

Department for Culture, Media and Sport

Annual Report 2004



**Department for Culture,
Media and Sport -
Departmental Report 2004**

Review Vol. 1
DCMS Sponsored Bodies Vol. 2

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Media and Sport and the Chief Secretary to the Treasury by
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Foreword

We have all had a busy year. I'm delighted that our major pieces of reforming legislation - the Communications Act and the Licensing Act - are now on the statute book. Both fulfil my goal of deregulating to allow business to prosper and thrive while vigorously protecting the interests of the citizen where we need to. We want to create an environment where our world-class broadcasters can continue to flourish and contribute even more to our economy and national life in the 21st century. A critical part of that landscape will be the BBC. We have started the process of reviewing the current Royal Charter which expires at the end of 2006. The one sure outcome is a strong BBC, independent of Government.

A great highlight this year was the launch of the UK's bid to host the 2012 Olympics in London. Barbara Cassani and her team are putting together a truly impressive bid. This is a tremendous opportunity to shout about the UK's ability to put on great sporting events. The Manchester Commonwealth Games proved how sport can inject its magic so that a whole area, a whole country, feels the benefit. The 2012 Olympics vision is to showcase the whole of the UK, to use the power of our fantastic cultural life and the vibrant differences of all the regions and countries of the UK to make London the obvious choice for the International Olympic Committee. As the Prime Minister said, "if they do us the honour of choosing us, we will not let them down".

A cultural Olympiad will be an important element of our bid. We saw this year in the European Capital of Culture competition the enormous transforming power of culture. None of the 12 bidding cities will let me forget that and we must continue to harness and use that power. From a personal perspective, I will never forget visiting Liverpool on the day we announced the result. I was truly overwhelmed by the sheer force of Liverpoolian pride in their winning city. We are now working towards a fantastic celebration in 2008 not only in Liverpool but throughout the UK.



Rt Hon.
Tessa Jowell MP
Secretary of State
for Culture,
Media and Sport

No one could disagree that the Lottery has transformed our national life in the nine years since it was established. During this year, we published proposals to ensure its continuing success into a second decade. The main ideas are to streamline distribution by merging the New Opportunities Fund and the Community Fund, to bring the work of the Lottery closer to the public who funds it and to galvanise energy and enthusiasm around the tenth birthday of the first draw in November 2004.

These are just some of my highlights of this year - I cannot mention them all. The Department for Culture, Media and Sport works across a very broad canvas. The foundation on which our work is built is the excellence of the sectors and institutions we deal with. Our national museums and galleries are preserving excellence for future generations and at the same time act as huge economic drivers to attract tourists to the UK. More people work in the creative industries than in the whole of the City of London. Many talented people work in all DCMS-sponsored sectors. Our job is to create the best environment for their work which in turn has benefits for the whole of society.

Tessa Jowell

Highlights

Olympic Bid

In May 2003 the Government announced its intention formally to support a London bid for the Olympic Games. We are working with the British Olympic Association, the Greater London Authority and others to support the bid. The London 2012 Bid Company is now fully operational and working hard to put together a world-class, winning bid. The first milestone for this came in January 2004 when all bidding cities were required to submit questionnaires to the International Olympic Committee. The winning city will be declared in July 2005.

BBC Charter Review

The BBC's current Charter, its seventh, expires on 31 December 2006. We have started on the comprehensive review that takes place about every ten years, to determine the future role, structure and funding of the BBC. All aspects of its activities will be covered, subject to the Government's firm commitment that the outcome will be a strong BBC, independent of Government. The Review was launched in December 2003 with a major public consultation, supported by an extensive programme of survey research and Ministerial visits around the UK, including public meetings and seminars with industry representatives.

European Capital of Culture competition

The Secretary of State announced in June 2003 that, following a competition originally involving 12 cities, Liverpool had been chosen as the UK's nomination for European Capital of Culture 2008. The EU has confirmed the nomination. We are keen to maintain the momentum in the other cities which bid to be Capital of Culture and welcome the Urban Cultural Programme launched in March by the Millennium Commission and Arts Council England, which will make a total of £15 million available for cultural projects in urban areas across the UK over the next two years.

Communications Act

The Communications Act received Royal Assent in July 2003. It is a major reform of regulation in the communications sector providing a modern regulatory framework that can respond to the market as it changes and will safeguard the interest of citizens and consumers. OFCOM, the new communications regulator, formally opened for business in December 2003.

Licensing Act

The Licensing Act received Royal Assent in July 2003. The Act reforms archaic licensing laws, strengthens competition and increases choice and flexibility for consumers. It introduces tough new measures to tackle alcohol-related crime and disorder and encourage a more civilised café-style culture in pubs and bars.

Tourism

The tourism industry continues its successful recovery. Visitor numbers are up, year on year. As part of the DCMS reform agenda, *VisitBritain* was created in 2003 to be a marketing focused organisation leading on the promotion of Britain internationally and England to domestic visitors. Already it has launched a number of campaigns, has overhauled its overseas operation and published the England marketing strategy. In the English regions, strategic responsibility for tourism has been given to the Regional Development Agencies and they have been tasked with drawing up sustainable tourism strategies for their regions. These, and the other strands of the tourism reform agenda, will be brought together in the Tourism Prospectus, an agreed statement of roles and responsibilities for Government and the industry, to be published in 2004.

Creative Partnerships

Last year *Creative Partnerships* completed its first full year of activities in schools in 16 areas around the country, developing long-term partnerships with a host of creative organisations, including architects, theatre companies, museums, recording studios and website designers. It has proved so successful that a new £70 million plan has just been announced, extending the scheme to a further 20 areas around the UK over the next two years.

British Film

Last year spending on UK film production reached £1.17 billion. Films included *Harry Potter and the Prisoner of Azkaban*, and *Bridget Jones: The Edge of Reason*. The £13 million of Lottery funding invested in the UK Film Council (UKFC) generated nearly £126 million, which represents a return of more than £9 million for every £1 million invested.

Libraries

Framework for the Future, the first ever national public libraries strategy, was published in February 2003. In the following year DCMS has been working closely with the Museums, Libraries and Archives Council (MLA), the Society of Chief Librarians, and other partners to help transform public library services to meet the needs of 21st century communities. MLA has produced an Action Plan backed by DCMS with £3 million over three years to start making the vision a reality.

The £100 million Lottery-funded *People's Network* programme means that 99.6% of public libraries in the UK are now online.

Lottery White Paper

Lottery reform

The Lottery has raised over £15 billion for good causes since the first draw in 1994. It has changed the face of Britain forever, inspiring, transforming and motivating. Our reform programme, set out in the White Paper published in July last year, aims to maintain that level of success into a second decade. The principle aims of reform are for the public to have more of a say in how lottery money is spent; to make it clearer where the money is going; and to get grants out more quickly and easily.

PE and School Sport

Our goal, shared with DfES, is to transform PE and school sport across England, by getting more children and young people involved. The target is for 75% of schoolchildren to participate in a minimum of two hours of high-quality PE and school sport each week by 2006. Roll-out of the supporting infrastructure is already under way. The number of specialist sports colleges opened has risen to 231 (including three sports academies) benefiting a quarter of a million pupils; and School Sport Partnerships have increased to 222, covering over 1,250 secondary schools and over 6,650 primary and special schools. We are on track for 400 which would provide national coverage by September 2006. 134 of the 150 Local Education Authorities (LEAs) now have at least one Partnership and 13% have 100% coverage. Data from schools involved in the first Partnerships (since September 2002) indicate that 61% of their pupils already take up their two-hour entitlement.

Museums, Galleries and The British Library

Our national galleries and museums and the British Library are the envy of the world and their collections are looked after by curators whose expertise is internationally respected. Last year 33 million visits were made to our national treasures, collections and special exhibitions, an increase of 40% since 1998. Amongst these were more than nine million overseas visitors. There were over 40 million visits to our sponsored museums' websites.

The *Renaissance in The Regions* project, designed to build capacity in key regional museums through educational and community activities, has been a great success. The Museum, Libraries and Archives Council (MLA), administers the project and DCMS has rolled-out £70 million for this, covering a four year period until the next spending review.

Diana Memorial Fountain

We have overseen the design and construction of a unique water feature to celebrate the life of Diana, Princess of Wales. This circular fountain, set into the landscape in Hyde Park, will be officially opened in July 2004.

September 11th Memorial Garden

The September 11th Memorial Garden in Grosvenor Square, London, dedicated to the memory of those who lost their lives in the terrorist attacks in the United States of America, was completed. The garden design was devised in conjunction with the Royal Parks, and landscape architects Land Use Consultants, following close consultations with the families of the UK victims and others. A ceremony for the families affected marked the opening of the garden on 11th September 2003, the second anniversary of the tragedy.