinds of waste. The Head of Education and Community Development told how RPA promotes sustainability in the wider community. The Community Ecologist not only spoke about the theory of biodiversity, but later led the group on a walk to show them the principles in practice. When it came to lunch in the old Victorian schoolhouse, practical evidence of how the Park has encouraged its catering contractors to move towards sustainable food procurement was happily consumed. Then the

Shire horses uncomplainingly took the Champs for a trot through the park, in the dray.

Apart from being a Grade 1 Historic Landscape, Regent's Park contains the largest areas (99 acres) of outdoor sports pitches in central London, and welcomes almost 5 million visitors a year. A total renovation of the facilities is planned with newly configured and surfaced pitches, an energy-efficient sports pavilion and relandscaped areas to open up views and increase biodiversity around the boundaries.

### Inn The Park



When restaurateur Oliver Peyton's ecologically designed 200-seat 'Inn the Park' restaurant opens in St James's Park next spring (2004), as far as possible all food ingredients will be organic, British and seasonal. As part of the aim to keep "food miles" to a minimum, most products will come from named small English producers. The restaurant will source its seafood from Marine Stewardship Council approved fisheries, and some meat and poultry will come from the Rare Breeds Survival Trust. All cookery techniques will be as energy efficient as possible and the most ecologically sound packaging will be used, using

recycled materials wherever available.

Information on the ingredients used will be publicly presented in an educational, fun and original way. The sheer volume of produce used in the eight Royal Parks means that its environmental and ecological standards could have a wide-ranging impact. The restaurant, which has panoramic views over the lake, is being built from wood from sustainable sources, with a green roof mainly of grasses. The area between the building and the lake is being re-developed with species of native plants designed to increase bio-diversity.

We can give only a brief outline of The Royal Parks activities here. More details can be found in The Royal Parks annual report, and the section on the DCMS website, and from The Royal Parks website [www.royalparks.gov.uk](http://www.royalparks.gov.uk). Thanks to Tom Dixon for the image of Inn the Park, and to Pat Ealey for the photo of the environmental champions.

## Chapter Two: DCMS Sustainable Development Policy Statement

### Sustainable Development Policy Statement

DCMS will promote sustainable development within our sectors, and in accordance with our strategic priorities, monitoring departmental progress by acting in the following ways:

#### Policy Development

- ; Making sure that our objectives and PSA targets contribute to sustainable development;
- ; Screening our policies and proposals for their sustainable development implications through their anticipated economic, social and environmental impacts; adjusting policies wherever possible and practicable to lessen adverse impacts and promote positive ones;
- ; Encouraging Departmental Divisions, as appropriate, to identify sustainable development priorities in their business areas;
- ; Actively encouraging DCMS' sponsored bodies to identify sustainable development priorities for themselves and, where appropriate, their sectors, and to develop plans to address these.

#### Managing our Estate

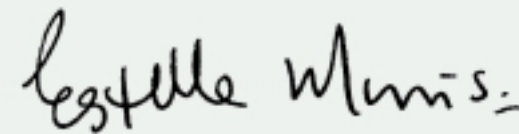
- ; Ensuring that DCMS complies fully and publicly with the requirements of the Framework for Sustainable Development on the Government Estate;
- ; Integrating sustainable development further into procurement activity;
- ; Establishing annual targets against which performance can be measured, monitoring and auditing progress through our Environmental Management System; ensuring through the EMS that DCMS is:
  - complying with all relevant environmental statutory requirements, official codes of practice and central government requirements;
  - conserving energy, water and natural resources and reducing waste through re-use and recycling where possible;
  - phasing out ozone depleting substances and minimising the release of atmospheric emissions that are damaging to health and the environment;
  - monitoring discharges to water and land, in order to reduce the risk of causing pollution;
  - minimising the causes of nuisance to neighbouring land users, including noise and litter;

- encouraging suppliers and contractors through tighter environmental specifications to develop environmentally preferable goods and services at competitive prices, and to be aware of any adverse affects on biodiversity
- seeking to encourage biodiversity;
- complying with our responsibilities in respect of our social impacts.

#### Communication

- ; Communicating our sustainable development policy to our employees, associated agencies and bodies, and other stakeholders;
- ; Educating and motivating our employees and contractors to understand the principles of sustainable development, to operate in an environmentally and socially responsible manner, and to conserve resources wherever practicable;
- ; Publishing DCMS sustainable development policy on our website;
- ; Publishing the performance of the Environmental Management System on our website and the intranet.

Signed:



Green Minister (DCMS)

**2.1** The policy statement above has been agreed by Estelle Morris, DCMS's Green Minister, and our Permanent Secretary, Sue Street, who have overall responsibility for sustainable development within the department. It applies to all parts of the Department, its functions, management and staff, and provides the overall framework for the action plan which follows in Chapter 3.

**2.2** This policy is commended to DCMS Agencies and Non-Departmental Bodies, as a basis for developing similar statements of their own. Policy development will be one consideration of the **DCMS Sustainable Development Forum** in which divisional policy-makers, key NDPBs and other sectoral contacts will share best practice and consider joint approaches to sustainable development issues.

**2.3** Policy-related work in sustainable development is driven by and coordinated through Strategy, Policy & Delivery (SPD), a central crosscutting division. SPD are responsible for briefing the Green Minister and senior officials, and act as first point of contact for the Department. Currently the Director of the Olympic Games Unit is also the senior DCMS Management Board official for all sustainable development issues. Responsibility for identifying priorities and delivering progress in individual sectors lies with relevant Heads of Division.

**2.4** The practical operations of DCMS's sustainable development policy which are reported against the Framework for improving the Government Estate (green housekeeping, energy use, sustainable procurement issues,

biodiversity and the social impacts of the departmental staff and buildings) are the responsibility of DCMS's Environmental Manager, in the Procurement and Property Services branch of the department's Personnel and Central Services Division. He supervises DCMS's Environmental Management System (EMS). The EMS is implemented through our estate management contractors, WSP, and our network of eight Environmental Champions, who are volunteers drawn from DCMS staff. The Environmental Manager chairs meetings of the Environmental Champions, and of the Environmental Steering Group (see below). He reports to the Management Board member who is Director for Corporate Services through the Head of Personnel and Central Services Division.

**2.5** The Environmental Champions discuss environmental policy at staff level, monthly. The Environmental Steering Group meets once every three months to discuss wider issues of implementing green housekeeping, procurement and sustainable development policies. Membership of the Steering Group includes representatives from Strategy, Policy and Delivery Division, Procurement, WSP, Personnel, Training and IT.

**2.6** Information from the Environmental Management System feeds in to the annual Sustainable Development in Government report, via the Framework for Sustainable Development of the Government Estate, which is the responsibility of the Department for Environment, Food and Rural Affairs.

## Chapter Three: DCMS Action Plan

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### Objective 1: Sustainable policy.

**Action 1.1:** screening and adjusting policies and PSA targets to embody sustainable development principles.

- We will take account of developments in the government's sustainable development agenda when making departmental submissions in the SR 2004 Spending Review, in accordance with Treasury guidelines, including guidance on integrated policy making from Cabinet Office and DEFRA.

**Action 1.2:** identifying sustainable development priorities within **DCMS policies**.

#### a) Tourism

We will:

- discuss the possible effects of Climate Change with key representatives of the tourism sector;
- monitor how effectively RDAs take up their new sustainable tourism responsibilities;
- ask the review of quality schemes to consider the inclusion of measures such as regulatory compliance; waste minimisation; public transport information and energy efficiency;
- review the national sustainable tourism statistical indicators;
- investigate how best to develop the former English Tourism Council's sustainable tourism website. One option under consideration is to

transfer its content to a leading education provider.

#### b) Sports and Recreation

We will:

- apply **Practical Environmental Guidelines**, UK Sport's environmental strategy for major events, to make sure that the social, economic and environmental aspects of regenerating the site are key features in the planning of all major events, including the **London 2012** bid to host the Olympic Games;
- encourage contractors engaged in building or renovating sports facilities to obtain materials from sustainable or renewable sources.

#### c) Architecture and Historic Environment

We will:

- work with **English Heritage** and the **Department for Environment, Food and Rural Affairs** to implement the action point in *A Force for our Future* to make the historic environment part of the remit of *Green Ministers*, by developing a target in which the historic environment features in the Framework for the Government Estate;
- work with **English Heritage** and the **Commission for Architecture and the Built Environment** to publicise the ways in which the built environment may be used as an exemplar of best practice in sustainable development.

#### d) Broadcasting, Media and Creative Industries

We will:

- continue the comprehensive environmental impact assessment of the new digital network;
- support the Media Sector Corporate Social Responsibility Forum set up by the industry, and encourage other media-related organisations to join;
- ask the media bodies for advice on how we can encourage them to promote sustainable development.

**On our website** - [www.culture.gov.uk](http://www.culture.gov.uk) - under the “education and social policy” section are details of individual VISIONS and ACTIONS for the following sectors:

*Tourism; Sport; Arts; Museums, Archives & Libraries; Architecture & the Historic Environment; The Royal Parks; Creative Industries; Media & Broadcasting; National Lottery.*

**Action 1.3:** encouraging **sponsored bodies** to develop sustainable development strategies and action plans.

- We will establish the **DCMS Sustainable Development Forum**, a network of representatives from DCMS policy areas and NDPBs. We will meet every two months for one year, starting in December 2003, to explore the potential for joint initiatives, develop our sustainable development strategies, share expertise, information and

good practice and harness the creativity in our sectors to promote innovation in the way sustainable development is promoted to the public. We want to devise at least one joint project.

- We will consult key members among our associated bodies to make sure that sustainable development is a feature of corporate planning arrangements.
- We expect **Sport England** to finalise and publish their sustainable development plan, currently in draft.

#### **Action 1.4:** working with **other Government Departments.**

- We are keen to work with the **Department for Environment, Food and Rural Affairs** and other Government colleagues to develop new sustainable development indicators which emphasise facilities and activities which enhance quality of life. A greater emphasis on participation in the enjoyable activities that DCMS promotes would provide a more positive approach and help change people’s perception of sustainable development.
- We will develop joint approaches to sustainable development with:
  - a) **Department for Education and Skills**, to achieve Objective 4 of DfES’s Action Plan for Sustainable Development by:
    - arranging a meeting **by January 2004**, to discuss how to strengthen opportunities for lifelong and

informal learning about sustainable development, particularly The Royal Parks’ plan to establish a Centre of Vocational Excellence (CoVE) for land based industries and craft skills in Regents Park in partnership with Capel Manor College; and

- discussing creative means of delivering children’s educational programmes and community projects for sustainable development in partnership with regional museums and others among our associated bodies. (Jointly funded grants of £2.5 million have already been designated to be shared between eleven national museums.)

- b) **Department for Environment, Food and Rural Affairs** and **UK Climate Impact Programme**, to engage our sectors in defining and implementing responses to climate change.

#### **DCMS and Climate Change**

Our climate is a major influence on the way we live, and the buildings we live in. Given that new buildings generally have life expectancy of 20 – 100 years, climate change is a current, not a future, issue here and needs to be taken into account for buildings being designed and constructed today.

**The Science Museum’s** major exhibition on the

effects and causes of Climate Change in the summer of 2002 attracted not only great interest within the UK but also over 800 responses from 13 countries including Nigeria, India and the United States of America; to illustrate the global impact, the Museum reported its findings to the Department of International Development in June 2003.

An even more difficult problem to address is how existing stock, and particularly the built heritage, can be made more resilient to withstand the effects of climatic conditions significantly different from those for which buildings were designed and constructed.

Just how very damaging the repercussions of climate change could be to this irreplaceable national resource was brought out at a seminar which we held in July 2002 in conjunction with the Department for Environment, Food and Rural Affairs and the UK Climate Impacts Programme (UKCIP). (Detailed report available on DCMS’s website.) The implications apply not only in revenue terms, where increasing amounts of public funding will be needed to maintain and preserve our national treasures, but culturally and educationally, where damage or the risk of damage will reduce the potential of the heritage sector to contribute to the cultural life of the country. In 2003, DCMS commissioned a scoping study and report (*Climate Change and the Historic Environment*) through English Heritage from University College London’s Centre for

Sustainable Heritage. Its findings contributed to the Department for Environment, Food and Rural Affairs' climate change departmental overview report to Ministers.

- c) **Department for Environment, Food and Rural Affairs**, to attend the next meeting of the Sustainable Development Network of Government Offices (**in February 2004**) to establish DCMS interests.
- d) **Office of the Deputy Prime Minister**, and **Commission for Architecture and the Built Environment (CABE)**, to make best use of our sectors' contribution to projects related to creating sustainable communities, especially in the regeneration of parks and the use of public space (ongoing).
- e) **Department for Trade and Industry**, and **English Heritage**, to help devise appropriate measures to improve energy efficiency in historic domestic dwellings, **by April 2004**.
- f) **Home Office**, to contribute to diversionary projects for potential young offenders, as part of our work with young people and communities in promoting constructive leisure activities (ongoing).

- g) **Department for Trade and Industry**, to raise awareness of sustainable development implications for creative industries and tourism (ongoing).

## Objective 2: Sustainable estate management.

### Sustainable timber

DCMS is the first Government Department to purchase significant quantities of wood furniture from fully certified and accredited sources, from BlueLine, Europe's first FSC certified office furniture manufacturer using sustainable timber. Its products are endorsed by the WWF as "the ethical and environmentally responsible choice in office furniture".

**Action 2.1:** ensuring DCMS complies with requirements of Framework for Sustainable Development on the Government Estate.

- We will **review progress annually each April** against the targets set by the lead department (DEFRA) in the Framework for improving the performance of the Government estate. We will publish details of our performance on the department's website.
- We will establish the practical features of our **Environmental Management System** to:
  - conserve energy - we aim to draw at least 60% of our electricity from renewable sources **by March 2004**;

- \*conserve water and natural resources; reduce waste through re-use and recycling, \*phase out ozone depleting substances, \*monitor discharges to water and land;
- encourage the enhancement of biodiversity through good building design and by carefully sourcing the products we purchase e.g. environmentally friendly alternative chemicals for cleaning and maintenance purposes; independently verified timber, recycled aggregates, and peat-free products;
- make sure all timber used in construction and maintenance work comes from verifiably certificated sources;
- make sure all procurement contracts include assessments of the tenderer's adoption of sustainable development principles and, through tighter environmental specifications, encourage suppliers and contractors to develop environmentally preferable goods and services at competitive prices;
- take account of our social and economic impacts on personnel; e.g. travel and work patterns, as well as our environmental impacts e.g. minimise any causes of nuisance to neighbours, including noise and litter.

(Where \* appears, baseline information has yet to be fully established)

- We will work with our facilities managers, WSP KS, and their contractors for mechanical and electrical engineering, cleaning, printing and stationery and security, to establish **by March 2004** base lines of data against which the progress of our Environmental Management System can be measured.
- We will comply with all relevant legislation and regulations, environmental statutory requirements, official codes of practice and central government requirements.
- We will make sure that environmental issues are incorporated within DCMS's Health & Safety audits; and that the Facilities Management checklist has been revised accordingly.

DCMS internal auditors include a question on environmental matters and sustainable development in their audits so that consideration of sustainable development is widened across DCMS.

## Objective 3: Communicating the benefits of sustainable development:

within the department, to associated bodies, and to the general public.

**Action 3.1:** communicating DCMS's sustainable development policies to departmental employees.

- We will offer training courses in motivation and promotion of sustainable development to our staff, commissioned from the specialist

body, Futerra. (The first course, which was also attended by representatives from NDPBs, was held on 14 November 2003.)

- We will hold workshops on sustainable procurement for key staff and contractors, twice a year.
- We will encourage the eight Environmental Champions to raise awareness among colleagues. The Champions are currently developing their own section on the departmental intranet, to be established by April 2004.
- We will support the Champions by arranging “Away Days” to take them to NDPB sites, to increase their knowledge of various approaches to sustainable development and exchange information on best practice.
- We will include information about DCMS’s sustainable development policy and the role of the Environmental Champions in the section for new entrants on the departmental intranet.

**Action 3.2:** communicating DCMS’s sustainable development policies to our associated bodies.

- We will encourage the organisations within our sectors to be aware of their corporate social responsibilities, and to publish annual progress reports.
- We will use the **Sustainable Development Forum** as a medium to develop the communication of our associated bodies’ sustainable development policies.

**Action 3.3:** communicating sustainable development principles to the general public.

- We will co-ordinate and promote projects across our NDPBs via the Sustainable Development Forum to stimulate interest in sustainable development among the general public.
- We will publicise the work of our associated bodies by establishing a section on sustainable development within the departmental website. This will display the strategy, and showcase case studies such as those following:

#### South Kensington Sustainability Forum

The Science Museum, The Royal Parks and the Natural History Museum set up the South Kensington Sustainability Forum in March 2003. Based in South Kensington and meeting every two months, the Forum promotes sustainable development in the local area and the wider community through the sharing of practical information and experience. Members now include the Royal Borough of Kensington and Chelsea, Westminster City Council, Imperial College, the Royal Geographical Society, the Royal Albert Hall, The Royal Botanical Gardens at Kew and the Crown estates. DCMS policy and operational staff attend meetings.

#### Art and Science Combine

Artists Heather Ackroyd and Dan Harvey produce “photosynthesis print” images – pictures “grown” on living grass canvases. They joined scientists at the Institute of Grassland and

Environmental Research to work with a “stay-green” variety of grass and, in the process, have contributed to research on how and why plants die. **NESTA** supported the artists’ second period as artists-in-residence at the Aberystwyth Institute, and funded a major exhibition of their photosynthesis photos at a London Gallery.

#### The Natural History Museum’s Department for Learning

writes and produces a range of Discovery guides that are used to provide a focus for visitors, exploring a particular theme e.g. *Piecing it together* explores ideas about how organisms interlink to ecosystems and how human activity can impact on these; *Resources unlimited* evaluates the processes of resource extraction and asks students to make judgements about waste disposal and new energy sources. The web site *Exploring biodiversity*, an interactive, on-line resource aimed at students aged 14 – 18 (although it will also appeal to a wide range of interested individuals) was launched in 2002. The site allows and encourages visitors to explore the benefits of biological diversity, patterns of UK biodiversity, the various ways in which biodiversity can be measured and to compare levels of biodiversity for different areas of the UK; from the widely acclaimed, recently opened **Darwin Centre**, presentations are recorded and may be viewed remotely via the Museum’s website ([www.nhm.ac.uk](http://www.nhm.ac.uk)).

#### Creative Planet

... is a major new National Museum of Science

and Industry project, covering a 545-acre site at Wroughton, near Swindon. Central to the project is a **national centre for sustainable development** – for exposition, explanation, research and development into sustainability. The unrivalled collections of NMSI will be used to deepen our understanding of the world in which we live and help lead us to a more sustainable future. It will be a major visitor and educational resource, a focus of research and development, and a centre of new business enterprises. It will also be a national information centre of sustainable technologies.

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