

AIM

Improve the quality of life for all through cultural and sporting activities, to support the pursuit of excellence, and champion the tourism, creative and leisure industries.

OBJECTIVES AND PERFORMANCE TARGETS

Objective I: increase participation in culture and sport and develop our sectors.

- 1. Enhance the take-up of sporting opportunities by 5-16 year olds by increasing the percentage of schoolchildren who spend a minimum of two hours each week on high quality PE and school sport within and beyond the curriculum from 25% in 2002 to 75% by 2006. JOINT TARGET WITH DfES*
- 2. Increase significantly the take-up of cultural and sporting opportunities by new users aged 20 and above from priority groups.*

Objective II: develop appropriate regulatory frameworks that protect consumers' interests and improve the productivity of our sectors.

- 3. Improve the productivity of the tourism, creative and leisure industries.*

Objective III: modernise delivery to the customer by ensuring that the Department and its sponsored bodies improve performance and pursue institutional excellence.

- 4. Improve significantly the value for money of the Department's sponsored bodies measured by a matrix of NDPB indicators.*

WHO IS RESPONSIBLE FOR DELIVERY?

The Secretary of State for Culture, Media and Sport is responsible for delivery of this PSA. The Secretary of State for Education and Skills is jointly responsible for target 1.

