



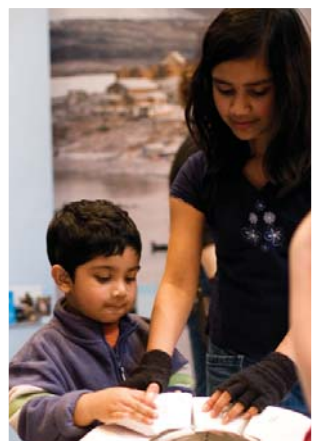
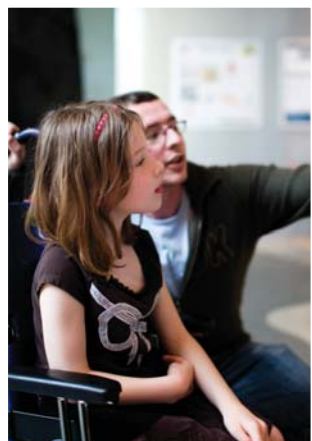
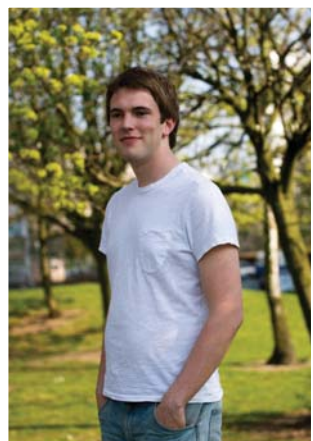
department for
culture, media
and sport

Annual Report 2007

improving
the quality
of life for all

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

As the Department for Culture, Media and Sport, we are responsible for Government policy on, or the management of: Architecture, Archives, Arts, Broadcasting, Creative industries, Export licensing of cultural goods, Film, Gambling, Government Art Collection, Historic buildings and sites, Humanitarian assistance, Libraries, Licensing, Museums and galleries, Music industry, National Lottery, Olympic Games and Paralympic Games 2012, Press freedom and regulation, Remembrance Day Ceremony at the Cenotaph, Royal Parks Agency, Sport, Tourism.



Department for Culture, Media and Sport



Annual Report 2007

Department for Culture,
Media and Sport –
Departmental Annual Report 2007

Presented to Parliament by the Secretary
of State for Culture, Media and Sport and
the Chief Secretary to the Treasury by
Command of Her Majesty, May 2007.

Cm 7104

£18.00

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About DCMS – the Department for Culture, Media and Sport

Our aim

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

Our responsibilities

Our responsibilities include the arts, sport, the National Lottery, tourism, libraries, museums and galleries, broadcasting, press freedom and regulation, licensing and gambling and the creative industries from film to the music industry.

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

As part of our commitment to sport, we are responsible for the 2012 Olympic Games and Paralympic Games.

We also manage humanitarian assistance in the event of a disaster, such as the London bombings, as well as the organisation of the annual Remembrance Day Ceremony at the Cenotaph.

In 2006, we took legislation through Parliament to reform the National Lottery and set up the Big Lottery Fund, which replaced three earlier grant-giving bodies.

We share responsibility for Ofcom (a public corporation) and the Design Council (an executive NDPB), with the Department of Trade and Industry (DTI). Our functions are delivered through our three public corporations, two public broadcasting authorities, one executive agency (the Royal Parks Agency) and 57 non-departmental public bodies (NDPBs).

Our objectives

Our strategic objectives are to:

Children and young people

Further enhance access to culture and sport for children and give them the opportunity to develop their talents to the full and enjoy the benefits of participation.

Communities

Increase and broaden the impact of culture and sport, to enrich individual lives, strengthen communities and improve the places where people live, now and for future generations.

Economy

Maximise the contribution that the tourism, creative and leisure industries can make to the economy.

Delivery

Modernise delivery by ensuring our sponsored bodies are efficient and work with others to meet the cultural and sporting needs of individuals and communities.

Olympics

Host an inspirational, safe and inclusive Olympic Games and Paralympic Games and leave a sustainable legacy for London and the UK.

Foreword

This year's Annual Report has a new format. It uses the words of people around the country to illustrate some of the changes in our society that DCMS has helped to bring about. It covers a busy year with some significant landmarks.

The BBC gained a Royal Charter and will soon have a new licence fee. Work to get the country ready to switch to digital TV is on track. And getting London ready for the 2012 London Games and Paralympic Games has moved ahead at an impressive rate.

We believe that the 2012 Olympics will be the greatest show on earth. The budget is now settled; we're way ahead of where Athens or Sydney were when they were planning their Olympics, as work has already started on the London site; we are developing a Cultural Olympiad – a four-year celebration of the UK's cultural life; and are taking full advantage of the opportunity to boost the UK economy by transforming one of the most deprived parts of the country – the Lower Lea Valley, in East London.

After 2012, London and the UK will never be the same again. The Olympics will leave an impressive legacy of regeneration. They will create new facilities, a new city and a new national mood of optimism and excitement about sport, culture, our environment and design.

Success in the arts continues to thrive – as culture and creativity are at the heart of our lives in the UK. Record numbers of the public are attending exhibitions and British artists and performers are winning awards and acclaim all over the world. This is supported by the Prime Minister, Tony Blair, who heralded a 'golden age' in the arts and creative industries. High expectations, and the knowledge that the UK can become – and remain – the world hub for culture and creativity are the rationale behind our continuing case for public investment to keep us there.

Since 1997, the UK's cultural life and creative industries have been transformed. Record investment from the Government and soaring private sector support have reaped a high dividend that has touched the lives of a large proportion of the UK population. The arts impact in many key areas of Government policy including education, regeneration, youth engagement and tackling social exclusion.

I want to thank all the staff at DCMS and our colleagues at our partner organisations. This includes the ministerial team – Richard Caborn, David Lammy and Shaun Woodward. I would also like to welcome our new Permanent Secretary Jonathan Stephens, who joins us from the Treasury. He has already settled into his post admirably and is destined to be a huge asset to the Department.

Tessa Jowell

Rt Hon Tessa Jowell MP
Secretary of State for Culture,
Media and Sport, and Minister
for the Olympics



Foreword

This is the Department's first Annual Report to Parliament since I was appointed Permanent Secretary. Most of this year's achievements were secured under the leadership of my predecessor, Dame Sue Street, who led the Department so effectively from 2001 to 2006.

In my first five months in DCMS I have been impressed by the enormous scope of this relatively small Department. In my first month alone I visited the Olympic site for the first time, viewed the collections at the V&A and Tate and stared into the football sized eye of a giant squid at the Natural History Museum.

Alongside this extraordinary diversity, DCMS has continued to deliver over the last year. Work on the Olympics has progressed apace, with the development of the Olympic Park remaining on schedule and £200 million funding allocated by the Treasury to support our elite athletes in their preparation for the Games. We delivered a new Charter for the BBC, which will make it stronger and more independent, and agreed the new Licence Fee settlement. We exceeded our PSA target of 75 per cent of school children spending a minimum of two hours a week on sport, and we launched a major review of how we protect our national heritage with the publication of the Heritage White Paper.

More will be expected of us in the future and I am committed to ensuring that the Department fulfils its potential. The Department's first Capability Review provided a great opportunity to focus on how we do this. I want DCMS to be clear about the value we add to our sectors and be driven by clear, consistent priorities. We should capitalise on our size by ensuring that it allows us to act quickly and be agile in reallocating resources, and we need to develop a more integrated and strategic approach to working with our sponsored bodies.

The Capability Review Team recognised the great talent, motivation and potential of our staff. Our successes are down to their commitment and contribution, working alongside our Ministerial team.



Jonathan Stephens
Permanent Secretary

