



department for
culture, media
and sport

Secretary of State Report on Disability Equality

Department for Culture, Media and Sport

December 2008

improving
the quality
of life for all

Our aim is 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.

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Foreword by the Secretary of State

Improving the quality of people's lives is at the heart of the work of my department so I am very pleased to report on the progress we have made towards improving equality of opportunity for disabled people in our policy sectors since the introduction of the disability equality duties in 2006.

I believe that everyone should have the opportunity to participate in the best that our sectors have to offer, as well as everyday activities like following a game of football on TV or radio, finding comfortable holiday accommodation or visiting a local library or museum. We know that disabled people often face barriers in participating in our sectors to the same extent as others. This report describes some of the excellent work that has been done to remove those barriers, though I acknowledge that there is still plenty more to do.

Sharing the achievements of disabled people is critical to changing attitudes and expectations. I am sure that anybody who witnessed the determination and prowess of our Paralympian sportsmen and women at the Beijing Games must have been as thrilled and moved by their success as I was. We want to build on that to encourage disabled people – and particularly disabled children – to experience sport and the cultural events on offer in the lead up to 2012.

We cannot do any of this alone. We will continue to work with colleagues across central and local government, with our public bodies and with other organisations working in our sectors. And we will continue to listen to what disabled people tell us about their experiences and their expectations as we look to build a society where everyone can play a full part in the cultural and sporting life of our nation.



Andy Burnham

Secretary of State for Culture, Media and Sport

Executive Summary

This report is produced by the Secretary of State for the Department for Culture, Media, and Sport, Andy Burnham and covers the policy sectors for which he is responsible. We have also included a report on progress on the Olympic and Paralympic Games, led by Tessa Jowell, Minister for the Olympics.

The duty on public authorities to publish a Disability Equality Scheme, to involve disabled people in developing those schemes and to report annually on progress has focused specific attention on meeting the needs of disabled people in our policy development and delivery.

Structure of the Report

Each chapter in this report covers a specific policy area. It briefly describes the public bodies working in the policy sector and the key partners we work with who have an interest in promoting disability equality. The second part of each chapter outlines what steps public authorities in the various policy sectors are taking to make further progress towards disability equality.

Progress on disability equality is summarised in each chapter by sector. We have included case studies to illustrate what has been achieved and what this has meant for individual disabled people. We also describe the data we have collected and our analysis of that data. Each section concludes with a description of next steps including, where appropriate, how we are working and will work with our partners to ensure that co-ordinated action will be taken where a need is identified to do so.

Involvement of Disabled People

Disabled people have been consulted as part of producing this report. Members of our Disability Reference Group were invited to comment on an early draft of the report and invited to offer case studies to illustrate what can be achieved where best practice is developed and adopted. We also invited comments from Equality 2025, an advisory body which gives disabled people a direct voice into the Government.

Key Findings

Our review of progress on disability equality across our policy sectors has allowed us to take stock of what we have achieved so far, where we are doing well and where we might do better. It is clear that there are pockets of excellence in our sectors and opportunities to promote that learning more widely. We have also identified gaps in our knowledge that we want to fill so that we can target our resources more effectively for maximum impact.

Our Disability Reference Group drew particular attention to the following issues:

- The importance of disability training for employees and disabled staff- to create a sense of belonging for disabled people to the sector's institutions.
- Addressing disability issues should be led widely from the top of the organisation to ensure follow through and progression of disability policy.
- Effort to increase the appointment of disabled people to the Boards of Public Bodies is very much welcomed. Ensuring that appointments are advertised within the specialist press and more widely is critical. There should be a focus on skills needed rather than experience, followed through with effective training to support new appointees.
- The involvement of disabled people in decision making at all levels would help to improve service provision and help in addressing conflicts of interest such as conservation versus access.
- We should learn from examples of best practice and identify what the drivers are in those cases.
- Analysis of evidence is critical to understanding the issues for disabled people and how to address them through informed policy making.
- Regular assessment and post implementation evaluation are key to embedding effective disability policy.
- Incentives should be provided for embedding and evaluating the effectiveness of a policy on disability to steer away from the tick box policy activity that some times takes place.

Next Steps

DCMS aims to stimulate, nurture, develop and sustain the widest possible range of creative, cultural and sporting inputs to improve the quality of life through the work of our sectors. And we want to give everyone the best possible opportunity to fulfil their creative, cultural and sporting potential. We are exploring how to draw together our policy work on diversity into a more strategic programme of work with the aim of delivering a step change in equality of opportunity. As this report shows, we have made progress in a number of areas and continue to encourage the key bodies in our sectors to offer equality of opportunity and access. Key programmes are outlined below:

Excellence in the Arts

We are now taking forward a programme of work to implement the recommendations made in "Supporting Excellence in the Arts: From Measurement to Judgement". Wider audience engagement is an intrinsic theme of the review and therefore an important part of what makes a cultural institution excellent. As such, we are firmly committed to delivering an implementation programme that values the principles of equality and access. For example, as part of a new system of self-assessment and peer review for NDPB museums currently in development, DCMS is asking the peer review teams to critically assess the equality schemes of each museum and to consider the quality of access for all users.

Digital Switchover

We aim to ensure everyone has the opportunity to enjoy the benefits of digital television. The Switchover Help Scheme established by Government and administered by the BBC, provides practical help to eligible individuals who are 75 years old or over, or who are severely disabled, or are registered blind or partially-sighted or are normally resident in a care home. The Scheme offers an end-to-end package of support including equipment, help with installation if needed and aftercare. Those outside the Scheme, who may still need some additional assistance, can get help from the digital outreach programme set up by Digital UK. The digital outreach programme will offer help to those not eligible for the Help Scheme. The programme will deliver information and advice to consumers who are hard to reach or potentially vulnerable during the switchover, including individuals with sensory, mobility and/or dexterity impairments, learning difficulties, those who experience mental health problems or are socially isolated.

Olympic Games and Paralympic Games

The London 2012 Olympic Games and Paralympic Games will be accessible to all, and will promote inclusion, positive attitudes towards, and the active participation of disabled people. The Paralympic Games will be an opportunity to raise the profile and accessibility to Paralympic sports, and they will be the inspiration and incentive for a generation of future Paralympians.

The target of getting 2 million more people active by 2012 includes disabled people. The flagship programme to make sport a part of every young person's day by 2012 includes a new network of 450 disability multi-sports clubs through School Sport Partnerships.

The 2012 London Olympic Games and Paralympic Games provides us with a unique opportunity to show case all that Britain has to offer – both to new visitors and to the large number of people who take holidays at home. It is a unique opportunity to ensure that our accommodation and tourism facilities match the best in the world. Providing better facilities for disabled people is an important strand of that vision as set out in our tourism strategy "Winning". As part of that work DCMS has set up a forum from a wide cross section of the tourism industry including VisitBritain, the RDAs, local government, the third sector and businesses to drive this forward.

Research

Our Taking Part Survey has yielded valuable data about levers and barriers to participation by disabled people in our sectors. A separate report "Culture on Demand: ways to engage a broader audience" published in July 2007 provided further insights.

From 2008, the sample size of the survey has been reduced. DCMS is therefore working with ODI to include questions in a survey, which they will be running in July 2009. This, along with investing in the new UKHLS survey will provide useful data on participation about how engagement is more or less relevant to different people at different life stages. In addition to this, the DCMS Joint Research Board is currently commissioning a project specifically on levers/barriers which will include examining diversity groups.

UN Convention on Disability Rights

Publication of this report comes at a time when the Government has further demonstrated its commitment to improve the lives of disabled people through its intention to ratify the UN Convention on the Rights of Disabled People. This Convention aims to secure for the estimated 650 million disabled people across the world the same human rights as non-disabled people have – and on an equal basis with them.

Through the Convention, both internationally and in the UK, disabled people have a clear statement that they enjoy the same fundamental human rights as everyone else and ensuring this is an essential part of our commitment to creating a positive human rights culture in the UK both at a general level, and in particular for disabled people.

The principles on which the Convention is based, underpin the UK approach to disability equality, and the Disability Equality Duty is an important part of the process through which we will know that we are achieving success.

Acknowledgements

We would like to thank members of our Disability Reference Group -David Bonnett, Colin Chaytors, Chris Hammond, Sir William Lawrence, Ruth Myers, Bob Twitchin, June Bretheron and Tim Reedy (staff member) for the valuable contribution they made towards drafting this report and for the support and advice they offered to the drafting team.

Introduction

The Department for Culture, Media and Sport aims to improve the quality of life for all through cultural and sporting activities, to support the pursuit of excellence and to champion tourism, creative and leisure industries. In pursuing this aim, we are committed to ensuring that equality considerations are central to all that we do.

Our core values include developing talent from a wide range of backgrounds and encouraging diversity in our sectors.

Our Responsibilities

Andy Burnham is Secretary of State for Culture, Media and Sport, supported by Barbara Follett (Minister for Culture, Creative Industries and Tourism), Gerry Sutcliffe (Minister for Sport) and Stephen Carter (Minister for Communications, Technology and Broadcasting, working jointly for DCMS and the Department for Business, Enterprise & Regulatory Reform (BERR)).

The Minister for the Olympics is Tessa Jowell working out of the Cabinet Office. She has direct responsibility for delivery of the Government's overall Olympic programme and reports to the Prime Minister. She also has responsibility for Humanitarian Assistance, which involves providing care and support to victims of major disasters both at home and abroad. Tessa Jowell is supported by DCMS staff in the Government Olympic Executive and the Humanitarian Assistance Unit.

Our Aims and Objectives

The 2004 Spending Review set a target (PSA 3) for the period ending March 2008 to increase participation in and access to sporting and cultural activities for priority groups with a history of lower participation rates. Data on progress on participation by disabled people for the period ending March 2008 will be published on 11th December 2008 and will be available on the DCMS website.

As part of the Comprehensive Spending Review 2007, the Government changed the framework of Public Service Agreements (PSAs). Each PSA has a Delivery Agreement that sets out plans for delivery and the role of key partners. The complete set of Delivery Agreements is published on the [HM Treasury website](#).

DCMS leads on one PSA (Olympics and PE & School Sport) and contributes to six others. The aim of this PSA is to:

"Deliver a successful Olympic Games and Paralympic Games with a sustainable legacy and get more children and young people taking part in high quality PE and sport." Among the supporting indicators for this PSA is one to increase public participation in cultural and community activities across the UK and participation in sporting activities both in the UK and other countries, particularly those in development.

DCMS also contributes to other PSAs. We contribute to PSA 15 (Priority Action 3: to increase participation in public life) by working closely with Sport England, Arts Council England, the Museums, Libraries and Archives Council, English Heritage and others at national, regional and local level to promote participation and formal volunteering across the cultural and sporting sectors. The Department will focus on those groups who are currently under represented or otherwise excluded.¹ PSA 21 on Cohesive, Empowered and Active Communities' also includes a supporting indicator on increasing the percentage of people participating in culture or sport, led by DCMS.

Departmental Strategic Objectives (DSOs)

As part of the settlement, the Department agreed a new set of strategic objectives for the CSR period. They are designed to complement the Public Service Agreements and will help to deliver the Department's priorities.

Progress will be measured by an accompanying set of indicators, available on the DCMS website www.culture.gov.uk. The new objectives for 2008-2011 are:

- Opportunity: Encourage more widespread enjoyment of culture, media and sport
- Excellence: Support talent and excellence in culture, media and sport
- Economic impact: Realise the economic benefits of the Department's sectors
- Olympics: Deliver a successful and inspirational Olympic and Paralympic Games with a sustainable legacy

Performance Reporting

DCMS reports progress against PSAs (and from 2008, the DSOs) in our **Departmental Annual Report** and **Autumn Performance Report**.

These are cross-government outcomes which will be met both through the Department delivering against its Departmental Strategic Objectives and through the contributions of its partners, both in Whitehall and across the private and voluntary sectors.

Disability Equality Duty

The Disability Equality Duty came into force in December 2006. The Duty places a requirement on all public bodies to promote equality of opportunity for disabled people. It requires public bodies to consider the needs of all sectors of the society they serve, and how they make sure they are delivering services, and carrying out functions, in a way that promotes greater equality for disabled people. Annex 1 lists the public authorities for which DCMS is responsible

Regulations place a specific duty on key Secretaries of State, to publish a report that:

- a. gives an overview of progress made by the public authorities operating in the relevant policy sector towards equality of opportunity between disabled people and other people
- b. sets out the proposals for the co ordination of action by public authorities operating in that sector so as to bring about further progress towards equality of opportunity between disabled people and other people.

¹ Paragraph 3.44 of the Delivery Agreement

The first report will be published on 1 December 2008, and subsequent reports published at three-yearly intervals.

The purpose of these reports is to prompt strategic leadership on disability equality across key elements of the broad public sector. They involve consideration of the progress of other government departments where responsibilities are shared, and identify gaps in provision or particular trends or barriers, and opportunities for public authorities to work more effectively in partnership with each other to deliver highly effective services.

Note on definitions

The definitions of disability used throughout this report are dependent upon the available data and therefore vary. The Office for Disability Issues is currently working with the Office for National Statistics, other Government departments, and key external stakeholders to develop a consistent definition of disability which can be used across all Governmental surveys. This work involves developing a suite of questions which can identify people who are likely to have rights under the Disability Discrimination Act (1995 as amended) and will include a breakdown by impairment type. There will also be an optional question on barriers which will provide more information on the barriers faced by people with impairments and may be used to improve the provision of public services.

More information on the Taking Part Survey is available on the DCMS website.

Chapter 1: Arts

DCMS provides funding for the arts in England, sets arts policy and supports arts based initiatives, often in collaboration with other government departments. Through our investment in Arts Council England, we encourage the national arts companies to pursue excellence, expand access to the arts, link with important initiatives and collaborate with other organisations. We aim to broaden access for all to a rich and varied artistic and cultural life, ensure that everyone has the opportunity to develop artistic talent and to achieve excellence in the arts, develop the educational potential of all the nation's artistic and cultural resources, and reduce the number of those who feel excluded from society, by using the arts.

OUR SPONSORED BODIES

Arts Council England

Arts Council England is responsible for developing the arts in England. It distributes public money from the Government and the National Lottery to artists and arts organisations. It also provides advice and information, commissions research and forges partnerships that benefit the arts sector. The Arts Council currently runs five funding programmes: Grants to Organisations; Grants to Individuals; Grants for National Touring; Grants for Stabilisation and Recovery; Arts Capital Programme. The Arts Council has nine regional offices, which are responsible for agreement of regional strategies, plans and priorities, approval of regional investment plans and agreement of regional annual budgets.

Grants for the Arts (GftA)

Grants for the Arts are for individuals, arts organisations and other people who use the arts in their work; and for activities carried out over a set period and which engage people in England in arts activities, and help artists and arts organisations in England carry out their work. Grants for the Arts is funded by the National Lottery. In 2007/08, 2.5% of organisations receiving GftA awards were disability-led organisations.² In the same year, 6.8% of GftA awards to individuals were made to disabled artists.

Regularly Funded Organisations (RFOs)

Arts Council England regularly funds around 880 arts organisations on a three-year basis, investing £350million per annum by 2010/11. This support helps to bring high quality work to a wide range of people – as both audience and participants. In 2007/08, 6 of the RFOs met the Arts Council's definition as disabled-led, approx 0.7% of the total portfolio.³ Of the RFOs, 38 define themselves as disabled-led. There were 62 RFOs where 50% or more of activity was disability-focused.

² & ³ ACE definition of disabled led: Self declare as disabled led, and 50%+ of their management are disabled

In 2006/07, the Arts Council received a full submission from 905 RFOs, representing around 92% of the portfolio numerically and around 97% of the value of regular funding grants made. For those 905 RFOs:

- 2% of permanent staff were reported as being disabled, the same was true of contractual staff and this breakdown remained the same as in 2005/06.
- 4% of board members were reported as being disabled.
- Arts Council England does not currently collect data on the disability status of Chief Executives.

According to the 2007 Footprint Report from Creative and Cultural Skills (the Sector Skills Council for Advertising, Crafts, Cultural Heritage, Design, Music, Performing, Literary and Visual Arts), of an estimated 186,580 people working in the Arts sector in the UK (visual, performing and literary arts) 12.6% (or 23,430) are DDA disabled and/or have a work-limiting disability.

OUR PARTNERS

In October 2007, the Secretary of State, then James Purnell, convened an Arts and Diversity seminar in which he met representatives of the arts sector who work to promote diversity or create diverse artistic work. The seminar brought together a cross-section of the arts sector, including representatives from leading BME organisations and disability-focused groups across the artforms. Key issues which emerged from the discussion were: leadership; content of artistic work; disability not being on the inclusion/equality agenda; and working with the 'mainstream'. There was a consensus that major arts institutions needed to be part of the dialogue and a follow-up seminar was arranged to include them.

The follow-up seminar with representatives from the major cultural institutions (including Tate, Sage, Barbican, Southbank Centre, Opera North, V&A and others, in addition to the diversity arts specialists) was held in January 2008 to discuss the themes of leadership, artistic content and audiences. Participants have now been charged with developing a cultural diversity network and building partnerships between the diverse organisations and the major arts institutions. Further details are included in the Next Steps section.

Key regularly funded organisations focusing on disability are:

- **Shape** aims to increase access to the arts and cultural industries for disabled and deaf people, as audience members, participants and artists. It also works with London's arts sector, providing services such as access auditing and disability equality training.
- **Graeae Theatre** is the UK's leading disability theatre company. It is known for creating and touring cutting-edge work as well as training disabled theatre practitioners. Arts Council funding supports core costs and any training and education programmes.
- **Heart 'n Soul** is a nationally significant disability arts organisation, working with artists and audiences with learning disabilities. It devises high-quality performing arts for diverse audiences and also develops progressive training and employment opportunities through wide-ranging programmes, including touring productions, cultural events and creative development.

- **Full Circle Arts**, based in Manchester, is a resource and development agency for disability arts. It works in partnership with key agencies to provide training, employment, information and advice for disabled people in the arts.
- **North West Disability Arts Forum (NWDAF)** is an agency for deaf and disability arts based in Liverpool. It works with other agencies, so deaf and disabled people can become involved in the arts through projects, training, information and advice. It runs Da Da Fest, the annual Disability Arts Festival.
- **Dada South** is a disability arts development organisation for the region. It secures opportunities and employment for disabled artists and ensures different disabled communities have access to the arts at all levels.

PROGRESS

The Arts Council has a national overarching Disability Equality Scheme (DES) and action plan in place, along with regional disability equality action plans. The development of the Arts Council's DES has seen engagement with over 200 disabled people and involved the development of a sector reference group, which commissioned itself to research and develop thinking around the issues pertinent to disabled people in the arts. The Arts Council has involved disabled consultants in its Equality Impact Assessments, and as part of the development of their regional disability equality action plans there has been engagement with disabled and deaf people. A programme is currently underway to provide all Arts Council staff with disability equality training. Approximately 40% of staff have received this mandatory training, and this will be complete by the end of 2008. A programme of Equality Impact Assessment training is also currently being undertaken.

The Arts Council will have a stronger evidence base following evaluation at the end of the second year of their disability equality scheme in December 2008. They are setting-up regional and national Independent Disability Advisory Groups (IDAGs) to review the progress of the DES to date. The Arts Council will be advertising nationally for the IDAGs in November 2008.

In addition:

- Arts Council England has increased funding to disabled-led and disability-focused RFOs.
- There has been an increase in take up of GftA by deaf and disabled artists. An easy-read GftA application pack will be introduced in early 2009.
- National Capital access good practice guidance has been updated and will be accompanied by a seminar programme in spring 2009.

Cultural Leadership Programme

The Cultural Leadership Programme (CLP) is an investment in excellence in leadership across the creative and cultural industries, which is targeted to strengthen the impact of these sectors through investing in its leadership now and for the future. CLP, which was launched with a budget of £12m from the Treasury in 2006 and secured a further £10m Arts Council investment for 2008-2011, is running a number of initiatives to support the development of disabled leaders. Current activities include:

- the **Disability Action Learning Intelligence hub (DALI)**, which explores disability leadership through action learning. Leading Edge is another network which is focussed on developing a leadership infrastructure for learning disabled artists.
- **High Time**, a seminar on dialogues in leadership and disability, was held at the Royal Opera House in January 2008 bringing together a range of disabled and Deaf leaders in the arts and cultural industries. Many of these initiatives are led, managed and delivered by disabled people.
- **Sync**, as part of the Cultural Leadership Programme is interested in the interplay between leadership and disability; it aims to energise, inform and ultimately change disabled and Deaf people's relationship with leadership, by offering information and support, encouraging dialogue and designing leadership interventions. Sync is about providing information about leadership development in ways that are accessible and relevant.

Case Study: Invest to save "See a Voice Project"

See a Voice is a joint project between STAGETEXT, providers of captioning services in theatres, and VocalEyes, providers of audio description services for arts events, to empower theatres to improve their accessibility to people with sensory disabilities. The project has been funded by Round 8 of the Treasury's Invest to Save budget (£725,000) and the Arts Council's Grants for the Arts National Activities (£300,000).

Many theatres pay STAGETEXT and VocalEyes to provide captioning and audio description services on a fee per performance basis. This is costly for theatres and those who do not currently provide the services cite expense as the main reason for not offering assisted performances. The aim of 'See a Voice' is to enable venues to offer good quality assisted performances at a lower cost, to enhance their customer care and communication tactics, and to increase and sustain attendance levels by deaf, deafened, hard of hearing, partially sighted and blind people.

The project set out to explore how theatres and other arts venues could work in partnership. There are 26 venues/organisations currently signed up across 8 hubs (London North, London South, Birmingham, Liverpool, Keswick, Newcastle, Suffolk/Essex and Oxford). The 'efficiency hubs' currently operating are lowering the cost to hub venues and are broadening the programme of arts events made available to deaf, hard of hearing, blind and partially sighted audiences. Recently the Theatre by the Lake (Keswick) became the first rural venue in Cumbria to offer captioning with help from See a Voice.

The project will come to an end at the end of the 2009/10 financial year, and there will be some important lessons learnt about how theatres and companies can be helped to develop their own high quality assisted performances. See a Voice are tendering for an external evaluator and will determine how best to disseminate the evaluation and lessons learnt before the end of the project. They are also working on a legacy plan to ensure the sustainability of the hubs and the continuation of engagement with the end user.

Following evaluation of the project, they will make material available relating to the following areas of activity: increasing commitment to access among senior management; box office system set-up to enable data capture; marketing strategy toolkits; captioner and audio describer training and CPD; quality assurance; equipment set-up; research into staff customer care training using online technology; a "one-stop-shop" information site for disabled theatre goers, and alternative methods of captioning and audio description provision, such as remote provision.

MEASURING PROGRESS

Latest data from the Taking Part survey show that there appears to be no statistically significant change in levels of attendance and participation from the baseline. The Arts Council have put in place a number of initiatives towards delivery of this target, and we hope to see a larger shift of levels of attendance and participation at a later stage.

We know from the Taking Part survey that 66% of people attend an arts event at least once a year. The Arts Council RFO portfolio attracted 47.5m attendances in 2005/06, while voluntary and amateur arts groups attract approx 159m attendances a year. The private sector, education sector, religious groups and people attending art independently of any formally organised group will account for a large proportion of attendance, but we do not have data for this.

Taking Part tells us that 52% of people participate in an arts activity at least once a year. Voluntary and amateur arts groups account for one fifth of arts participation, and Arts Council funded activity is likely to account for a smaller proportion, although we do not know the exact figure. In the last three years there were 1.9m adult enrolments in un-accredited training funded by the Learning and Skills Council – largely arts and craft creative courses. Much of the rest is likely to be people participating themselves without any organised group.

Voluntary and amateur arts

Of the 5.9 million people who participate in voluntary and amateur arts across the UK, 154,000 consider themselves to have a disability. In terms of disability, many groups mentioned that they do have some members who might be considered disabled, but possibly not under the Disability Discrimination Act (DDA) definition. Equally, they felt that although some members may have some form of disability or impairment, they would not necessarily define themselves as disabled. Across the sector an average of 3% of participants would consider themselves to have a disability. Craft has the highest proportion of disabled participants (7%) followed by literature, visual arts and media (6%). Festivals have the lowest reported proportion of disabled participants (1%).

Taking Part and the Goss Consultancy Report 2007 identify health and access (physical and attitudinal) as the main barriers to attendance or participation for disabled people (full details below), which may explain the low attendance level at festivals. Further information about barriers and work to remedy them is set out below.

Arts attendance and disability

The Taking Part survey shows that adults with a limiting disability/illness have significantly lower rates of attendance than both those with a non-limiting disability/illness and those with no disability/illness. In 2006/07, 54.3% of those with a limiting disability/illness attended at least one arts event, compared to 66% of all adults. In contrast, adults with a non-limiting disability/illness have higher rates of attendance than both those with no disability/illness and those with a limiting disability/illness. In 2006/07, 70.2% of those with a non-limiting disability/illness attended at least one arts event.

The latest data from Taking Part shows no significant statistical changes in the attendance levels between 2005/06 and 2006/07.

Attendance to at least one type of arts event during the past 12 months

	2005/06				2006/07				Significant change
	%		Range %	Total N	%		Range %	Total N	
Disability/illness:									
Limiting disability/illness	54.2	+/-	1.5	6,820	54.3	+/-	1.7	5,822	-
Non limiting disability/illness	72.5	+/-	2.4	2,069	70.2	+/-	2.8	1,820	-
No disability/illness	69.7	+/-	0.8	19,153	69.6	+/-	0.9	16,456	-

Participation and disability

Adults with a limiting disability/illness had significantly lower rates of participation than both those with a non-limiting disability/illness and no disability. In 2006/07, 46.9% of those with a limiting disability/illness participated in at least one type of arts activity, compared to 52% of all adults.

Those with a non-limiting disability/illness have higher rates of participation (58.5%) than both those with no disability/illness and those with a limiting disability/illness.

There was no significant statistical change in the participation of those with a limiting or non-limiting disability/illness between 2005/06 and 2006/07. There was however a decrease in participation for those with no disability/illness (55.0% to 53.3%):

Participation in at least one type of arts activity during the past 12 months

	2005/06				2006/07				Significant change
	%		Range %	Total N	%		Range %	Total N	
Disability/illness:									
Limiting disability/illness	46.6	+/-	1.5	6,820	46.9	+/-	1.7	5,822	-
Non limiting disability/illness	58.0	+/-	2.6	2,069	58.5	+/-	3.0	1,820	-
No disability/illness	55.0	+/-	0.9	19,153	53.3	+/-	1.0	16,456	*

Levels of engagement of disabled children

Data from the Taking Part Child Survey 2006/7 (children 11-15 years old) shows that 74 per cent of children had attended an arts event. Of those, 92 per cent had attended an arts event outside school lessons (this equates to 68 per cent of all children). The most common type of arts event attended during the last 12 months was theatre performances (42%), followed by carnivals or culturally specific festivals

(22%). These were also the most commonly attended events for those who attended arts events out of school lessons (34% and 20% respectively). For children with long standing disabilities, 64% (+/- 6) had attended an arts event, compared with 69% (+/- 2) of children with no long standing disabilities.

Barriers to attendance

The main reason given by those adults with a limiting disability for non-attendance at arts events in 2005/06 was bad health (44%). The main reason given by those with non-limiting disabilities was a lack of interest (33%), while those with no disability have difficulty finding the time (37%).

The main factors that would encourage those with a limiting disability/illness who already visit arts events 1-4 times a year to go more often were: more performances and events closer to place of residence (20%); more free time (18%); and cheaper admission prices (17%). These were the same factors given by those with a non-limiting disability/illness. The main factor given by those with no disability was more free time.

Barriers to participation

The main reason given by those with a limiting disability for non-participation in 2005/06 was bad health (46%). For those with a non-limiting disability the main reason was lack of interest (39%), as it was for those with no disability (41%).

The main factors that would encourage those with a limiting disability/illness who already participate in arts activities 1-4 times a year to do so more often were: more free time (54%); better health (20%); and more facilities closer to place of residence (9%). More free time was also the main factor for those with a non-limiting disability (72%), however, cheaper materials (7%) and other people to do it with (5%) were the other factors.

The Goss Consultancy Report 2007, which was commissioned by the Arts Council to research the barriers to arts participation and attendance, surveyed 101 disabled people and identified physical access, customer care and attitudinal access as the main barriers. Access (physical and attitudinal) to services provided by regularly funded organisations was also highlighted as a barrier to participation by the initial disability strategy reference group.

Arts Council England are taking forward work to redress these identified barriers, and this work is included in their DES action plan. There is also a strong reference to removing barriers in the RFO training taking place in 2008/09.

The answers people give to the Taking Part survey do not necessarily provide a complete picture on barriers, however. The Culture on Demand report by Freshminds, published in July 2007,⁴ found that the main drivers of demand for culture were based around the themes of children and families, socialising and social networks, identity, place, experience and trust. Further analysis of the Taking Part survey has shown that the most significant factors in arts engagement are education and status. "Many of the barriers appear to be psychological. The importance of status in particular suggests that arts attendance is driven by some concept of identity... and many people believe that the arts are 'not for people like me'".⁵

⁴ http://www.culture.gov.uk/reference_library/research_and_statistics/4833.aspx

⁵ *From Indifference to Enthusiasm: Patterns of Arts Attendance across England*, Arts Council England, January 2008

An interesting finding of the recent analysis of the Taking Part data in the *From Indifference to Enthusiasm* report is that once the effects of reported health and other variables such as age and region have been taken into account, disability status no longer has a significant effect on the frequency of attendance. Therefore, the key factor affecting arts attendance is people's level of general health, and not whether they have a limiting disability or illness.

The Prime Minister's Delivery Unit (PMDU) Report on PSA3 (The Access to the Arts Review), commissioned in December 2006 by DCMS and the Treasury, found that there was not enough alignment at the centre to deliver targets for increased attendance and participation. This reflected the fact that our priorities for arts funding are more complex than just numbers of people from priority groups: for example, the emphasis on the quality and depth of arts experiences and the quality of the artistic product itself. The PMDU also focused on analysing the delivery network realistically to identify the partners we needed to work through in order to make a difference, rather than relying only on the Arts Council's limited number of RFOs. These other partners include local government, broadcasters and the voluntary and amateur sector. Work is in train to take this forward as set out below.

NEXT STEPS

Arts Council Equality Scheme and Advisory Groups

The development of the Arts Council's Disability Equality Scheme has involved the development of a sector reference group, which commissioned itself to research the issues facing disabled people in the arts. We will have a stronger evidence base following evaluation of progress at the end of the second year of the DES in December 2008. The Arts Council will be collecting evidence from their newly set-up national and regional Independent Disability Advisory Groups (IDAGs).

The Arts Council are asking their RFOs to have disability equality action plans in place by 2010. They are currently asking the RFOs to think about how they may approach this work, and have put in place a programme of training and support in 2008/09 to support them, similar to the approach taken in relation to race equality action plans.

Arts Council Deaf Arts Strategy and Disability Arts Strategy

The Arts Council is developing a Disability Arts Strategy and a Deaf Arts Strategy to support and develop the disability arts and deaf arts sectors. They will be undertaking additional research to support these activities. The production of these strategies will begin with extensive engagement and consultation with people from the deaf and disability arts sectors. The Arts Council plans to launch these strategies in spring 2010.

Diversity Network

Following the Arts and Diversity seminar in January 2008, there was agreement that the organisations would take the lead in establishing a cultural diversity network comprising large and small arts organisations. In March 2008, Andy Burnham wrote to the 10 largest organisations that attended the seminar to encourage them to take this vital work forward (V&A, Southbank Centre, Royal Shakespeare Company, Opera North, Royal Opera House, National Theatre, British Museum, Barbican, Tate, and

The Sage Gateshead). Andy Burnham wrote to these organisations in November 2008, to request an update on how this work is progressing.

The diversity network is continuing the dialogue about the issues facing the sector and we expect the group to propose possible ways forward. Some of the main recurring issues of the seminars were: diversifying audiences and national organisations reflecting a diverse public; encouraging new programming and diverse artistic content; and leadership/workforce. Although the network is not solely concerned with disability issues, the consensus was that disability needs to be better reflected.

DCMS Culture Strategy

The Department's new Culture Strategy sets out arrangements for improving engagement with local authorities, the voluntary and amateur arts sector and broadcasters. The Culture Strategy recognises that Arts Council funded activity represents only a proportion of all attendance and participation and that local authorities and voluntary and amateur arts groups reach large audiences.

Voluntary and amateur arts groups account for one fifth of arts participation, and Arts Council funded activity is likely to account for a smaller proportion, although we do not know the exact figure. Similarly, the Arts Council RFO portfolio attracted 47.5m attendances in 2005/06, compared to voluntary and amateur arts groups, which attract approx 159m attendances a year.

Local authorities are the second largest supporters of the arts in England after the Arts Council, and our Strategy proposes that we work to strengthen our partnerships with them over the coming months. We will be looking to add value to groups not covered by the Arts Council, rather than duplicating the Arts Council's work.

We are currently scoping our future work on voluntary and amateur sectors and local government, and will need to strengthen our evidence base as we take this work forward.

Chapter 2: Architecture and the Historic Environment Sector

DCMS has policy responsibility for the historic environment in England including statutory powers to help protect the historic environment by listing buildings, scheduling monuments and designating wrecks of historic, archaeological or artistic importance. DCMS also has policy responsibility for new buildings design, specifically the Better Public Buildings initiative. DCMS provides funding to the historic environment through grant in aid to English Heritage and some smaller bodies, and to building design through grant in aid to CABE (the Commission for Architecture and the Built Environment).

Our mission is to ensure we realise the potential of places to be a positive contributor to quality of life. Our aims are:

- To protect and care for historic places while enabling them to evolve to meet the needs of the 21st century;
- To encourage those who create new buildings and spaces to build positive qualities into the new or changed places we're making; and
- To encourage policy makers and the wider community to appreciate the value of places and engage in efforts to shape them.

The built and historic environment's engagement with access issues has been driven by the Department's PSA 3 target to increase representation by under-represented groups, including disabled people.

OUR SPONSORED BODIES

The built and historic environment bodies sponsored directly by DCMS include English Heritage, the Commission for Architecture and the Built Environment (CABE), the Churches Conservation Trust and Historic Royal Palaces. We also have a lead client relationship with the Heritage Lottery Fund (HLF) as a lottery distributor to a broad spectrum of heritage including historic environment, museums, galleries and archives. HLF expects all applicants for funding to think about how they can make their heritage asset more accessible for disabled people.

English Heritage

DCMS provides grant-in-aid to English Heritage (EH), the Government's statutory adviser on all matters concerning the conservation of England's historic environment. English Heritage works in partnership with the central government departments, local authorities, voluntary bodies and the private sector to conserve and enhance the historic environment, broaden public access to the heritage and increase people's understanding of the past. It is the largest source of non-lottery grant funding for historic buildings and ancient monuments, conservation areas, archaeological sites, cathedrals and churches. It is also responsible for the maintenance, repair and presentation of over 400 properties in public ownership or guardianship.

The Commission for Architecture and the Built Environment (CABE)

CABE is the Government's advisor on architecture, urban design and public space. It seeks to inspire people to demand more from buildings and spaces. CABE offers guidance, advice and encouragement to architects, planners, designers, developers and clients on how to make great places, and how to get better value through better design.

CABE's work includes

- advising clients, contractors, architects and planners
- helping public agencies with good design
- supporting public agencies in boosting their in-house design expertise
- promoting better education, skills and careers for the built environment
- conducting research and running campaigns on architecture, design and public spaces

Heritage Lottery Fund

The Heritage Lottery Fund (HLF) is responsible for distributing money from the National Lottery to heritage organisations and provides advice and information on access and public engagement. The Heritage Lottery Fund is the largest source of funding for the historic environment in the UK. It has a broad understanding of heritage which includes buildings, museums, natural heritage and the heritage of cultural traditions and language. It is influential in guiding projects on better public engagement including better access for disabled people. Since 1994 HLF has awarded £4 billion to more than 26,000 projects across the UK.

The Churches Conservation Trust (CCT)

CCT takes into care the finest Church of England church buildings no longer needed for regular worship. CCT is jointly funded by DCMS and the Church of England, and currently cares for 340 church buildings. CCT puts buildings into a good state of repair, and opens them for visitors, events and occasional services. Some take on permanent new uses.

Historic Royal Palaces (HRP)

HRP is responsible for conserving the five historic royal palaces (the Tower of London, Hampton Court Palace, the Banqueting House, Kensington Palace and Kew Palace) and their contents. HRP is a public corporation and sponsored body of DCMS.

OUR PARTNERS

Historic Environment Research Executive Committee (HEREC): Broadening Access Group

Members of the HEREC Broadening Access Group, which is chaired by English Heritage, include bodies not sponsored directly by DCMS but which, nevertheless, remain significant stakeholders and contribute to the delivery of government strategic objectives on access and participation. These stakeholders include the Civic Trust, which organises the annual Heritage Open Days event, the Historic Houses

Association, a membership organisation representing over a one and a half thousand owners of historic homes, around a third of which are open to the public, Heritage Link, an umbrella group which represents eighty-six historic environment organisations and receives funding from English Heritage, and the National Trust, a charity which is the second largest owner of historic assets and has 3.6m members. Bodies with a direct relationship with DCMS on the group are English Heritage, the Heritage Lottery Fund, the Historic Royal Palaces and the Churches Conservation Trust.

Our partners also include organisations representing archaeologists, such as the Institute for Field Archaeologists and the Council for British Archaeology. The Inclusive, Accessible Archaeology project at the University of Reading was set up to make fieldwork training more accessible for undergraduate students. A set of guidelines of good practice for including disabled students in fieldwork training has been introduced, which also contain advice on making archaeological excavations accessible to the general public.

PROGRESS

English Heritage

A Disability Equality Scheme, republished in 2008 with involvement of disabled people, is available on the English Heritage website in accessible PDF and Easy Read versions. English Heritage set up the Disability Action Group in 2006 to draft, monitor and review their Disability Equality Scheme. This group is open to all staff and includes representatives of national disability advocacy bodies such as RNID, RNIB, SCOPE, MIND and People First. The group meets regularly and is used to ensure disability issues are considered in new policies, plans and projects. The group was also involved in the production of the EH Access Guide to sites in 2007.

Although none of English Heritage's Commissioners have identified themselves as disabled, there is a Commissioner with specific responsibility for promoting diversity.

English Heritage's recruitment processes allow for candidates to apply using a variety of different media and a new data monitoring system covers all stages of the recruitment process. From this year the system will be monitoring the relative success rates of disabled applicants at every stage of the process. Work will begin shortly to encourage staff to self-identify against the DDA definition of disability. English Heritage is currently reviewing the IT support available to disabled staff in order to ensure that the best possible service is provided to users of adaptive software.

English Heritage has introduced 'Impact Assessment for Equalities' as a means to ensure that the needs of disabled people are considered in all planning. 60 senior managers have been trained and a toolkit for impact assessment was produced in 2007. Examples include the involvement of disabled people in the signage plans for Kenilworth Castle and the use of a disability consultant in developing the new Historic Environment Traineeships programme.

English Heritage is running a pilot exercise at their Whitley Court site, advised by the charity People First, to create a post suitable for candidates with learning difficulties. Experience from this pilot will be rolled out to other sites where opportunities may exist. English Heritage also supports through grant aid the Inclusive, Accessible Archaeology project at Reading University which aims to help sector employers train and employ disabled students as archaeologists.

Access

The EH Visitor Survey for summer 2007 showed that, for visitors at the top 29 staffed sites, satisfaction rates were similar amongst disabled and non-disabled visitors. Free entry to EH sites is offered for the companion of a disabled person. English Heritage's Customer Service team is planning to introduce "mystery shopper" evaluation of disabled people's use of English Heritage's phone services. This will test whether accessible publications and membership services are being delivered in ways that encourage the participation of disabled people. English Heritage has undertaken access reviews of all its regional offices which will be published on their website by the end of the year.

Case Study: Education

As part of a long-term project working with different disability groups, EH has worked with the LAFS group of young people with learning difficulties at Witley Court on a year-long volunteer project to create a wildlife garden, a nature trail for all visitors and a major piece of willow sculpture in the park. The project won the CSIP Positive Practice award in 2007 and the experience helped one participant to find employment. They are now building on the relationship with the group into a longer term initiative.

Within the Liverpool Culture Company, English Heritage is funding a post to co-ordinate heritage and historic environment programmes, which specifically target local people and communities who may never have had the opportunity to engage in heritage activities, including disabled people. 'Out of the Shadows' is a major reminiscence project recording the memories and experiences of older Liverpool people who have suffered discrimination and prejudice because they are 'different' through disability, sexuality or cultural background. The recordings and transcripts of all participants will be deposited in the Liverpool City Record Office as a permanent archive of disability and difference.

Commission for Architecture and the Built Environment (CABE)

CABE is committed to inclusive design. Making places that everyone – including disabled people – can value and use is recognised as part and parcel of 'good' design. CABE's influential 'Principles of Inclusive Design' (2006) is at <http://www.cabe.org.uk/default.aspx?contentitemid=1499>. These principles are increasingly embedded across CABE's work programme, notably in its work on street design.

CABE is working to create a holistic equality scheme and action plan and this will be published later this year. The scheme integrates all current equality strands and has specific actions identified for the promotion of disability equality and the plan to go beyond the public duties under the DDA and act as a best practice exemplar. CABE has attendance records and evaluations of its disability-related training programmes. The Equality Scheme records the process by which managers, staff and others were involved and identifies development actions.

CABE has an internal advisory group – the Inclusive Environment Group – which is currently being reviewed. Historically, this has focussed on physical access issues, but in line with CABE's cross-cutting approach to inclusive design it will be reformed this year with a clearer and more focused remit to cover all aspects of inclusion. One

aspect of the remit will be advising on progress on the implementation of the CABE Equality Scheme and the DDA public duties in particular. Six places on the committee will be for disability equality specialists.

Two CABE commissioners (12.5% of all commissioners) have identified themselves as disabled. CABE plans to have a cross-organisational diversity monitoring system in place by March 2009, which will provide a more sophisticated and holistic evaluation of diversity both within CABE and the policy areas in which CABE works.

Access

While inclusiveness is regarded as a principle of good design and is therefore taken into consideration across the range of CABE's work, some of CABE's programmes and activities have an explicit focus on inclusivity. For examples CABE's guidance on writing and using design and access statements:

<http://www.cabe.org.uk/default.aspx?contentitemid=1334>

CABE is advising the Olympic Delivery Authority on delivering a highly inclusive environment for the 2012 Olympic Games, Paralympics Games and legacy developments. CABE set up and is now running a dedicated Design Review Panel for the Olympics, in partnership with Design for London (the design team within the Greater London Authority). Additionally, CABE support has included the set up of a dedicated Olympic Built Environment Access Panel and a separate Transport Assess Panel. CABE has also assisted the ODA in producing inclusive design standards.

The Churches Conservation Trust (CCT)

In recent years, CCT's approach to access improvements has been threefold. The Trust has

- sought to improve physical access for with those with mobility impairments through a rolling programme of physical improvements to buildings, within the constraints of their status as listed buildings;
- arranged to have more churches open (including using electronic door lock arrangements) rather than relying on less accessible keyholder arrangements;
- begun to introduce podcasts to enhance the visitor experience for those with sight impairments or unable to physically visit the church.

As CCT develops a new 3-year strategic plan, the Trust will be focusing on developing holistic church plans where access issues are addressed in early stages of planning. The plans will be informed through an expansion of CCT's recent endeavours in surveying visitors' experiences, including access arrangements, both through on-site research and visitor feedback on its website www.visitchurches.org.uk.

Heritage Lottery Fund (HLF)

HLF proactively encourages applications for projects led by disabled people or focusing on heritage and disability, through outreach activity, advocacy work with national disability organisations, and by promoting successful projects that have already been funded. HLF has also published best practice guidance on *Improving your project for disabled people*.

Grants to projects led by disabled people or focusing on disability and heritage increased from 159 projects (receiving grants of £5,320,880) by April 2002 to 534 projects (receiving grants of £17,194,615) by April 2007.

HLF consulted extensively across the heritage and voluntary sector, including major national and umbrella disability groups, on their proposals for their third strategic plan. The new plan, *Valuing our Heritage, Investing in our Future* has strengthened the emphasis HLF places on active participation in heritage by all under-represented groups, including disabled people, through one of their three core strategic aims 'to help more people, and a wider range of people, take an active part in and make decisions about heritage

HLF's application materials are available in alternative languages and formats, and help is available to complete their application forms. New online application forms are classed as 'AA' under the World Wide Web Consortium standards, the highest standard awardable to sites that include images. In HLF's annual customer care survey, respondents who had asked for application material in alternative formats indicated that their needs were met in over 85% of cases.

All HLF staff have received training on disability issues. HLF provide in-house induction sessions on equality and diversity and provide opportunities for staff who engage with applicants and grantees to improve their understanding of equality issues. In the last 12 months, two disability awareness events covered improving access for people with visual and hearing impairments, and how to meet their needs in a heritage setting; and meeting the needs of people with dyslexia. HLF set up an in-house group in 2006 to ensure HLF's employment policies and practices meet the needs of disabled staff, promote positive attitudes towards disabled people and promote equality of opportunity.

There has been a small increase in the number of HLF employees declaring themselves disabled over the last 12 months. (From 2.5% to 3.5%).

Historic Royal Palaces (HRP)

All HRP front of house staff receive regular disability awareness training and such training is available to all staff who request it.

HRP convenes a Disability Access Forum for Hampton Court and Kew Palace which meets fortnightly to advise on projects. Disability Access Panels also advise the Tower of London and Kensington Palace on projects and representation.

- The HRP offers regular British Sign Language tours of the Tower of London, Hampton Court Palace and Kensington Palace. Room description tours are available at the Tower of London, Hampton Court Palace, Kensington Palace, and Kew Palace. Blind visitors are offered handling materials and raised images. Kew Palace features a tactile model and a Braille floor plan. Wheelchairs are available at all HRP sites apart from the Banqueting House, where level access is only available on a pre-booked basis. Some areas at Hampton Court and the Tower of London are being resurfaced to enable greater level access over cobbles. A land train service is available at Hampton Court Gardens. A guide to the Tower of London for visitors with autism is being produced.

MEASURING PROGRESS

Historic Environment sites attendance and disability

Comparing the estimates from the first six months of Year 3 (2007/8) with data collected during the same six-month period of Year 1 (2005/6) there were significant increases in people with a limiting disability attending historic environment sites.

Six-month comparison

	2005/6 (Six months)	Percentage 2007/8 (Six months)
Limiting disability	58.4 (+/- 2.1)	61.5 (+/- 2.0)
All adults	69.5 (+/- 1.1)	71.1 (+/- 1.0)

The data from Taking Part has indicated that it is a person's general health rather than disability that has a significant impact on attendance. The survey shows that adults who had substantial difficulties with an "other health problem or disability" had significantly higher rates of visiting a heritage site in the last twelve months than those with mobility impairments.

Access to a vehicle is also a significant barrier to attendance. Further analysis of the Taking Part survey has shown that the most significant factors in engagement and attendance are levels of education and socio-economic groups.

NEXT STEPS

English Heritage Visitor Services has started a new national access audit which will be rolled across English Heritage's 400+ sites over the next five years. The audit will start with the most popular and largest sites and will enable English Heritage to prioritise action to improve accessibility.

English Heritage has started a pilot scheme to trial ways of providing its many publications in accessible formats. The pilot will be completed in March 2009.

English Heritage launched in December 2007 the 'Our Place Network', a website created for people who work in broadening access to heritage and culture. It is an online space where professionals can network with peers, share and be inspired by project case studies. It contains everything needed to engage with communities about heritage and culture. Membership is currently 890, made up of people working in heritage, museums, libraries, archives, arts and community sectors in areas such as access, community engagement, outreach and social inclusion. Membership is growing at a rate of 27 new members each month. From early 2009, Our Place will have its own channel on YouTube, and resources about participatory engagement in heritage and culture with disabled people are also planned for next year.

CABE has started to identify a number of priority actions in its Equality scheme, and propose inclusive solutions. Training programmes will be conducted in 2008 – 2009 for CABE staff and CABE's specialist panel members. These programmes contain detailed coverage of disability.

DCMS has merged the Steering Group which co-ordinated activities and monitored progress on its PSA 3 target with the Historic Environment Review Executive Committee (HEREC) Broadening Access Group, which meets approximately quarterly to discuss progress.

The work of this group will now be driven by the indicator 6 of PSA 21, and the participation in culture by all underrepresented groups. Although there is no longer a specific indicator for disability we expect that the work to improve access for disabled people will continue.

Chapter 3: Royal Parks

DCMS is responsible for the maintenance and preservation of the Royal Parks under the 1851 Crown Lands Act. These are Bushy Park (with the Longford River), The Green Park, Greenwich Park, Hyde Park, Kensington Gardens, The Regent's Park (with Primrose Hill), Richmond Park and St James's Park. In addition it tends a number of other spaces in London, including Brompton Cemetery, the gardens of 10, 11 and 12 Downing Street and Grosvenor Square Gardens. Day to day management has been delegated to the Chief Executive of The Royal Parks (TRP), which is an Executive Agency of the Department.

TRP's purpose is to manage the Royal Parks as open spaces that the public can enjoy, free of charge. We aim to provide an enjoyable and easily accessible environment for all park users and work to create a range of opportunities for interaction and involvement through volunteer and community projects. TRP employs around a hundred staff and its corporate objectives are designed to support DCMS in meeting its strategic priorities and wider responsibilities.

As DCMS's agency we contribute to the DCMS Disability Equality Scheme and are committed to increasing accessibility with the objective that we understand and respond to the needs of our audiences, reflecting diversity of needs and use; enriching lives and enhancing access to culture and sport

THE PARKS

Accessibility and involving disabled people in identifying their priorities for the parks is critical to creating an environment which meets people's needs. We have included here a range of examples from the Royal Parks to show how this can be done effectively.

Bushy Park (with the Longford River)

The £7.2m Bushy Restoration Project (supported by the Heritage Lottery Fund) included a "Disability Planning For Real Day" in which Royal Parks staff, helpers, experts in the field and staff from English Heritage and the Heritage Lottery Fund spent a morning travelling around the park accompanying disabled people testing the access audit. In the afternoon, a facilitated workshop was held to discuss the findings and to help identify what they really wanted from an historic park. The Access Audit had been commissioned to assess whether the park was suitably accessible to disabled people and included a range of recommended improvements.

The planning day was designed to sense check the recommendations in the context of their relevance to a Historic Landscape. The day involved activities in the park as well as facilitated discussion. The exercise demonstrated the importance of being able to share and discuss access issues and highlighted how much we can learn from each other. For instance whilst the project team were keen to adopt elements of the access audit, they were concerned that the recommended "improvements" would be too intrusive and costly. The consultee group of disabled people and their helpers also agreed that the full range of improvements should not be implemented. Disabled people wanted to visit the park for its historic rural atmosphere and if the "improvements" impinged upon this atmosphere then they would be less likely to

visit: if they were adopted then their desire to visit the park would be reduced even though their facilities would be improved. The planning day allowed the project to put the access study in context with the overwhelming conclusion that the landscape should not be adapted so much that it loses its appeal to visitors but that “reasonable” adjustments should be made.

The Regent’s Park (with Primrose Hill)

For the Regents Pitches, TRP consulted very widely on this project up front, especially with the London (Disabled) Sports Forum/LSF. For example, they were supportive of the sports project and willing to assist in the marketing of disabled sports, and also said that segregated accessible changing facilities were not required, as this increases the perception of isolation.

Hyde Park

Liberty Drives, a volunteer operated scheme, provides free transport for those who are less mobile in both Hyde Park and Kensington Gardens. There were around 12,000 users of this scheme last year, including carers, in a ratio 1 to 6.

On the Diana Fountain, TRP used "Burdus Access Consultants", who advised on gradient, material choices, wheelchair accessibility etc. The bridges have dark stone strips at the sides (instead of obtrusive handrails) to prevent partially-sighted or wheelchair-users falling off the bridges.

Greenwich Park

At Greenwich access is a high-priority for new projects – The Secret Garden Wildlife Centre, The Secret Garden Wildlife Trail & The Secret Garden Wildlife Hide. For example, access, both at the entry point and fire exit, is along a purpose-built path through a small swing gate for disabled people. Information signs are placed along an interpretation circular path which is fitted with a toilet that is accessible by wheel chair from within the centre.

Richmond Park

The Holly Lodge Centre in Richmond Park is a charity working in partnership with the Royal Parks to help people of all abilities to learn about the natural and historical heritage of Richmond Park. Its main focus is to work with disabled people. All group visitors to Holly Lodge are given feedback forms and action taken on relevant issues. Staff work closely with educators to design activities and tailor make them to the groups.

PROGRESS

Access Strategy/Access initiatives

Vulnerable user groups are closely consulted as part of many developments within the Parks. An example of this is the recently introduced shared-use pedestrian and cycle route trial at The Regent’s Park which incorporates both surfacing interventions, such as granite setts and visual cues as well as painted markings and inclusive signage, to help vulnerable users to identify the change in pathway use from pedestrian only to shared-use.

The Royal Parks also carry out regular Access Audits to ensure DDA (Disability Discrimination Act) compliance and implement improvements to Park and building access such as the introduction of wheelchair ramps and handrails. In addition the Companion Cycling scheme, based in Bushy Park, enables people who are unable to ride "solo" to enjoy cycling in the Park in a safe and peaceful environment.

The Landscape Design Guide, which is being produced in house by TRP Parks Services, is currently in draft format but it will be published for internal and external use and will set out the quality of the landscape fabric and design elements in the park. This will ensure that surfaces, markings and signage are appropriate and will take into consideration vulnerable or disabled people. Signage needs to be clear to help orientation and tactile paving is appropriately used at junctions or cycle routes. Benches should have additional armrests where possible to help less disabled people use them. TRP is also proactive in recruiting Access Consultants for their new build construction projects and in relation to adapting buildings to accommodate wheelchair access.

The Hub at Regent's Park is host to a wide range of disability sports including: Disability Counts Tournament" for people with Learning Disabilities; Westminster City Council events via "The Primary Care Trust; London Youth Games "Disability Football Tournament". TRP employed an access consultant on the Hub and they also consulted with the London (Disabled) Sports Forum (LSF).

A Play Strategy is being planned to ensure that disabled children are engaged and integrated in the planning and implementation of the strategy and to ensure that the physical equipment and activities provided are inclusive.

NEXT STEPS

Surveys are carried out in advance of individual projects to establish the make-up of the customer base and how the proposed policy would impact on their requirements. TRP also carry out annual visitor surveys but currently do not target any of the questions specifically around whether the parks are used equally (as a proportion of population) by disabled and non-disabled people.

It is planned to carry out a diversity audit in 2008/09 using the Diversity Excellence Model. This will give useful data for developing an action plan that will encompass disability equality issues. Going forward we would hope to liaise closely with our colleagues in DCMS to share best practice and to keep up to date with changes in this area of work.

Chapter 4: Museums, Galleries, Libraries and Archives

DCMS is the government department with lead responsibility for policy on museums and galleries, libraries and archives in England.

Museums and galleries hold and care for collections as well as being centres of knowledge and educators. They also feed the creative industries, the fastest growing economic and employment sector in the UK. The quality and diversity of our museums and galleries is one of the primary reasons why people visit this country – six out of the top ten visitor attractions for visits in the United Kingdom are museums and galleries. They are a vital part of our nation's economy in other ways too, as employers, educators, trainers, motivators and creative industries in their own right.

It is estimated there are around 2000 museums in England and the vast majority receive no direct funding from central government. Almost a half of all English museums are independently run and around a third are funded by local authorities. DCMS only directly funds 21 museums.

Local authorities are required by law to provide a "comprehensive and efficient" public library service and around £1 billion a year is spent by the 149 library authorities in England to meet that duty. Museums, galleries and archives are not statutory services and most operate independently from Central Government

OUR SPONSORED BODIES

DCMS directly funds 21 museums and galleries (including 13 national museums). DCMS has an 'arm's length' relationship with the museums that it directly sponsors. These museums are established in law as independent charities, with their own boards of trustees. DCMS manages its relationship with these bodies through its financial allocations backed up by Funding Agreements. These set out the broad areas in which DCMS ministers expect to see action in return for the grant in aid contributions that they make. One of these areas is around promoting opportunities for as many people as possible, although the Funding Agreements stop short of setting specific actions for individual institutions. This would in any case be constitutionally difficult given the museums' charitable status.

DCMS collects performance data from each of its sponsored museums, and from 2008/09 this will include the number of disabled visitors. Similar data are collected by the Museums, Libraries and Archives Council from the museums in receipt of Renaissance in the Regions funding.

Museums, Libraries and Archives Council (MLA)

The Museums, Libraries and Archives Council (MLA) is the government's agency for museums, galleries, libraries and archives. The MLA delivers strategic leadership in England and in each of its regions and collaborates with partners across the UK. MLA conducts research to identify good practice and offers advice, support and resources to funding bodies and other groups to incentivise innovation. Its aim is to raise

professional standards and champion better services for users and readers of all ages and backgrounds, whether residents or visitors. The MLA is subject to the Disability Equality Duty.

Libraries

DCMS sponsors the British Library. Since 2006/07, the Department for Business, Enterprise & Regulatory Reform (BERR) and the Department for Innovation, Universities & Skills (DIUS) have been co-signatories to the Funding Agreement. The British Library is subject to the Disability Equality Duty.

The Public Lending Right (PLR) makes payments to authors for the free lending of their books by public libraries and is also sponsored by DCMS. The PLR Funding Agreement sets out their strategic priorities and the contribution that they will make towards the delivery of DCMS objectives. It is not subject to the Disability Equality Duty

The Legal Deposit Advisory Panel (LDAP) is an advisory NDPB, established in September 2005 to advise DCMS Ministers on the implementation of the Legal Deposit Libraries Act 2003. The Act gives Ministers powers to establish secondary legislation in the area of the legal deposit of publications, with the intention of extending the national published archive to digital material. As part of this process there is a statutory obligation to assess the impact on disability equality on any recommendations and 'Share the Vision' (STV is a UK wide partnership of voluntary sector organisations which produce and lend alternative format reading materials for visually impaired people) has played an active part in forming the Panel's thinking. It is not subject to the Disability Equality Duty.

OUR PARTNERS

Local authorities are required by law to provide a library service to their residents and this service must be 'comprehensive and efficient'. Library managers consequently make every effort to deliver services that are as inclusive as possible. For example, all library services will hold large print and audio book collections and will have screen magnification software and other aids to assist visually impaired people and residents with mobility problems to use computers and electronic resources.

PROGRESS

Museums, galleries, archives and libraries exist to serve a wide range of audiences, and have a responsibility therefore for meeting specific audience needs. For disabled people this has a variety of implications:

- compliance with the Disability Discrimination Act in physical layout of building
- user-friendly signage and displays
- representation of disability in collections and exhibitions
- specific facilities for different needs (eg aural or visual impairments)

Core Expertise, Information and Guidance for the Sector

The Museums, Libraries and Archives Council (MLA) is the lead strategic agency for museums, libraries and archives and MLA has been actively promoting disability access and equality since it was formed in 2001. Activity to date includes:

Strategic Initiatives

- Disabled adults have been one of three groups identified as a priority for the Renaissance in the Regions programme, which aims to transform regional museums and make them world class, sustainable and fit for the 21 century. This was reinforced by a specific indicator for increasing the number of visits by disabled people (16+) to regional hub museums. In 2007-08 there were 0.6 million visits by adults (16+) with a disability to Renaissance funded museums, up by 1.7% on the previous year.
- The Renaissance in the Regions programme has invested heavily in museums' educational activities for children and young people with special educational needs. Special schools make up 5% of all schools in England, but 12% of the schools involved in the Renaissance programme
- Funding for the establishment of a Disability History Network led by Colchester Museums, an international leader in disability equality (2005-07)
- All recipients of MLA grants and contractors need to demonstrate their active commitment to disability equality as part of a wider commitment to diversity and equalities
- A requirement for recipients of grants from the NOF Museums Digitisation Fund to meet web accessibility standards Level AA (2001)

MLA will continue to actively pursue compliance with the DDA, user friendly signage, positive representations of disability and specific facilities for different needs, in Renaissance funded museums, and by seeking to replicate and promote best practice in local authority and independent museums.

Strategic Research

- National MLA Disability Surveys (2001, 2005) about access and equality for disabled people in museums, libraries and archives;
- National audit of 'Accessibility of museum, libraries and archives websites' (2004). This survey used similar methodology to the Disability Rights Commission's audit of web accessibility, including user testing (2003).

Promotion of Good Practice

MLA promotes good practice both internally within MLA and throughout the sector. For example:

- In response to need identified in the MLA Disability Survey 2001, MLA developed the MLA Disability Portfolio with guidance on how best to access and equality for disabled people in museums, libraries and archives.

- MLA has created a Disability Checklist for organisations in the three domains to use (it is an easy to use checklist of 100 questions to identify existing good practice and areas for improvement).
- MLA has created the Disability Experts database, which lists around 200 auditors, consultants and trainers working in the sector.
- MLA organises the annual 'Jodi Awards for excellence in museum, library and web accessibility', in partnership with the British Museum and Culture24 (formerly known as the 24 Hour Museum). Three of the four judges are disabled and short-listed websites are being user-tested.
- An MLA website designed to help library staff develop knowledge and skills about equality of access for disabled people through a flexible work-based package of modules is available on their website.
- Work within the regions includes MLA London's commissioning of a report into how the cultural sector is meeting the challenge of making their services and collections representative and of and accessible to disabled people. The report will help inform the strategy of their Disability Task Force.

Public investment in access for disabled users

Funding from the National Lottery can only be awarded to projects additional to those that would otherwise be funded by the public through general taxation. Consequently, it can be very difficult for library services to make the case for funding. Museums, galleries and archives, which are not statutory services are often much more successful in applying for lottery money. Much of the capital investment in museums over the last decade has been funded by the Heritage Lottery Fund. This has led to the creation or refurbishment of some of the most iconic buildings in the country, such as Tate Modern, the World Museum Liverpool, the Great Court at the British Museum or Sunderland Museum and Winter Gardens. In all of these capital projects physical access for disabled people in line with or exceeding DDA requirements has been a priority. Beyond physical access for disabled people, much effort and investment has gone into improving sensory access for people with impaired sight or hearing, and for people with learning difficulties. In order to broaden audiences and develop both buildings and activities, museums rely on advice from consultation groups drawn from the full range of their users and communities, including disabled users and non-users.

Case Study: Access for Disabled people

June Bretherton is a member of the DCMS Disability Reference Group and is registered blind. She has extensive experience as a consultant to museums on access for disabled people. She said " We have found that often blind people assume that museums have nothing to offer them and do not realise that there has been change over recent years. Museums with good provision for disabled people can provide enriching experiences and an appetite for more. The Canal Museum in London is a good example. From the automatic front doors and welcoming staff, audio tour guide and Braille labels, great efforts have been made by all. There are guideline grooves in the floor, safe stairs and a platform lift for those of us who can't cope with steps. Objects that need to be displayed under dim lighting to preserve them have a clearly indicated button to press to provide more light for a short period to enable partially sighted people a better opportunity to view them. Large print handheld cards and flipover books are around to explain about objects on display, rather than small labels. Many objects can be handled. One lady with little residual sight said that it was the first time that she had visited a museum and enjoyed it. Disabled people need to know more about what is on offer and good publicity will encourage disabled people to visit and enjoy our museums."

Public Libraries

The biggest challenge for many library managers in serving the needs of disabled users is the library estate. A large number of public library buildings were built in the late 18th or early 19th century and provide limited access for users of the service who have mobility problems. A survey in 2006 found that 70% of libraries do not comply with the Disability Discrimination Act. A partnership with the Big Lottery Fund will go some way to address this problem. In October 2007 58 authorities received a share of £80 million to renovate, extend or build new libraries so that they can offer a broader range of activities to their communities. Many of the projects will spend some of their award on removing physical barriers to access for disabled people by installing ramps, lifts and handrails.

In 2007, MLA worked with the RNIB to link Revealweb (a four-year, £300,000 project to develop an on-line resource to enable visually impaired people and their helpers to easily locate material which is available) to the public libraries' interlibrary loans catalogue to improve access to the public library network for visually-impaired people

It is not uncommon for third sector organisations to work with library services. A partnership between the Council library service and Bradford Care Trust won the Libraries Change Lives Award 2008. The project used the Central Library as a focus for a course of activities for people with profound and multiple learning disabilities. As a result the participants are more comfortable in the library environment and their IT literacy has improved.

DCMS/Wolfson Museums and Galleries Improvement Fund

The DCMS/Wolfson Museums and Galleries Improvement Fund was set up in 2002 to improve the quality of displays, public spaces, environmental controls and access for disabled visitors in museums and galleries across England. The fund makes £4 million available in each year. Awards for improving disability access, which were announced

in August 2008, include £150,000 to Bristol Museums, Galleries and Archives and £44,000 to London Transport Museum.

Rethinking Disability Representation PROJECT

Rethinking Disability Representation is a large scale, experimental project which has developed new approaches to the interpretation of disability and the representation of disabled people's lives and experiences in museums and galleries in the UK. It aims to develop politically-aware approaches to interpretation drawing on the social model of disability. Working with nine partner museums, the project has resulted in exhibitions, displays and educational programmes which has offered visitors and to society more broadly, alternative (non-prejudiced) ways of thinking about disability.

The nine projects were:

- Talking about... Disability and Art, Birmingham Museum and Art Gallery
- Life Beyond the Label, Colchester Castle Museum
- Lives in Motion, Glasgow Museum of Transport
- Conflict and Disability, Imperial War Museum London
- I stand corrected? Northampton Museum and Art Gallery
- Behind the shadow of Merrick, Royal London Hospital Museum and Archives
- Daniel Lambert: an 'exalted and convivial mind', Stamford Museum
- One in Four, Tyne and Wear Museums
- A Whitby Fisherman's Life: 'Stumper' Dryden through the lens of Frank Meadows Sutcliffe, Whitby Museum

The project was initiated and managed by RCMG (the Research Centre for Museums and Galleries in the University of Leicester's Department of Museum Studies) and was funded by the Heritage Lottery Fund and NESTA (the National Endowment for Science, Technology and the Arts), with contributions from the University of Leicester and the nine partner museums involved.

Case Studies: Encouraging Participation

A broad range of work involving disabled artists and audiences is being delivered by national and regional museums across England.

- Since the start of the DCMS Renaissance in the Regions programme, the East of England Hub, led by Colchester Museums Service, has been building up a national reputation for best practice approaches to disability. Hub funding in 2004-6 was used to develop increased access to museum services, focusing particularly on disability access. As a start to this process, using the example of PORTAL, Colchester Museums' access advisory group, the Hub museum partners began by establishing their own consultative groups to help embed disability access at the heart of their planning and to champion representation of disabled people within displays and project work (which included re-developments). From 2006 onwards, while continuing to place disability access high on the agenda, the Hub museums have been working towards increasing the representation of disability within the museums collections.

- Jodi Award Winner for Excellence: i-Map: The Everyday Transformed, Tate Modern. This website does what seems impossible to many people, by making modern art (and its key concepts) accessible to blind and partially-sighted people. It is one of the few to describe collections for visually impaired people. The images are highly contrasted and made visible to partially-sighted people. The judges were unanimous in selecting the winning site, which they agreed had yet more ground-breaking qualities and was destined to set the standard in global best practice. The site is already the world leader in making online collections accessible to blind and partially sighted people.
- The National Gallery provides free British Sign Language (BSL)-interpreted guided tours of the collection, talks and discussions for the hearing-impaired on a monthly basis. A regular programme, Art through Words (consisting of a description, interpretation and discussion of a painting), is provided for the visually impaired and has been used by the RNIB as an example of good practice.

Pathways To Learning for People with Learning Disabilities: In partnership with Equal People, a learning disability charity, and Lindends Art Trust, the V&A hosted two groups of people with a learning disability as part of an out of service pilot programme. Participants visited the V&A weekly, took photographs of the collections, and made collages of their photos, and filmed their visits to the Museum.

MEASURING PROGRESS

We know from the *DCMS Taking Part* survey (2006/07) that whereas 42% of all adults in England say that they have made one or more visits to a museum in the previous 12 months, among adults with a limiting disability or illness this proportion falls to 31%. 46% of adults surveyed had visited a library during the year, but only 39% of adults with a limiting disability/illness had. Libraries are working hard to increase use of their service by disabled people. Attendance at archives is lower amongst the general adult population (5%) but this level of use is mirrored by those with limiting disabilities.

Some caution needs to be exercised in concluding from this that there must be clear barriers to participation for disabled people when it comes to visiting museums and galleries, libraries and archives. Motivations for participation (or non-participation) are likely to be complex and multi-layered. A range of factors (educational levels, income, status, ethnicity, etc) need to be considered, and it is not easy to isolate the impact of any one of these. Compared to disability alone, for example, socio-economic group has an even greater impact on the propensity to participate (only 21% of long term unemployed adults and 24% of those in 'routine occupations' visited museums regularly in 2006/07).

A recent study of the *Taking Part* data by Chan and Goldthorpe (Oxford University) concluded that, of all the factors under consideration, education and social status were the most influential on an individual's propensity to participate in cultural pursuits (including art galleries). Chan and Goldthorpe found that participation did not break down according to any simple division between 'high' and 'low' culture, or 'elite' vs 'mass' participation: significant levels of cultural inactivity were found across a wide range of social groups, with participation in 'highbrow' activities (such as visiting an art gallery) likely to appeal to a relatively small group of cultural enthusiasts differentiated more by their educational qualifications and social status than their

level of income.⁶ When Chan and Goldthorpe conducted similar research for the Arts Council, they found that "When other factors – including social status – are held constant, income, social class (as measured by NS-SEC), **and disability status** have little or no significant effect on arts attendance" (emphasis added).⁷ (The study did not address the wider question of access to museums *per se* by disabled people.)

Taking Part helps to identify what 'non-attenders' to museums, libraries and archives consider to be the primary reasons why they do not participate. Health is cited as the third most influential factor by people who do not visit museums, although this is mentioned by only 8.5% of non-participating adults as a key issue in the decision not to visit. Transport and mobility problems are the fourth most common response, cited by just over 6% of adults who didn't attend museums. Only 5% of non-library users and 2% of non-archive users said poor health prevented them from attending. More commonly in all three sectors, those not attending explain that this is because they are 'not really interested' (33% for museums and 17% for both libraries archives) or find it difficult to find the time (26% for museums, 17% for libraries and 8% for archives). Both of these first two reasons, of course, may be stated by respondents as an 'easy' answer to a difficult question to which there may be no other obvious response. The most common reason for non-attendance at libraries (32%) and archives (55%) is that people 'have no need to go'.

These results can be further refined by considering the reasons given by non-attenders who also say that they have a limiting disability or illness. This data has not been published formally by DCMS, but can be drawn from the Taking Part Survey 2005/06 using NetQuest software and are presented below for the first time.

As the table shows, people with long term illnesses, or who are disabled who don't attend museums, libraries or archives are more likely to cite health as a factor compared against all non-attending adults but lack of interest is cited as a reason for non-attendance more often. For museums, transport and mobility remain the fourth principal reason given for non-attendance (slightly above the 'all adult' average at 8.7% compared to 6.4%).

We cannot conclude from this that a 'systemic' problem necessarily exists with regard to whether or not museums and galleries are sufficiently welcoming to disabled visitors. Over a quarter of non-attending adults with longstanding illness, or who are disabled or infirm, cite their lack of personal interest or their own health as reasons for not attending. By contrast, fewer than 1% (0.7%) cite the specific issue of 'insufficient access for disabled people' and this figure is even lower for libraries (0.2%)

⁶ Tak Wing Chan; John H. Goldthorpe, "The Social Stratification of Cultural Consumption: Some Policy Implications of a Research Project", *Cultural Trends*, Volume 16, Issue 4 December 2007, pages 373-384.

⁷ Catherine Bunting, Tak Wing Chan, John Goldthorpe, Emily Keaney, Anni Oskala, *From indifference to enthusiasm: patterns of arts attendance in England* (April 2008)

Principal reasons for non-attendance given by 'non-attending' adults at museums, galleries, libraries & archives

	Museums		Libraries		Archives	
	All non-attending adults	Non-attending adults with longstanding illness, disability or infirmity	All non-attending adults	Non-attending adults with longstanding illness, disability or infirmity	All non-attending adults	Non-attending adults with longstanding illness, disability or infirmity
Not really interested	31.5	26.9	18.6	18.4	18.2	16.8
It's difficult to find the time	26.3	14.3	14.8	9.3	6.9	4.7
Health isn't good enough	7.8	26.5	5.2	14.3	2.4	7.0
Lack of transport/ I can't easily get to it	6.4	8.7	1.9	2.9	0.7	1.4
Never occurred to me	6.2	4.8	3.7	3.1	14.2	13.3
No need to go	5.6	4.6	30.4	26.6	50.5	48.9
It costs too much	2.4	2.6	0.5	0.4	n/a	n/a
I wouldn't enjoy it	2.3	1.8	1.4	1.6	1.1	1.0
Not enough information on what is available	1.8	1.4	0.5	0.5	1.3	1.5
I might feel uncomfortable or out of place	0.5	0.5	0.3	0.3	0.1	0.2
Insufficient access for disabled people	0.2	0.7	0.1	0.2	n/a	n/a
Total N (000s)	22925	5818	20554	4998	37353	10872

Source: Taking Part data interrogated by DCMS's Netquest portal

NEXT STEPS

MLA will continue to promote good practice both internally within MLA and throughout the sector. In addition, MLA's Single Equalities Scheme will combine equality, disability and diversity policies and thereby enhance their effectiveness. This, along with the information on the MLA website will help to disseminate good practice throughout the sector.

MLA London has worked with local authorities in London to establish a Disability Task Force to use the 2012 Olympic Games and Paralympic Games as a catalyst for change and to help inform LOCOG's approach.

The MLA action plan for libraries contains no specific commitments about the provision of library services to disabled people. However, the ability of library authorities to meet the needs of disabled users will be considered when addressing each of the four areas identified as priorities for MLA in the Action Plan: developing research and evidence, identifying and disseminating best practice, encouraging innovation and improving digital services.

Chapter 5: National Lottery Policy

The proceeds of the National Lottery support the arts, heritage, sport, charities and community and voluntary groups; projects concerned with health, education and the environment; and the 2012 Olympic and Paralympic Games.

DCMS has responsibility within Government for National Lottery policy, including the legislation that governs it. With the exception of the Olympic Lottery Distributor, which was established to fund the 2012 Olympic and Paralympic Games, decisions on the projects which receive Lottery grants are made independently of Government by 13 independent distributors.

In addition to legislation, the Secretary of State for Culture, Media and Sport issues policy and financial directions to the English and UK-wide Lottery distributing bodies (Lottery distributing bodies in Wales, Scotland, and Northern Ireland have their policy directions issued to them by the Welsh Assembly, the Scottish Parliament, and the Northern Ireland Assembly respectively). This allows us to set the broad framework within which the distributing bodies operate and to require them to consider certain matters in determining the persons to whom, the purposes for which and the conditions under which the body distributes Lottery money. We recognise that Lottery money is seen as “special” by the public and do not instruct distributors what funding programmes to run or dictate to whom they should award grants. However, we do ask that any projects which they fund respect the principle of “additionality”: that Lottery funding may complement but not replace exchequer funding.

Each Lottery distributor is also responsible for complying with relevant equality legislation, but we expect (and they agree) that this is a minimum because National Lottery funds are intended to respond to particular needs by ensuring that awards are made to projects that would not normally be funded through taxation, our policy directions seek to ensure that as many people as possible can benefit. For example, they direct Lottery distributors to take account of “the desirability of ensuring equality of opportunity, of reducing economic and social deprivation and ensuring that all areas of England/UK have access to the money distributed” and “the need to increase access and participation for those who do not currently benefit from the [eg arts/sport/heritage] opportunities available in the United Kingdom.”

OUR SPONSORED BODIES

In addition to the Olympic Lottery Distributor, which does not invite grant applications, the 13 independent Lottery distributing bodies are Sport England; Sport Scotland; the Sports Council for Wales; the Sports Council for Northern Ireland; UK Sport; Arts Council England; Arts Council of Wales; Arts Council of Northern Ireland; Scottish Arts Council; Scottish Screen; the UK Film Council; the Heritage Lottery Fund and the Big Lottery Fund.

The body responsible for distributing 50% of Lottery monies is the Big Lottery Fund and it has introduced numerous excellent initiatives aimed at promoting equality. These are detailed below. Further detail on the UK/England bodies which work in arts, sport and heritage is included in the relevant chapters of this report.

Lottery distributors are encouraged to work together on common themes and to share best practice. A key tool for this is the Lottery Forum, in which senior representatives from each Lottery distributor meet regularly. There are also a number of sub-groups which report to the main forum on issues which they have been commissioned to explore. In addition, the Big Lottery Fund, as key distributor for the voluntary and community sector, leads on developing and sharing best practice in a number of areas relating to communities.

The Big Lottery Fund

The Big Lottery Fund's overriding aim is to fund projects and organisations that make a difference. It does so by focusing on what organisations aim to achieve through Lottery funding, within three broad themes:

- supporting community learning and creating opportunity;
- promoting community safety and cohesion, and
- promoting well-being.

Funding programmes are both demand-led (encouraging organisations and groups to bring their own ideas and local solutions) and strategic (focusing more on the specific outcomes that the Big Lottery Fund wants its funding to achieve. In addition, the Big Lottery Fund has adopted a bespoke approach to targeting on a programme-by-programme basis, which is overlaid by an emphasis on equality that cuts across all of its programmes, demand-led or strategic.

In December 2006, the Big Lottery Fund established its first Joint Equality Scheme. The full scheme and the first annual progress report (published in February 2008) can be accessed on the Big Lottery Fund website www.biglotteryfund.org.uk.

As part of its first annual review of the Joint Equality Strategy, Big undertook a review of complaints received. In the previous twelve months it received seven complaints that it had acted in a discriminatory manner. Only one of these related to disability discrimination and the complaint was not upheld. In the same period, the Big Lottery Fund received 15 equality-related freedom of information requests, either from or about BME or disability organizations. A copy of the complaints procedure can be accessed on Big's website.⁸

PROGRESS

The Big Lottery Fund offers a wide range of programmes, each offering different levels of funding (from as little as £300 through Awards for All to several millions for major capital projects) and with specific aims and objectives. Recent programmes have ranged from Changing Spaces, investing around £200 million in environmental projects across England, focusing on communities and access to the natural environment; and Reaching Communities, a three-year programme to fund projects that respond to needs identified by communities which are most in need, and actively involve them; to Family Learning, a programme that helps parents to understand more about how their children learn and encourages adults and children to learn as a family.

⁸ http://www.biglotteryfund.org.uk/pub_complaints.pdf

Many disabled people and groups have benefited from Big Lottery Fund programmes over the years – often because a funded project has committed to increased access or because funding has been provided to an organisation which promotes access to disabled people as part of its core activity. For example, MIND, the National Association for Mental Health benefited from more than £16 million from the Big Lottery Fund for “Moving People”, an initiative that comprises 34 nationwide and local projects. The aim is to improve public understanding of mental health disorders and stamp out the stigma and discrimination associated with them. At national level, projects will deal with raising awareness of mental health issues for medical students and trainee teachers and give legal advice to individuals and organisations; at a local level, “Moving People” will improve mental and physical well-being through a range of physical exercise programmes.

But the Big Lottery Fund wants to ensure that equality issues lie at the heart of everything they do and their first Joint Equality Scheme sets out a number of key objectives with this in mind. A revised equality assurance process was launched in Summer 2007, and this is mandatory across all high level areas of business; and progress in other areas was detailed in the annual progress report of the Scheme, published in February 2008.

In October 2008 the Big Lottery Fund also published a good practice guide on user involvement. Focusing on involving potential users in research, the guide explains how involving disabled participants or learning difficulties can not only better inform the research but also bring increased confidence to those involved. (Readers wishing to learn more are directed to organisations such as the Alzheimer’s Society⁹ or to the Leonard Cheshire Disabled People’s Forum¹⁰.)

Disability-Monitoring results

These disability-monitoring results relate to awards (excluding Awards for All, Living Landmarks, transfer grants and stage two development grants) made by the Big Lottery Fund during the period 1 April 2007-31 March 2008. They account for 11,950 applications and 2,666 awards made totaling £915 million. The results come with a health warning, however, as the Big Lottery Fund is aware of a level of non-response, which has skewed the results and also acknowledges the likelihood of question misinterpretation.

	Number of applications		Number of awards		Amount of funding (£000)		Requested amount (£000)
Disability (applicants are asked if their project is of particular relevance to disabled people).							
Disabled	2,107	18%	560	28%	£172,163	19%	£610,379
Not disabled	9,845	82%	2,107	21%	£742,653	81%	£3,625,838

⁹ www.grd.alzheimers.org.uk/QRD_advisory_network.htm

¹⁰ www.extra.rdg.ac.uk/equal/Methodology/Clare_Evans.pdf

Case Studies: Big Lottery Fund Awards

Well Being Programme

The Big Lottery Fund has awarded a grant amounting to over £16m to the charity Mind for its 'Moving People' portfolio, comprising 34 nationwide and local projects. The aim is to improve public understanding of mental health disorders and stamp out the stigma and discrimination associated with them. A large scale marketing/advertising campaign is planned to reach 75 per cent of the adult population in England. This will be backed up by activities such as the 'Get Moving!' project, a national campaign to promote mass participation events focusing on mental and physical well-being to build up to the 2012 Olympic Games. Other projects with national coverage deal with raising awareness of mental health issues for medical students and trainee teachers, and give legal advice to individuals and organisations. At a local level Moving People will improve mental and physical well-being through a range of physical exercise programmes.

Reaching Communities Programme

This £120k project awarded to Tynedale Activities for Special Children will enable the expansion of an existing Saturday Club in the Tynedale district of Northumberland. The overall aim is to provide more integrated activities to promote the fuller involvement of disabled children in community activities to foster contact with their non-disabled peers. Provision will increase to two sessions every Saturday with age related activities.

Research Programme

CHANGE (an organisation for people with both a learning disability and a sensory impairments) was awarded a research grant of over £380k to identify the knowledge, views and aspirations of young people with learning

disabilities around sexuality and personal relationships. Relationship problems experienced by adults with learning disabilities can lead to unsafe sexual practices, sexual abuse and parenting problems, resulting in the removal of children. The study will use interactive theatre with young people with learning disabilities to express their views on sexuality and forming personal relationships. The research will also look at current training provision at a regional level through consultations with parents and teachers and at a national level through an audit on training and information sources.

In addition to the Joint Equality Scheme and its annual progress reports, the Big Lottery Fund (Big) also publishes *Equality Matters*, guidance which was drafted after consultation with a range of umbrella bodies and grass roots groups (including disability groups), to help applicants to think about their own work on equality and to help them think how they could improve their practices. The intention is that this should help with stronger applications, though the good practice it includes can inform many other organisations more generally. In response to feedback received,

Big also committed to explore opportunities to publicise the key messages to a wider audience during 2008 through the development and delivery of a helper agency-training module.

The Big Lottery Fund is also taking action to address an under-representation of disabled staff in its workforce. As part of its engagement with the Employers' Forum on Disability it had its practices audited as regards employing and providing services to disabled people and received a diagnostic report from the Forum on future practice. The Big Lottery Fund has subsequently developed an action plan to address the audit's key recommendations and is currently moving this work forward.

During 2008 the Fund has been reviewing how it classifies, collates, analyses and reports on beneficiary equality monitoring data. As part of this work the Fund carried out research in March 2008 to identify how it could improve the robustness of the data captured. Recommendations arising from the research are currently being considered in the design of the Fund's future funding processes and IT system.

This information will be used to target particular communities through regional teams and country offices, providing outreach and support where appropriate. In addition, analysis of the funding profile could inform recommendations for targeting within strategic programmes. It could also help to target marketing, communications, PR and stakeholder work with under-represented communities. This information will be used to inform future policy and programme development.

MEASURING PROGRESS

The Big Lottery Fund has committed to review application and success rates by disability status for each of its programmes and to incorporate this information into its equality assurance work; it has also committed to integrate an equality perspective into the specifications of relevant evaluation and research initiatives; and to review the results from relevant research to inform all aspects of funding policy and practice.

Voluntary and Community Sector

In December 2006, BIG commissioned ORC International to assess the levels of confidence in BIG of key stakeholders in England and to help it improve its knowledge and understanding of how it is perceived by key stakeholders. The general feeling from respondents was that BIG was a good, positive, professional and valuable organisation. An analysis of results from organisations that mainly targeted disabled people showed no discernable differences in responses from the average. Moreover, organisations that mainly targeted disabled people appeared to be slightly more favourable towards BIG with 77 and 78 percent having a very or fairly positive impression of BIG against an average of 71 percent. This research will be repeated annually.

Public attitudes

Big also commissioned the British Market Research Bureau (BMRB) to conduct two UK-wide omnibus surveys in September and November 2006. The surveys were designed to measure the general public's awareness of BIG, and their perception of BIG and Lottery funding in general. There was a statistically significant increase between September and November in the overall awareness of BIG by five per cent

(from 29 per cent up to 34 per cent) and the public's general overall perception of BIG remained positive. An analysis of the results in terms of disability and ethnicity status, did not highlight any important problems. This survey too will be repeated annually.

Publications and Internet Accessibility

Big also commissioned the British Market Research Bureau (BMRB) to test public and stakeholder reactions to a range of publications, including application packs and promotional leaflets. The research, which was completed in Summer 2007, included questions on accessibility and highlighted that the general public, grant holders and applicants or potential applicants were generally positive about Big's publications.

Big also monitors requests for publications in alternative formats and languages, though this continues to be low: six large print, two Braille, five audio-tape, five British Sign Language (BSL), one CD and nine community languages requests were received during 2007. All requests were met with the exception of those relating to BSL. Big's position is to offer interpreter support as a reasonable alternative.

An accessibility test of Big's website and intranet was carried out in 2006 and all significant priority issues have been addressed.

NEXT STEPS

The Big Lottery Fund recognises the value of evaluating progress on disability. Their 2007 Report on progress on disability identified a number of areas where a need for further work was required, including:

- a review of beneficiary equality monitoring data twice yearly (ie application and success rates of disability status)
- the integration of equality perspectives into the specifications of evaluation and research initiatives. A selection of programmes due for evaluation has been identified where equality issues will be built into their scope with a view to informing future policy and practice. For example, through the evaluation of the Reaching Communities programmes in England and Northern Ireland the Big Lottery Fund is aiming to assess the effectiveness of projects in identifying, defining and meeting the needs of the people they aim to benefit. This will include the needs of minority communities, such as disabled people. First year results have been generated, however most projects are still at too early a stage in their implementation for the results to have much meaning yet.
- establishing (informal and formal) mechanisms for involving external organizations in discussing the equality (including disability) dimension of the Big Lottery Fund's business. For example, Big has open Board meetings accessible to equality organizations.
- customer satisfaction surveys to allow for a review of findings by disability and race. The response rate to the first survey was too small to allow for an analysis by respondent disability status. The survey has however very recently opened up again online and Big expects a better response rate.

The emphasis of the Big lottery Fund's future work in relation to equality will be to ensure that equality considerations are considered in the drafting of its UK-wide funding framework and associated consultation.

In addition the Fund will be focusing efforts on ensuring that it is able to generate robust beneficiary equality information, which in turn will enable it to effectively measure equality performance at project and programme level.

The Big Lottery Fund intends to publish its next annual review of the Joint Equality Scheme in February 2009 and this will set out further action on disability and equality. It will also continue to publish Equality Matters, guidance which aims to help applicants to think about their own work on equality and how they might improve their practices.

It will also continue to work with the Lottery Forum England to explore opportunities for exploring and sharing best practice with the other lottery distributors, with recent discussions having centred on beneficiary monitoring.

Chapter 6: Gambling and Licensing

DCMS is responsible for the laws regulating gambling and racing in Britain and, in relation to England and Wales, the sale of alcohol, the provision of regulated entertainment and the supply of late night refreshment. The Gambling Commission and the National Lottery Commission are two of the Department's NDPBs and regulate gambling, and the National Lottery respectively. The issuing of licences and other permissions under licensing and gambling legislation is delegated to licensing authorities (mainly local authorities). We also sponsor the gambling and racing industries and, as part of our policy responsibility for the tourism and hospitality industries, the on-licensed trade.

The Licensing Act 2003 (2003 Act) came into force on 24 November 2005 and established a single integrated scheme for licensing premises which are used for the supply of alcohol; to provide [regulated entertainment](#) and/or provide [late night refreshment](#). The 2003 Act also introduced a light touch system of Temporary Event Notices for one-off and time-limited licensable events, including those organised by charities and community groups.

The 2003 Act provides a balanced package of freedoms and safeguards. It requires each licensing authority to carry out its duties with a view to promoting four licensing objectives. These are:

- the prevention of crime and disorder
- public safety
- the prevention of public nuisance
- the protection of children from harm.

These objectives comprise the basis on which the licensing authority determines what is in the overall public interest when carrying out its functions. A licensing authority may only restrict licensable activities where it is necessary for the promotion of these licensing objectives. Each objective is of equal importance.

The Gambling Act 2005 (2005 Act), which came fully into force in September 2007, gives the Gambling Commission (which replaced the Gaming Board) increased powers to prosecute illegal gambling and promote responsible gambling in a safe environment that can be enjoyed by millions.

The Commission's statutory duty is outlined in Section 1 of the 2005 Gambling Act, which permits individuals to gamble, as long as the activity:

- Prevents gambling from being a source of crime or disorder, being associated with crime or disorder, or being used to support crime.
- Ensures that gambling is conducted in a fair and open way.
- Protects children and other vulnerable persons from being harmed or exploited by gambling.

Social responsibility remains the top priority – protection of the public, especially children and the vulnerable.

The Department's Targets

The Department has no specific targets associated with gambling and licensing, because we do not promote participation in these activities. The effect of the legislation in these areas is to restrict these activities where they are contrary to the licensing objectives of each regime. The Department recognises that in pursuing the public protection, it is important not to introduce barriers to participation in those activities. Furthermore, it is important that engagement with these regulatory regimes is accessible to anyone wanting to put on the regulated activities or to raise concerns about licensable activities in their area.

OUR PARTNERS

Licensing Authorities

Applications for licences and authorisations under the Licensing and Gambling Acts are made to local licensing authorities who are mainly local authorities. As public bodies they will have their own policies to ensure that the services they provide are accessible.

The Gambling Commission

The Gambling Commission became fully operational in 2007. Its purpose is to regulate gambling in the public interest. The Commission took over the role previously played by the Gaming Board for Great Britain in regulating casinos, bingo, gaming machines and lotteries. It is also responsible for the regulation of betting and remote gambling and advising local and central government on issues related to gambling.

The Commission remains primarily a regulator and does not promote participation in gambling. However, part of its remit does cover helping to protect children and vulnerable people from being harmed or exploited by gambling. The term 'vulnerable people' includes people who gamble more than they want to, people who gamble beyond their means and people who may not be able to make informed or balanced decisions about gambling for various reasons.

National Lottery Commission (NLC)

The NLC is a Non-Departmental Public Body, sponsored by the Department for Culture, Media and Sport. It operates at arm's length from government and its decisions are independent. It is responsible for licensing and regulating the National Lottery. It also runs the competition for the licence and select the operator of the Lottery.

The NLC is governed by the National Lottery Act which gives the following duties:

- To ensure that the National Lottery, and every lottery that forms part of it, is run with all due propriety;
- Ensure that the interests of every participant in the Lottery are protected; and
- Subject to these two duties, do its best to secure that the proceeds of the National Lottery are as great as possible.

Horserace Betting Levy Board (HBLB)

The HBLB is a statutory body established by the Betting Levy Act 1961 and now operating in accordance with the provisions of the Betting, Gaming and Lotteries Act 1963 (as amended). Its role is to assess and collect monetary contributions from bookmakers and the Tote via a levy, which it then distributes for the improvement of horseracing and breeds of horses and for the advancement of veterinary science and education.

PROGRESS

Licensing Authorities

Guidance issued by the Secretary of State under the Licensing Act 2003 reminds licence holders of their duties under the Disability Discrimination Act 1995 that any person providing a service to the public must make reasonable adjustments to enable disabled people to access the service. The Guidance also suggests how licensing authorities can avoid imposing conditions on licences which, while promoting the licensing objectives, may have the effect of being a barrier to access.

Gambling Commission

The Gambling Commission's Licence Conditions and Codes of Practice set out the conditions and codes that apply to licences issued by the Commission to gambling operators and personal licence holders in Great Britain. The current version of LCCP was published in June 2007 and came into effect on 1 September 2007. As part of this, the gambling industry is required to take particular measures to protect children and vulnerable people.

The Gambling Commission itself is a new organisation and is still developing and embedding policies, procedures and practices in relation to its workforce. It has in place a Single Equality Scheme covering disability, race and gender, and has trained relevant employees in Equality Impact Assessments. It has appropriate action plans in place, with programmes of work implemented to ensure these policies are properly assessed. The Commission is committed to involving disabled people in the development of such policy and including disabled representatives in consultative groups. Any input and expertise from these groups will be fed into schemes and incorporated into new operational policies.

The Gambling Commission has piloted and is now launching an online diversity programme to ensure all employees have been trained in diversity and disability awareness to promote positive attitudes in the workplace. It has implemented policies to prevent discrimination against any disabled employees or any disabled stakeholders and has made adjustments to the working environment and role for disabled employees. One such policy, for example, "The Real Experience Programme" aims to increase empathy among its staff to help them understand the needs of the disabled stakeholders as well as other diverse communities. They have worked closely with professional organisations such as the Royal National Institute for the Blind to develop links with all parts of the local community and raise awareness further.

There are several ways the Commission has tackled this issue:

- Used accessibility software to make the website readable, as well as publishing other documents in Braille, larger text and other languages.
- Simplified the licensing process.
- Run surgeries to provide support using different technologies to meet the various needs of its disabled users.

The Commission is also responsible for implementing the Disability Equality Duty, ensuring its staff attend and complete the training programmes. Any data or reviews from their new training programmes that illustrate both compliance with current legislation and good practice is published in their yearly Annual Report and also fed into its three-yearly Single Equalities Scheme.

National Lottery Commission (NLC)

The NLC has, over the years, taken steps to promote disability and other equalities issues. However, as a small regulatory body, the NLC's main relationship is with the private operator of the Lottery. They have very little direct interaction with members of the public and do not have any form of marketing function, therefore our activities in relation to disability may not be as comprehensive as other public authorities that deal with a wider spectrum of the general public.

As an organisation with regulatory authority over the operator of the National Lottery, the NLC are exploring the requirements that they place on the licence operator in respect of meeting the needs of disabled people as employees and players. The NLC works proactively with the operator to help improve access to the NL for disabled people. For example, following a complaint from a blind couple, Camelot improved their service to disabled people by making a telephone subscription service for players who were not able to purchase tickets at retailers or online.

The NLC recognises that the involvement of disabled people and staff is critical to their Disability Equality Scheme, and this will be an ongoing activity. As part of development of the Disability Equality Scheme they consulted disabled people both internally and externally. The output from this exercise informed the development of the NLC's Action Plan.

The NLC operates a comprehensive Equal Opportunities Policy. They ensure that all equality issues, including disability, are mainstreamed into their strategic business objectives and are reflected in policies and procedures. They do however acknowledge that there is further room for improvement.

The NLC carries out an annual staff health to identify any disability issues and ensure that staff are provided with appropriate support and reasonable adjustments where necessary. They also monitor disabled employees and applicants via equal opportunities monitoring forms on application forms, feedback sessions, appraisals and staff surveys. The NLC is an accredited Two Ticks Disability Symbol User. As part of their Positive About Disability application, all staff received one day disability awareness training and a refresher course for the coming year.

MEASURING PROGRESS

There are no specific targets associated with gambling or licensing as the Department does not promote participation in these activities. Its main focus is regulation.

However, the Taking Part survey did record the number of people participating in gambling across England. The 2005/06 data showed that adults with a non-limiting disability/illness had significantly higher rates of participation than those with a limiting and no disability/illness:

Participation in Gambling, 2005/6	Percentage Range (%)
Limiting disability/illness 65.9	64.5-67.3
Non-limiting disability/illness 70.1	67.6-72.5
No disability/illness 64.5	63.6-65.3

The higher participation of those with a non-limiting illness, although not limiting disability being the next category, was supported by findings in the British Gambling Prevalence Survey 2007. The survey reported that 72% of those with a longstanding non-limiting illness had gambled at least once in the past year, with those with no illness at 68% and those with a limiting illness at 66%.

British Gambling Prevalence Survey

The British Gambling Prevalence Survey was a large scale nationally representative survey of participation in gambling and the prevalence of problem gambling in Britain. It was funded by the Gambling Commission, but undertaken independently by the National Centre for Social Research to help the Commission understand the nature and scale of gambling in Britain at a point before the 2005 Act was implemented on 1 September 2007.

NEXT STEPS

The Secretary of State has committed to introducing a minor variations process for licences issued under the 2003 Act. This will provide an inexpensive and quicker route for licensees who wish to make amendments to their licence which do not impact on the licensing objectives. This will be particularly useful where alterations are made to a premises which would require amendments to the plans attached to the licence. This should remove a regulatory barrier for premises wishing to make adjustments to their layout to increase accessibility. The new process should be in place in April 2009.

To create flexibility in various application processes under the 2003 Act, the Department is looking to make it easier for application for licences and permissions for temporary events to be made on-line. Measures are likely to be the subject of consultation in early 2009. This will make it easier for those applying for a licence or organising an event under a TEN to use electronic means to make their applications.

The Department is also looking at the possibility of ensuring that all licence applications are available on-line from the local licensing authority, thereby allowing easier and more immediate access through electronic means.

The Department will consider any future policy initiatives relating to people with disabilities and gambling in consultation with the Gambling Commission.

Chapter 7: Creative Industries

DCMS helps the creative industries thrive by raising their profile and supporting their development. Our vision is that the UK becomes the world's creative hub.

The creative industries are those industries that are based on individual creativity, skill and talent. They are also those that have the potential to create wealth and jobs through developing intellectual property. The Creative industries are:

- Advertising
- Art and Antiques market
- Architecture
- Crafts (Crafts Council, a RFO of the Arts Council)
- Design (Design Council, sponsored by DIUS)
- Designer Fashion
- Film (UK Film Council – see Chapter 8)
- Interactive leisure software
- Music (Arts Council England)
- Performing arts (Arts Council England)
- Publishing
- Software and computer services
- TV and Radio (Public Broadcasters – see Chapter 9)

Responsibility across Government

DCMS has lead responsibility in Government for Architecture, the Arts & Antiques Markets, Crafts, Designer Fashion, Film & Video, Music, Performing Arts and Television & Radio.

We share responsibility with the [Department for Business, Enterprise and Regulatory Reform \(BERR\)](#) for Advertising, Computer & Video Games, Design and Publishing. BERR is responsible for Software.

The DCMS would not report on diversity, including disability, of the individual sectors within the creative industries as we do not have the levers or relationships within these sectors to collect this kind of data (but see chapters 8 and 9 for film and broadcasting). Any data we have on disability or wider diversity within the creative industries is gathered by the 4 Sector Skills Councils who represent the creative industries but again none of this data is commissioned by DCMS.

Our work includes:

- **Creative Economy Programme**

The Creative Economy Programme is the first step in the DCMS goal to make the UK the world's creative hub. Our Strategy Creative Britain sets out 26 commitments to Government and industry across every stage of the creative process. It is designed to turn talent into jobs and help creative businesses thrive in the international market. It recognises the growing success story that is Britain's creative economy and seeks to provide the industries with an unrivalled pool of talent to draw on, and the same formal, structured support associated with other industries.

- **Exports**

Exporting goods and services to overseas markets is something many creative businesses are interested in.

- **Education and skills**

There are a number of government initiatives and funding schemes that support skills development and training in the creative industries.

- **Regional Support**

Regional organisations often deal with issues that have been identified as of most concern to creative companies, including access to finance.

- **Access to Business Support & Funding**

The UK's creativity is envied worldwide and the Government is determined to provide opportunities for our creative talent to thrive.

Support across government

DCMS works across government and with other organisations to ensure that the creative industries have all the support they need to succeed. DCMS champions the cause of the creative industries across government and monitors policy that can affect creative businesses, such as tax and regulations or intellectual property rights

OUR SPONSORED BODIES

The Creative Economy Programme is charged with delivering the commitments of Creative Britain. One of these commitments is to work with our NDPBs to improve diversity across their sectors. Sponsorship of the NDPBs/Public Bodies is not addressed under the Creative Economy Programme in DCMS but by DCMS sponsor teams and covered elsewhere in this report, or other departments, as indicated.

In terms of evidence-gathering, the Creative Economy Programme uses evidence from the Sector Skills Councils' labour Market Intelligence however, whilst we are aware of this information, we do not actively commission any of it or use it to inform any of our policy making.

MEASURING PROGRESS

Creative Economy Programme

The Creative Industries depend on diversity for their success. There is a complex and critical relationship between creativity and diversity, whose centrality to the creative process cannot be underestimated.

The Work Foundation Report on the Creative Economy cited diversity as both a problem in the creative Industries and the key to their success. As a result we have made an explicit commitment to work with our NDPBs, and through them our sectors, to agree actions to promote a more diverse workforce. These actions will be delivered individually through our sector teams and their relationships with the public bodies responsible for the sector.

Creative Britain recognises that equality and diversity in the Creative industries is an important factor in the success on the creative industries. It finds that the policies in Creative Britain do not have a significant impact on equality however and that the individual organisations responsible for the individual sectors are better placed to reflect on the impact of our recommendations.

The development of *Creative Britain*, the DCMS strategy for the Creative Industries, involved extensive consultation with a wide range of stakeholders including a specific working group to consider diversity; the reports are available on the CEP website. There is now a Delivery Partners Group that meets regularly to discuss the progress of the strategy.

NEXT STEPS

Creative Britain is 26 commitments and policy recommendations for the Creative Industries. There is a general, overarching commitment to work with our NDPBs to increase the diversity of the Creative Industries.

The implementation and effectiveness of the diversity policy will be monitored through the governance structure of the creative economy programme with a review of progress against the 26 commitments in the Summer of 2009. The Governance structure aims to impose the minimum possible bureaucratic burden proportionate to the scale of the programme and number and diversity of stakeholders. It also takes account of a number of important characteristics of the Creative Economy Programme:

- Wide range of stakeholders will be engaged at every level. Although we can not aim to represent every one of the 13 creative industries on the Steering Board, members have been selected for their profile across multiple sectors and influence in other crucial areas, such as business and education.
- The success of the CEP relies heavily on delivery outside DCMS. All the Governance groups (down to project level) will include representatives of other Departments and/or key partners (such as ACE or the RDAs).

Chapter 8: Film

DCMS policy for the film industry is delivered by its strategic agency the UK Film Council. Diversity is a key priority. Through UKFC, the Department aims to help the UK film industry build a more diverse workforce: behind and in front of the camera. Disabled people are traditionally under-represented overall among those who pay to watch films at the cinema. Therefore, it is a priority for us to help disabled people participate in and enjoy film.

OUR SPONSORED BODY

The UK Film Council

The UK Film Council is the NDPB responsible for developing the film industry and film culture in the UK. Broadly speaking, the Film Council's aims on disability fall into the following categories:

- Participation and access to cinema
- Participation and access to funding
- Access to employment
- Participation and access to training

The Film Council also provides funding to the British Film Institute and the National Film and Television School. The Film Council's overarching objectives are to:

- Develop a sustainable UK film industry
- Develop film culture in the UK by improving access to, and education about, the moving image

OUR PARTNERS

We also task the UK Film Council with overseeing the work of its funded partners:

The British Film Institute (bfi)

The British Film Institute promotes knowledge, understanding and development of the art of film and TV in the UK. It plays a key role in achieving the UK Film Council's goals and fostering public appreciation of film through improved access to cinema, film heritage and educational provision.

Skillset and the Skills Investment Fund

Skillset is the Sector Skills Council for the Audio Visual Industries (broadcast, film, video, interactive media and photo imaging). It is the UK Film Council's partner on skills development and training in film. In 2003 Skillset and the UK Film Council launched the first ever comprehensive training strategy "A Bigger Future" for the

British film industry. A package of measures is being rolled out which aims to build a bigger and better future for the film industry in the UK. Skillset also administers the Skills Investment Fund, which was set up by DCMS to act as a national training strategy. It is funded by voluntary contributions from film productions.

Visit the [Skillset website](#) to find out more.

The Regional Screen Agencies

The Film Council invests £7.5 million a year into regional film activities through the Regional Investment Fund for England (RIFE). RIFE supports the nine Regional Screen Agencies in England, providing a variety of resources aimed at developing public access to, and education about, film and the moving image at a local level. Visit the UK Film Council website for more information

First Light

[First Light](#) funds and inspires the making of short films by young people aged between five and eighteen to write, act, shoot and produce films. The UK Film Council awards £1.1million of Lottery money every year to enable First Light to work with filmmakers and organisations to give young people first hand experience of filmmaking.

The MEDIA Desk

The MEDIA programme offers a wide variety of funding for film and television, covering areas from training through development and distribution to markets, events and festivals. The UK MEDIA Desk offers support and advice for UK applicants.

In addition to funding Skillset through the UK Film Council, the DCMS also directly supports the National Film and Television School.

National Film and Television School

The National Film and Television School is the leading centre for graduates who want to work in film and television production. It is joint-funded by DCMS, and the film, TV and video industries.

PROGRESS

Participation and Access to Cinema

The UK Film Council has, either by itself or in partnership with stakeholders, delivered a number of initiatives designed to promote access to film by disabled people including:

- digital projection equipment supplied to the 240 screens in the Digital Screen Network enabling cinemas to show soft-subtitled films.
- all films receiving funding from the Production Fund at the UK Film Council must be produced in accessible formats: the supply of audio description and subtitle tracks are delivery requirements for all feature film production finance.

- funding the website, www.yourlocalcinema.com, to provide audiences with the only comprehensive weekly listings of accessible film screenings, covering specialised as well as mainstream releases, throughout the UK .
- making significant awards to cinemas across England and Wales to enable the purchase of audio description and/or soft-subtitling equipment .
- awards to numerous film distribution companies under the Film Print Provision strand of the Cinema Access Programme, to enable them to produce soft-subtitled and audio-described versions of film prints for provision to cinemas.
- continuing to fund and support film festivals and events that are culturally specific such as the Disability Film Festival, the Oskar Bright festival (for learning disabled filmmakers, run by learning disabled filmmakers, and is the only festival of its kind in the world), and Deaffest (run by and for deaf filmmakers), as showcases for disability films and disabled filmmaking talent, helping disabled filmmakers develop their careers.
- leading research projects to understand better the evidence base for further possible interventions in this area. 'Cinema Access and Film Consumption for Audiences with Sensory Impairments', for example, included a significant consultation process with special interest groups, subject matter experts, national disability charities and campaign organisations, disabled users and their families and the film industry .

The cinema exhibition sector has already achieved a great deal in ensuring that cinemas are a welcoming and accessible environment for disabled people. Many changes made by exhibitors in this regard pre-empted and indeed went further than the requirements placed on cinemas, and others providing goods, facilities or services to the public, by the Disability Discrimination Act 1995.

BEST PRACTICE IN CINEMAS

The Cinema Exhibitors Association (CEA) leads with its 'Best Practice Guidelines for the Provision of Services to Disabled Customers and the Employment of Disabled People'. Produced in consultation with a wide array of relevant stakeholders, this document set out a comprehensive view not just of the requirements placed on cinema owners and operators by legislation, but also advice and ideas on a comprehensive range of operational issues.

The CEA Card is the national concessionary card developed by the Association to allow disabled people to obtain one free ticket for a person accompanying them to the cinema. Around 90 per cent of UK cinemas now support the scheme, ranging from the large national chains to smaller independent operators.

Participation and Access to funding

The UK Film Council has set equality targets for the participation of disabled people across its Lottery funds for development and production finance. Diversity commitments are assessed in the business plans of regional and national partners and progress reviewed regularly. Diversity reports are a standard feature of governance arrangements in major funding agreements with the BFI and Skillset for their delivery of the cultural and skills agendas.

First Light Movies, the UK Film Council-funded filmmaking programme for children and young people consistently engages and enables significant numbers of disabled young people to make often their first films.

The UK Film Council has just appointed 104 Films as a new strategic partner on its Digital Shorts funding scheme, specifically to develop and deliver a targeted strand of shorts to support disabled filmmaking talent.

Access to Employment

The Skillset/UK Film Council 2007 Feature Film Production Workforce Survey found 3% of respondents considered themselves to be disabled as defined by the 2005 Disability Discrimination Act (DDA), a lower figure than for the wider audio visual workforce estimated to be 5% (2005 Survey of the Audio Visual Industries' Workforce) and for the workforce across the whole economy which is also estimated to be 5% (Labour Force Survey Historical Quarterly Supplement, Summer 2005).

Participation and access to training

The UK Film Council's recognises the need for continuing action to encourage disabled people into the industry. The percentages of people describing themselves as disabled within the industry are:

- 9% of people receiving careers advice and guidance under the UK Film Council/Skillset skills strategy
- 5% of all Screen Academy bursary recipients
- 14% of participants on structured New Entrants programmes
- 3% of recipients for Screen Bursaries for training from Skillset
- 1% of participants on Continuing Professional Development (CPD) schemes

The UK Film Council's joint £3m EQUAL-funded programme the *Audio-visual Entrepreneurship Development Partnership* with Skillset has delivered a number of mainstream and targeted schemes to promote the training and participation of disabled people in the film industry including filmmaking initiatives such as Diz Life with 104 Films.

The UK Film Council has also produced and distributed approximately 10,000 copies of an inspirational DVD on disabled role models working in the film industry, backed up with associated careers support and advice provided by Skillset.

Broader strategic activities

The UK Film Council is proactively committed to and fully recognises the benefit of mainstreaming equality and good relations issues into everything it does. Other, wider strategic steps taken include:

- A comprehensive diversity strategy: 'Success Through Diversity and Inclusion'
- An industry-wide forum, Leadership on Diversity, to connect industry trade associations, guilds, unions, and key employers and public funders of film in support of our

- Equalities Charter for Film, an action programme based around six equality and diversity pledges, launched by the Equalities Minister Meg Munn MP, and signed by all members of the Leadership on Diversity Group
- An online Diversity Toolkit for the industry
- Contributing and participating actively in equality and diversity networks, such as the Broadcasting and Creative Industries Disability Network

Case Study: Equalities Charter for Film

The Equalities Charter for Film is a public pledge developed by the Leadership on Diversity Forum. This forum, led by the UK Film Council, includes businesses, guilds, unions and trade associations from the film industry.

Forum members signed up to the charter have committed to use their influence to create a socially and culturally diverse film industry in which people from all backgrounds can thrive and achieve their potential.

Signatories of the charter pledge to:

- Identify and tackle the barriers that lead to exclusion and under representation in the film industry.
- Encourage people from all communities to access and enjoy film culture.
- Welcome employees from all communities and adopt the best possible practices and policies to achieve an industry that reflects and serves the diversity of our society.
- Encourage skilled and talented individuals from all communities to progress their careers at all levels, and in all areas, of the UK film industry.
- Develop and adopt internal equality and diversity policies and practices (including equalities training for personnel), monitor and update them.
- Celebrate and promote on-screen diversity.

MEASURING PROGRESS

UKFC conducts comprehensive equalities **monitoring** of all its lottery awards. A public portal at www.diversityinfilm.org.uk tracks progress against the Equalities Charter.

UKFC has also produced internal **equality-proofing guidance** for assessing the diversity implications of its policy work. UKFC's Head of Diversity is responsible for diversity issues relating to the film industry.

NEXT STEPS

The CEA and its members continue to discuss and develop approaches around disability and access informed by the CEA's Disability Working Group, comprising representatives of the key circuits and equipment manufacturers as well as groups representing disabled people.

Chapter 9: Broadcasting

The broadcasting industry and DCMS

Television and radio are consumed by nearly all of the population. The Department's *Taking Part* survey found that less than 1% of adults in England said they did not have a TV in their household and only 3% of adults said they did not have a radio in their household. There are currently over 21m television licences in force.

The Department aims to encourage strong public service broadcasting, maintain the quality of its output, and ensure that all consumers have access to varied programming. The Department has a sponsorship role with three public bodies in the broadcasting sector: the BBC, Channel 4 and Sianel Pedwar Cymru (S4C) and shares responsibility for Ofcom with the Department for Business, Enterprise and Regulatory Reform.

Communications Act (2003)

The Office of Communications Act (2002) set up Ofcom, the independent regulator for the communications industries, covering television, radio and telecommunications. The Communications Act (2003) specifies Ofcom's responsibility to ensure the equalisation of opportunities for disabled persons in relation to employment and training. Ofcom undertakes this through an annual reporting process and guidance to broadcasters on policies and procedures.

Digital Britain

The joint DCMS/BERR Digital Britain (DB) project, launched in October 2008 to look at innovation, investment and quality across the digital and communications sectors, identifies universal access to public service content and empowered and informed consumers and citizens as key themes. These were also focal points of the earlier Convergence Think Tank project, the work from which is being carried forward as part of DB. Digital Britain will publish an interim report early in the new year and a final report in spring 2009, with proposals on how to support the development of these critical sectors.

Digital Switchover.

Switching to digital television will enable greater consumer choice of programming and more efficient use of the spectrum. It brings improved access to TV for viewers with sensory impairments through increased provision of subtitling and signing and the provision of audio description which is not available on analogue TV.

TV licensing

Under the television licensing regulations, blind people are eligible to receive 50% off the cost of a television licence.

OUR SPONSORED BODIES

The BBC

The BBC is comprised of the BBC Trust and the BBC Executive Board, two bodies which play different roles within the BBC. The main roles of the Trust are in setting the overall strategic direction of the BBC and in exercising a general oversight of the work of the Executive Board. The Trust performs these roles in the public interest, particularly the interest of licence fee payers. The Executive Board has responsibility for delivering the BBC's services in accordance with the priorities set by the Trust and for the operational management of the BBC.

Channel 4

Channel 4 is a commercially-funded public corporation, originally established by the Broadcasting Act 1981. Its current remit is defined in the Communications Act.

S4C

S4C is a Welsh language broadcaster, established under the 1980 and 1981 broadcasting Acts, which receives grant-in-aid from Government.

Ofcom

Promoting disability equality lies at the heart of Ofcom's purpose to further the interests of citizens and consumers in relation to communications. As the regulator for the UK communication industries, Ofcom has a vital role to play in ensuring that these industries meet the needs and expectations of disabled citizens and consumers and enable their effective participation in society.

Under the Communications Act 2003 Ofcom has specific responsibilities for the promotion of disability equality in terms of the performance of its duties as a regulator.

Under the Disability Discrimination Act 2005 Ofcom is required to produce and publish its own Disability Equality Scheme which outlines the steps Ofcom will take to meet the general public duty. Following a public consultation Ofcom published its first Disability Equality Scheme in November 2006. The Scheme acknowledges the importance of electronic communications to disabled people and outlines a three-year action plan with a commitment to review and report annually. Its focus is on Ofcom's activities both as a regulator and as an employer.

OUR PARTNERS

Digital Switchover.

Digital switchover is a major project for DCMS (jointly with BERR). The Digital Switchover Programme is a strategic partnership between Government, Ofcom, Digital UK and the BBC with the aim for full switchover to be successfully completed in 2012. There is considerable liaison with other key stakeholders including the Consumer Expert Group (CEG) convened by DCMS in June 2003 to help Government understand the impact of digital TV on consumers. Charities and groups representing disabled people, including RNIB and RNID are members of CEG.

PROGRESS

Broadcasting

Under the terms of the BBC's Royal Charter and the Communications Act (2003), the public service broadcasters are operationally and editorially independent of Government. The BBC's Royal Charter and the Communications Act place high level obligations on the public service broadcasters but there is no provision for the Government to intervene in their day-to-day matters. For this reason, the Department does not set targets for the broadcasters or use performance indicators to monitor progress towards disability equality. Furthermore, this means that there is no provision for the Government to impose any further obligations on the broadcasters (other than those included in the BBC's Charter and the Communications Act).

Broadcasting and Creative Industries Disability Network

The Broadcasting and Creative Industries Disability Network was created to address disability issues in the media industry and membership includes BBC, ITV, Channel 4, Five, S4C, Sky, the Producers Alliance for Cinema and Television, Skillset and the UK Film Council. The Network aims to make it easier for members to recruit disabled people and achieve a more accurate representation of disabled people in the media.

The BBC

The BBC's Royal Charter imposes the requirement on the BBC Executive Board to promote the equalisation of opportunities for disabled persons employed in connection with providing the BBC's services. The BBC Executive is accountable to the BBC Trust for its performance in this area. The arrangements for the promotion of equal opportunities in employment at the BBC are set out in the published protocol *Equal opportunity arrangements for BBC staff*. The BBC Trust has published its observations on this document.

The BBC has a Disability Equality Scheme which sets out how the BBC will develop, implement, monitor and review its work towards achieving equality for disabled people, in relation to its relevant public functions. The scheme promotes disability equality at the centre of the BBC's work and specifically in areas such as TV licensing and digital switchover. The BBC publishes an annual performance summary of its Disability Equality Scheme. The scheme also voluntarily references a range of programming featuring disabled people and issues. Other initiatives undertaken by the BBC include the *Ouch!* website, which aims to reflect the lives and experiences of disabled people. In May 2008, the BBC reached its target of 100% of programmes subtitled on BBC One, BBC Two, BBC Three, BBC Four, CBeebies, CBBC and BBC News. This amounts to more than 50,000 hours of subtitled content each year. The BBC continues to produce specialist programming such as *See Hear*, *In Touch* and *Does he Take Sugar?* which are highly prized by those who use them.

The BBC is currently investing £3m over a three-year period to help meet diversity workforce targets. This includes a mentoring and development programme for potential high-flyers, where half the places are reserved for ethnic-minority and disabled people. The BBC also runs a specialised work placement scheme exclusively for disabled people. Last year, more than half the intake gained further work at the BBC. The BBC is also committed to setting up a separate development scheme for disabled staff employed at feeder grades.

Channel 4

C4 invests more than £200,000 annually on opportunities for disabled people to work in TV. This includes the one-year Diversity Production Training Scheme which offers six places for disabled people to work in a variety of roles (in Drama, Factual, Comedy, New Media or Production Management) at an independent production company and with monthly training sessions at Channel 4. Five out of six of the 2007-2008 graduates of the scheme have secured jobs.

C4 works with programme suppliers to improve representation of disabled people across all genres. To assist producers in this C4 has compiled a Guide to Improving On-Screen Diversity and a Directory of Disabled Contributors. Since having a disabled person working on a production often helps to achieve better portrayal on screen, C4 has also compiled a Guide to Improving Off-Screen Diversity.

C4 commissions audience research to monitor performance on disability portrayal and to track how programmes can affect attitudes to disability. Research in 2008 showed a significant shift in attitudes of Big Brother's audience regarding the ability of blind people to lead independent lives, after the inclusion of a blind housemate and a visually impaired housemate. Research with disabled audience showed a strong desire for more everyday portrayal ("normalisation") in shows that are not about disability and a desire to see more "warts and all" portrayal of disabled people.

S4C

Under the Communications Act, the Welsh Authority (S4C) has the responsibility of ensuring the equalisation of opportunities for disabled persons in relation to employment. This is included in S4C's Disability Discrimination Action Plan, which also sets out S4C's aims on access to television services and information about S4C.

The Digital Television Help Scheme

The Government recognised that the impact of its digital switchover policy on consumers would have the potential to affect vulnerable groups more adversely and this was borne out by research commissioned by DCMS/BERR which showed that older pensioners and disabled people would have the most difficulty during digital switchover.

The Government created the Switchover Help Scheme, administered by the BBC, to provide practical help to eligible individuals who are 75 years old or over, or who are severely disabled, or are registered blind or partially-sighted or are normally resident in a care home. The Scheme offers an end-to-end package of support including equipment, help with installation if needed and aftercare. There will be a subsidised £40 fee for this help, but no charge for the poorest eligible households within the scheme.

Digital Outreach Programme

Digital UK has set up a digital outreach programme that will offer help to those not eligible for the Help Scheme who may need additional help. The programme will deliver information and advice to consumers who are hard to reach or potentially vulnerable during switchover, including individuals with sensory, mobility and/or dexterity impairments, learning difficulties, those who experience mental health problems and those who are socially isolated.

Audiovisual Media Services Directive

The Department has completed partial regulatory impact assessments on three specific areas as part of its public consultation on the Audiovisual Media Services Directive. The final assessment will be completed at the point at which the legislation is laid.

ASSESSING PROGRESS

Participation

Taking Part data from 2005/06 shows that people with a limiting disability are statistically less likely than average to not watch any television, or to only watch around three hours or less television. They are more likely than average to watch four or more hours. Meanwhile, those adults with no disability were significantly more likely than average to watch two hours or less, or no television – and less likely to watch four or more hours. The trend for people with a non-limiting disability was less consistent.

NEXT STEPS

Given the independence of the broadcasters, it is for the broadcasters to consider how they meet their duties with regard to disability and what initiatives they will implement in the future. There is no provision for DCMS to intervene.

We will continue to monitor the take-up of digital television by disabled people and to keep under review the effectiveness of the Help Scheme and the equipment provided.

DCMS will liaise closely with the Consumer Expert Group, Digital UK and the Digital Switchover Help Scheme about the impact of switchover on disabled people and to ensure that the diverse needs of disabled people new to digital TV are met.

Chapter 10: Sport

DCMS provides significant funding for sports provision, improving the quantity and quality of sporting opportunities at every level, from the playground to the podium. Our aim is to encourage wider participation in sport, helping to create a more active nation through sport and improve performance.

In June 2008 DCMS published *“Playing to win – a new era for sport”* which sets out the Government’s ambition to become a truly world leading sporting nation, capitalising on the 2012 Olympic Games and Paralympic Games.

The Government wants to unite all the levels in sport, and our vision is to give more people of all ages and from all parts of society the opportunity to participate in high quality competitive sport. To deliver this vision, we need an integrated and sustainable sporting system which will develop sporting talent, underpinned by a high quality club and competition structure.

We will continue to reform the sporting landscape, working closely with Sport England and UK Sport and our key partners, the Youth Sport Trust and the English Federation of Disability Sport.

OUR SPONSORED BODIES

Sport England

Sport England is responsible for delivering the Government’s sporting objectives and published a new strategy in June 2008 designed to build a world leading community sport system.

This will give everyone who plays sport the opportunity to have a quality experience and achieve their potential; and ensure that the number of people participating in sport steadily increases. A key element will be encouraging more people from under represented groups to get involved – including disabled people.

Their aim is also to create a vibrant sporting culture in England in line with the legacy ambition of a million people more active by 2012. This is central to our objectives of sustaining and increasing participation in sport from the grassroots up, and allowing everyone to develop their sporting talents and fulfil their potential. Sport England is also a key delivery partner for the PE and Sport Strategy for Young People (see below).

Sport England’s equality policy *No Limits* was developed as a response to the findings of the 2002 Sports Equity Index, which highlighted the under-representation of disabled people in sport.

The focal point for evaluating the impact and progress of *No Limits* has been the *Equality Standard: a Framework for Sport*. This was launched in November 2004 as a framework for assisting sports organisations nationwide to widen access and reduce inequalities in sport and physical activity from under-represented individuals, groups and communities, including people with disabilities.

UK Sport

UK Sport is charged with leading sport in the UK to world class sporting success. Primarily this means working with partner sporting organisations to help deliver medals at the Olympic Games and Paralympic Games. However, UK Sport also has the responsibility for activities best delivered at a UK level, such as the nation's anti-doping programme; bidding for and staging major sporting events in the UK; increasing our sporting activity and influence overseas; and promoting sporting conduct, ethics and diversity in society.

To deliver on these responsibilities UK Sport focuses on six primary activities:

- To support athletes to succeed in world class event
- To develop skilled people to support UK world class athletes
- To drive the development of a world-class, high-performance system for the UK
- To enhance the profile of the UK and promote the value of sport through mutually beneficial partnerships
- To lead a world-class anti-doping programme for the UK
- To work with athletes and others to promote the highest standards of conduct in sport

OUR PARTNERS

English Federation of Disability Sport

As part of its commitment to broadening participation amongst disabled athletes, Sport England also provides annual Exchequer funding to the English Federation of Disability Sport (EFDS) as the national organisation responsible for developing sport for disabled people in England.

Youth Sport Trust

The Youth Sport Trust (YST), together with Sport England, plays an important role in supporting DCMS and Department for Schools, Families and Children (DCSF) in the delivery of the PE and Sport Strategy for Young People (PESSYP). It receives funding from both DCMS and DCSF for this work. Working with Government, the YST is committed to delivering high quality, enjoyable sporting opportunities to all young people at whatever level is right for them.

PROGRESS

Equality Standard for Sport

The Equality Standard for Sport continues to be implemented throughout the National Governing Bodies and national and regional sports organisations in England. (Progress through the Equality Standard is a mandatory condition of their national funding agreements with Sport England and UK Sport).

Sport England and The Football Association both achieved Foundation and Preliminary levels of the Standard in April 2006, making them the first organisations to do so. UK Sport has also achieved Preliminary Level. 65 UK National Governing Bodies and all 49 County Sport Partnerships (CSPs) have achieved the Foundation Level, with 27 UK NGBs and 10 CSPs subsequently progressing to achieve Preliminary Level. To date, two organisations have achieved Intermediate Level.

Further information on the Equality Standard is available at: www.equalitystandard.org.

Playground to Podium Framework

Sport England is working with UK Sport, Youth Sport Trust, the British Paralympic Association and Sports Coach UK to develop 'Playground to Podium'; the national strategy for the identification, development and support of disabled players and athletes. Playground to Podium describes a framework which aims to provide high quality participation and competitive opportunities for both adult and young disabled people leading to pathways for the most talented to progress.

The talent pathway promotes collaborative working with key stakeholders across the landscape and will focus on the 'transition points' between PE and school sport; school sport and community sport; and community sport through to elite performance environments.

Competitive opportunities against the Playground to Podium framework will be delivered from January 2009 to enhance existing player pathways and provide increased opportunities for sporting talent to be recognised and developed.

PE and Sport Strategy for Young People (PESSYP)

The PE and Sport Strategy for Young People (PESSYP) expresses the Government's commitment to improve the quantity and quality of PE and sport undertaken by all young people aged 5-19 in England – whether through schools, further education colleges, or clubs and other providers in the community.

The Strategy has been developed by, and is the joint overall responsibility of, the Department for Children, Schools and Families (DCSF) and the Department for Culture, Media and Sport (DCMS), working in particular with the Department for Universities, Innovation and Skills (DIUS) in relation to 16-19 year olds and with strong links to Department of Health programmes. The Youth Sport Trust (YST) and Sport England (SE) support the two lead Departments in the delivery of the Strategy.

PESSYP builds on the success of the PE, School Sport and Club Links (PESSCL) Strategy for 5-16 year olds, which went live in April 2003 and continued for five years. It will deliver further Government commitments around 'the Five Hour Offer' announced by the Prime Minister in July 2007, and is now outlined in Public Service Agreement 22.

The PE & Sport Strategy for Young People has always recognised the need to ensure that all young people are able to access high quality PE and sport. For special schools 88% of young disabled people are already undertaking 2 hours of PE and sport per week (PESSCL survey 2007).

However the new expanded and enhanced PESSYP has equity at its heart and all ten of the Strategy's individual workstrands will reach out to all groups of young people who have been historically under-represented in sport, including young disabled people.

PESSYP disability work

Through a new disability workstrand (part of the Playground to Podium framework) we are delivering a new network of 450 multi sport clubs by 2011 for young disabled people. The clubs will enable high quality coaching in a variety of sports for all young disabled people. The clubs will enable high quality participation, and alongside competitive opportunities in the form of multi sport festivals, will promote county/regional progression. The Youth Sport Trust is working with 6 National Governing Bodies to develop high quality coaching resources to support the delivering of multi-sport clubs and festivals.

This work will support the sporting National Governing Bodies with a Paralympic element in achieving their objectives; and help both mainstream and special schools to identify pupils with higher levels of ability through targeted continuing professional development for teachers and 'Identifying Ability Days' every term.

A network of 3600 multi-skill clubs will be established to provide high quality out of school club experiences for young people to practice and perfect their fundamental movement and sport skills and facilitating the transition from school to club participation. These will be fully inclusive and will provide excellent opportunities for young people with disabilities to participate in high quality club environments and form an integral part of the Paralympic player pathway. To date this has included the Youth Sport Trust working with sports coach UK to develop a multi-skill inclusion course which was piloted over the last 6 months to 200 coaches.

The Youth Sport Trust has also developed with the Great Britain Wheelchair Basketball Association, a new Wheelchair Basketball Leaders Award delivered to c400 coaches working in schools.

As part of the Playground to Podium Framework, termly 'Identifying Ability Days' will be held in School Sport Partnerships to bring together young disabled people from both mainstream and special schools to identify pupils with higher levels of ability and signpost those with confirmed higher levels of ability to the next stage in the player pathway; the County Assessment Centres.

There is a competition manager inclusion review group that is leading the sharing of good practice in terms of disability competitions and running alongside these three clear strategies:

- The inclusion of young disabled people in the UK School Games in Athletics, Swimming and Table Tennis is driving a reform of, and additional clarity, to the competition frameworks within these sports;
- Information on including young disabled people in National School Sports Week events which also included Boccia as a specific sport;
- The development of multi-skills and multi-sport participation events at a local level has included in the past Panathlon and TOP Sportsability festivals. Of a recent survey of 30 targeted TOP Sportsability sites over 1000 young disabled people and special educational needs pupils were engaged as participants.

Young disabled people may not always have the same level of engagement in mainstream schools and the Professional Development workstrand acknowledges the need to ensure that schools and teachers are given the appropriate assistance and support to ensure young disabled people are given the opportunity to access high quality PE and Sport in the same way as their non-disabled peers. The initiatives listed below are just some of the ways Government works with its delivery partners to achieve this.

The national CPD programme has a range of modules which complements existing courses and resources to further include young disabled people in PE and sport. This includes: *Is your PE and sport inclusive?* SEN TOP Sportsability module, and CD-ROM's: *Success for All: an inclusive approach to PE and school sport* and *Don't Forget Me!* a DVD resource to help teachers include pupils with SEN and disabilities in a wide range of outdoor and adventurous activities. More recently a specific module for autistic pupils has been developed. The most recent survey of 206 mainstream schools indicated that TOP Sportsability has supported 22,000 SEN and young disabled people.

More recently, the Professional Development Programme has also trained 600 teachers through the 'Identifying and supporting ability in young disabled people' CPD course. The module aims to support teachers, further challenge young disabled people in mainstream schools, identify their physical abilities and improve a range of skills. Support material includes a DVD, ability assessment cards and links to the new gifted and talented classroom standards.

There is also a range of wider CPD support material available to schools through the Youth Sport Trust and partner agencies including the YST/EFDS course 'Supporting young disabled people in PE and sport' and the YST module Elements aimed at those pupils with profound and multiple impairments. The later module having been delivered into 61 schools targeting 940 pupils most at risk of not accessing high quality PE and sport.

There is also a dedicated web-site for special educational needs pupils and young disabled people: www.youthsporttrust.org/inclusion which has information for all schools on assessing progression, identification of gifted and talented young people, disability sport activities and pathways from school into community sport.

Government (DCSF) has also funded and worked closely with the Paralympics GB (formerly known as the British Paralympic Association) to develop a school education site (www.abilityvsability.co.uk) to develop materials for schools to support whole school improvement through PE. The programme has been made available to all school sport partnerships.

The Leadership and Volunteering strand of the Strategy is also looking at how we can further empower and use young disabled people as advocates, leaders and officials. Initiatives such as Young Ambassadors, Table Cricket Umpires Award, Step into Sport, TOP Link (including TOP Sportsability Festivals) and specific targeted work such as the V funded Boccia officials award has seen the number of young disabled people achieving a level 1 Sportsleaders accreditation increase from 1447 to 3698 with c500 young people gaining volunteer experience as an advocate for PE and sport through coaching, delivering assemblies, or umpiring through the above initiatives. This is now being developed into a new web-based resource for distribution in January 2009.

UK Sport

UK Sport supports disability sport in a number of ways, supplying the training and funds that enable disabled athletes to compete at the highest level. Examples include:

- Funding for Paralympic sport for Beijing – at £30m out of £265m
- Number of Paralympic athletes supported by the WCPP – 234 athletes out of 1,469 which is the total number of athletes supported by the WCPP at the time of the Beijing Games

- Talented Athlete Scholarship Scheme (TASS) athletes – 107 athletes out of a total of 1076 athletes supported during 2007/08
- Elite Coach – 1 coach from a disability sport out of a total of 34 coaches supported, as at 31 March 2008.
- World Class Events Programme – from January 2000 to end of December 2008, 86 events have been supported of which 8 are disability sport events.
- Number of medals won by Paralympic athletes in Beijing 2008 – 42 gold, 29 silver, 31 bronze (finished 2nd in the medal table)

In all of these activities UK Sport is committed to achieving equality in sport and is taking a proactive approach in this area. They have developed an Equality and Diversity Strategy, establishing equality principles and policies within UK Sport and their work with partner organisations. UK Sport has a separate Disability Equality Scheme covering the period 2007-09.

In addition, UK Sport, with the home country sports councils, has developed collaborative projects to share best practice and provide support where it is most needed eg through the Equality Standard: A Framework for Sport.

As part of its own internal governance UK Sport's broad responsibilities toward its staff are to ensure that the rules for recruitment and management of staff create an inclusive culture in which diversity is fully valued; appointment and advancement is based on merit: there is no discrimination on grounds of gender, marital status, sexual orientation, race, colour, ethnic or national origin, religion, disability, community background or age.

MEASURING PROGRESS

The DCMS national Taking Part survey is being used to measure participation in sport for adults aged 16 and over at a national level. Latest results from Years 2 and 3 of the survey (published in December 2007 and June 2008) showed that sport participation levels for disabled people were lower than the national average.

The moderate level intensity sport indicator is defined as participation in moderate intensity level sport for at least thirty minutes on three separate days during the past week.

	05/06	06/07	07/08 (six months)
National Average	20.9%	21.5%	21.6%
Limiting disability	9.5%	9.4%	9.8%
No disability	24.2%	23.9%	24.8%

The **active sport** indicator is defined as at least one occasion of participation in and active sport during the past four weeks.

	05/06	06/07	07/08 (six months)
National Average	53.7%	53.4	53.3%
Limiting disability	32.3%	31.2	30.0%
No disability	59.6%	59.4%	59.4%

Sport England's Active People survey

Sport England's Active People survey was conducted across every local authority in England to give a local measure of sport participation in England. The results published in December 2006 showed that the number of disabled people that take part regularly in sport and active recreation is below the national average. Regular participation is defined as: the percentage of the adult population, aged 16 and above, who participate in sport and active recreation, at moderate intensity, for at least 30 minutes on at least 12 days out of the last 4 weeks (equivalent to 30 minutes on 3 or more days a week).

Type of adult (aged 16 and over)	Regularly takes part in sport and active recreation(percentage)
All	21.0%
Limiting disability	8.8%
No limiting disability	23.3%

Annual School Sport Survey

We monitor the number of young people with disabilities in specialist schools doing 2 hours or more of high quality PE and sport through the Annual School Sport survey. The 2006/7 survey showed that participation in PE and sport by young people in special schools is increasing and rose from 69% in 2004/05 to 88% in 2006/07. However, according to the survey there is a marked difference between the participation levels of young people with special educational needs in special schools and those in mainstream schools, where the majority receive their education, but where they are under-represented as participants.

NEXT STEPS

Sport Strategy

Sport England's new strategy focuses on the creation of a world leading community sports system which will ensure that:

- a substantial – and growing – number of people from across the community play sport (structured/organised sport as well as more informal sport such as going for a run);
- talented people from all backgrounds are identified early, nurtured and have the opportunity to progress to the elite level;
- everyone who plays sport has a quality experience and is able to fulfil their potential; and
- coaching will be a key strand running throughout the new strategy.

A key feature of strategy is that delivery will be driven primarily through the National Governing Bodies of Sport (NGBs). The strategy establishes a new partnership between Sport England and the NGBs, who will receive more public funding to deliver against the 'Excel, Sustain and Grow' outcomes.

Sport England will challenge NGBs to consider how they can encourage the participation of currently under-represented groups in their sports. NGBs and other national partners benefiting from public funds need to commit to delivering more on disability sport and increase participation amongst disabled people of all ages.

Sport England will also consider offering specific additional funding through the proposed innovation fund to:

- smaller, less well funded sports that have the opportunity to appeal to currently under-represented communities; and
- NGBs that take an innovative approach to encourage these groups to participate more in their sport.

The equality bodies (English Federation of Disability Sport, Women's Sport and Fitness Foundation and Sporting Equals) will also have a key role to play in helping improve diversity across community sport, providing external challenge and helping NGBs to develop their capacity in this area.

In June 2008, Sport England met with the National Disability Sports Organisations (NDSOs) to identify their offer to the NGBs and discuss how they can support them and contribute effectively to delivering the outcomes of Sport England's new strategy.

The development of Sport England's new strategy also necessitated a pause in what was an ongoing review of *No Limits*, designed to ensure that it remained as relevant as possible in the current climate. With the new objectives now in place, this process has resumed and will include a review of the Equality Standard, its implementation and impact, to ensure an equity policy that fits in with the forthcoming Equality Bill and Sport England's new objective, as well as active attention to the ongoing consultation on the Equality Framework for Local Government. As an interim position Sport England will expect all its funded NGBs to achieve the preliminary level of the Standard.

An Equality Impact Assessment has also been conducted and this will be published over the winter following conversations with key partners on how delivery is best achieved. In line with these discussions, Sport England will work with these partners to develop 'centres of excellence' for the sector, setting standards to which all sports can aspire. It is also their intention to ensure that at least one sport with a significant proportion of disabled participants is selected to work with as the new strategy focuses on addressing post-16 drop off in specific target sports.

Revised Measurement of young disabled people's participation

We are currently looking at a revised range of data collection options in the light of the five hour offer which will require additional measurement. Progress on participation targets for YDP through the interventions of all the PESSYP work strands will be an integral part of the measurement. For the disability work strand, the YST will implement a robust monitoring and evaluation strategy which will identify impact in the following areas:

- Increasing provision and participation for YDP (particularly among the estimated 50% of young people who with an appropriate mix of the right interventions could achieve up to 5 hours per week and among the estimated 20% of young people who are currently doing less than 2 hours of sport a week.)
- Progressing YDP along the sporting pathway from school to club participation and improving the skills and abilities of teachers and coaches to support this.

Addressing the needs of disabled children

This is an area that our new network of multi-sport clubs will help to address.

Chapter 11: Tourism

DCMS has responsibility for supporting the tourism industry at national level, and for putting regional and local support for the sector into a strategic context. Our aim is to maximise the contribution of the tourism and leisure industries to the economy and improve the quality of life for all. The provision of services to disabled tourists is dealt with at a number of levels.

The DCMS tourism strategy "Winning: A tourism strategy for 2012 and beyond", published in 2007, sets out our ambitions for a programme of work for improvements to services for disabled visitors in the UK by 2012. Details of how we will achieve that are set out below.

Under the Disability Discrimination Act, service providers such as hotels, restaurants, visitor attractions and passenger transport are required to make "reasonable adjustments" to any barriers that may prevent a disabled person using or accessing their service. Around 10 million people in the UK and more worldwide are disabled, and the number of people requesting accessible products and services in the tourism market is growing. Frequently, disabled tourists are accompanied by travel companions and in the cases of families with disabled members travelling together, the whole group can only travel when their accessibility needs are met.

Getting tourism services right for disabled people is also important in the context of the 2012 Olympic Games and Paralympic Games. The Paralympic Games are expected to attract some 4,500 athletes together with their family and friends. And a large number will also want to attend other Games events in London and at the other Olympic venues. It is important that they have all the information they need about accessible facilities to facilitate this. Accessible and inclusive transport features will provide a better visitor experience for disabled people and set a benchmark for accessible tourism.

We want to encourage tourism businesses and destinations to:

- Improve physical access for disabled people.
- Cater to disabled guests flexibly and helpfully.
- Provide accessibility information.
- Offer a warm welcome to disabled people.
- Have a good understanding of the needs of disabled people.

We also want to support Regional Development Agencies (RDAs) and other delivery partners:

- To encourage tourism businesses in their areas to provide facilities for disabled people.
- Make sure that any leisure activities, information, plans or strategies that they provide cater for disabled people.

We are talking with tourism businesses, RDAs and our other partners through the Accessibility Stakeholders Forum described below.

OUR SPONSORED BODIES

VisitBritain

VisitBritain, formed on 1 April 2003, is responsible for promoting Britain overseas and promoting England to the domestic market. Its key roles are to boost Britain's income from tourism through professional and effective marketing, and to provide a framework within which the tourism industry can work in closer partnership. DCMS and Visit Britain are working together to leverage opportunities presented by the Olympic and Paralympic Games to position Britain as an accessible and welcoming destination. This is encapsulated in the *Winning* strategy – see under "PROGRESS".

The [National Accessible Scheme \(NAS\)](#) was launched by the former English Tourism Council in 2002. It was revised in 2005 by VisitBritain who manage the scheme to help service providers within the tourism industry make their services more accessible, so that more disabled people are encouraged to use them. This is of practical help to tourism businesses and potential customers. It covers serviced, self-catering, hostel and campus accommodation and holiday parks according to three main areas of disability: mobility, hearing impairment and visual impairment. The scheme provides independent assessment for a nationally recognised rating that is credible and consistent which businesses can use to promote the facilities available for guests.

This together with the mandatory [Access Statements](#) that VisitBritain now requires businesses to produce and publish under the terms of membership of the [National Quality Accreditation Schemes \(NQAS\)](#) gives a high level of information to disabled visitors about the facilities that businesses can provide. The level of accreditation achieved under these schemes is set out under "Measuring Progress" below.

It is important that disabled people have access to the information they need to decide whether a destination will meet their needs. In 2007, VisitBritain was one of seven partners in a One Stop Shop for Accessible Tourism in Europe (OSSATE), a pilot supported by the European Commission. Its purpose was to define the data requirements towards provision of a multi-platform, multi-lingual digital information service on accessible venues, sites and accommodation for potential visitors with a wide range of access needs, and support its online distribution, via [visitbritain.com](#) and a new European Portal, [europeforall.com](#) and other media.

VisitBritain has set up an internal Action Group to integrate accessibility across all activities. It also publishes leaflets and information on its website for the industry to improve accessibility. For example the *Easy does it* guide published this year gives advice on simple, low-cost changes that businesses can make to benefit both themselves and their visitors.

VisitBritain's policy is that all employees have equal opportunities for employment and advancement solely on the basis of ability, qualifications and relevant skills and experience for the work. VisitBritain is committed to an environment where there is no discrimination on any grounds including disability.

OUR PARTNERS

People 1st

DCMS works closely with [People 1st](#), the Sector Skills Council for the hospitality, leisure, travel and tourism industries, to improve skills and productivity levels within these industries through the National Skills Strategy.

People 1st represent employers and work with Government and the education sector to provide a skilled, motivated, and productive workforce now and in the future. They exist to ensure that employers' needs are prioritised and future expenditure is directed to these needs.

Winning adopts the National Skills Strategy published by People 1st in March 2007 as the source of key actions to improve workforce skills.

We are aware that there is limited employee training in disability awareness. As part of our Welcome>Legacy consultation, we received submissions from the industry on the need for more disability awareness training especially as we prepare for 2012. How to take this forward is currently under discussion as we prepare for the Tourism Strategy for the 2012 Games.

The National Hospitality Skills Academy proposes to develop innovative learning programmes in disability awareness amongst other things.

Tourism for All

Tourism for All (TFA) is the UK voice for Accessible Tourism. They are a national charity dedicated to making tourism welcoming to all, and to ensure that barriers to participation in tourism for disabled people are overcome and were formed in 2004 from the merger of three separate organisations. They provide a communication 'bridge', between consumers and the wider industry and Government.

For consumers TFA offers information on accessible tourism destinations, products and services, and provide bookings and special price offers. For industry partners they provide 'toolkits' for self-assessment and provide trained assessors to inspect businesses who have applied for accreditations to the NAS standards for accommodation .

TFA is not a non departmental public body (NDPB), but in recognition of the important contribution that it is making to accessibility DCMS provides a grant (not grant-in-aid) which amounted to £15,000 this year.

Regional Development Agencies

The nine Regional Development Agencies (RDAs) in England have responsibility for the delivery of tourism in their areas. They are non-departmental bodies who have been responsible to BERR since its creation in 2007, and whose primary role is to act as strategic drivers of economic development in their region. DCMS gives BERR £3.5 million each year for RDA spending on tourism, which goes towards overall RDA spending on tourism of over £40 million annually.

Department for Transport

We liaise with the Department for Transport on issues affecting accessible tourism, and the Disabled Persons Transport Advisory Committee, [DPTAC](#) (an independent body established by an [Act of Parliament](#) to advise Government on the transport needs of all disabled people across the UK), is a member of the Accessibility Stakeholders Forum which DCMS set up in April 2008 with an interest in the role of transport in accessible tourism.

The Department for Transport (DfT) is responsible for the policy on the [Blue Badge Scheme](#).

Department for the Environment, Food and Rural Affairs (DEFRA)

We contributed to DEFRA's Sustainable Development Action Plan which takes account of inclusivity in local communities. DCMS has included measures of accessible tourism in its indicators for sustainable tourism, which will be retained and refocused in the new framework for sustainable tourism due to be published by DCMS in December 2008.

We also took part in discussions that helped to shape [Outdoors for all?](#) published in 2008 by DEFRA and Natural England. The Action Plan lists VisitBritain, along with the RDAs as delivery partners to ensure that all regional development plans, e.g. Regional Spatial Strategies, include equality of access to the natural environment as part of their assessment of the social and economic benefits to the region.

PROGRESS

Tourism Strategy: *Winning: A tourism strategy for 2012 and beyond*

The *Winning* strategy was developed in conjunction with VisitBritain from the Welcome>Legacy consultation which included contributions from disability organizations Disabled Holiday Info, RNIB and Tourism for All. The strategy also took account of an Equality Impact Assessment meeting attended by RNIB, RNID, Leonard Cheshire Foundation, Mencap, London Development Agency Disability Group, British Council for Disabled People and Radar.

The issues identified in the consultation are being taken into account in the work of the Accessible Stakeholders Forum, and in partnership with People 1st in the development and implementation of access and workforce skills/retention policies for the Tourism 2012 Strategy.

Disability composition in the tourism workplace

Figures from the Labour Force Survey show that 11% of those employed in travel and tourism are disabled compared with 12% of the total working population.

Percentage of disabled people	% in the workforce	% in travel and tourism
DDA disabled and work-limiting disabled	5%	3%
DDA disabled	4%	6%
Work-limiting disabled only	3%	2%
Not disabled	88%	90%
Total	100% (1.5m)	100% (115k)

Data on employment conditions in the hotel and restaurant sector set out in *“Inside the Workplace” – Findings from the 2004 Workplace Employment Relations Survey* (first published 2006, by Routledge; provided by DTI, Employment Market Analysis and Research) shows that across all workplaces the disabled share of employment amounts to none in 81% of workplaces; it amounts to none in 89% of hotels and restaurants.

[Research for the Department for Work and Pensions \(DWP\)](#) shows that disabled people were more likely to be employed in “elementary occupations” such as bar work, hotel portering and waiter services (18 per cent of working disabled people, compared with 11 per cent of the working adult population). The DWP has also published a number of [positive case studies](#) on the employment of disabled people in the hospitality and leisure sectors.

Some larger employers in the sector – the Inter-Continental Hotels group is an example – have equal opportunities schemes, but it is not the role of this Department to monitor these schemes.

Research from *People 1st* indicates that some employers have attempted to recruit from underrepresented groups (eg disabled people) without much success. This suggests that employment of disabled people in the industry is not necessarily just about recruitment, but also about the appeal of the industry to disabled people. ‘Broadening the Appeal of the Sector’ is part of the National Skills Strategy’s Ten Point Plan.

Training

The Sector Skills Council for tourism, People 1st, included questions on disability training in the Employer Panel Survey in 2007. Analysis of the data will inform People 1st’s provision of training and VisitBritain’s work on barriers to accessible tourism. People 1st is using research by the Sector Skills Councils to develop a Gold Standard in training provision which will improve staff training and customer care to benefit disabled customers.

Dependent on the outcome of the Gold Standard review policy development on training for hospitality staff to meet the needs of disabled customers will be taken forward by members of the Accessible Stakeholders Forum in conjunction with People 1st. This will develop a strategy to broaden the take-up by industry of existing training provision such as disability awareness training and customer care for disabled people.

Information provision

Tourism for All launched a new web-site in 2007/8 and have been engaged with EnglandNet on a new link between their respective websites that will enhance the provision of information for disabled people.

The eContent OSSATE pilot project has now finished, and europeforall.com is online. VisitBritain is leading on further improving information provision about accessible tourism, building on the work of the OSSATE programme to provide a web-based system that will collect and maintain relevant regional data on accessible facilities, and data is being collected as part of the National Tourism Product Database.

Destination management

VisitBritain has set up a Regional Access Action Group to promote accessibility and share good practice. This group will help to develop the attractiveness of the NAS and accessible facilities, and VisitBritain is developing a database of consumer groups for this purpose.

Code of Practice

Members of the Accessible Stakeholder Forum are discussing the feasibility of a Code of Practice for accessible rooms in the light of the guidance issued by British Standards in March 2008, Publicly Available Specification (PAS) 88: "Guidance on accessibility of large hotels and hotel chains".

Accessible Stakeholder Forum

DCMS has set up a tourism forum for disability whose main aims are to identify barriers to accessible tourism and possible solutions; share good practice and developments; maintain links with Visit Britain's Regional Access Action Group and the Ministerial Advisory Group; and explore opportunities for joint initiatives.

The Forum has agreed that the key areas of work are to:

- improve training and customer care working with People 1st;
- make the business case for accessible tourism to stimulate more tourism businesses to greater action;
- gain a better understanding of what motivates disabled tourists, and identifying barriers;
- publish the results of the Forum's work

Membership of the Forum covers a wide cross-section of stakeholders in tourism, including government and partner organizations, visitor accommodation, visitor attractions, passenger transport, the hospitality industry, disability charities such as RNIB, RNID, and EHRC. The Forum is liaising with VisitBritain's Welcome To Britain group which is working to improve the welcome all visitors receive on arrival in the country. People 1st are also liaising with this on training issues.

The Forum is considering how to involve disabled customers for feedback. It is intended that this will provide continual dialogue with disabled people on the Forum's work with regular feedback and enable us to measure satisfaction of disabled consumers with the Forum's work.

A mapping exercise has already been completed to determine what stakeholders are already doing on accessibility and this will feed into the overall outcome of the Forum's work. We expect the Forum to finish its work by 2010, followed by a period of monitoring. The continuance of this group will be reviewed at the end of 2012.

MEASURING PROGRESS

DCMS included specific questions in the 2006/7 Taking Part Survey on tourism which have provided data on participation of people with limiting and non-limiting disabilities in tourism activities. The questions asked whether respondents: had a holiday in the past 12 months that lasted at least a week; would consider going on holiday in the UK; why they would not consider going on holiday in the UK.

Adults with a limiting disability were significantly more likely (at 48.8%) than adults from the other two groups surveyed (at 30.9% and 30.4%) to have not had a holiday that lasted at least a week. This underlines the importance of the *Winning* strategy to deliver accessible tourism. The survey also shows that adults with a limiting disability and those with a non-limiting disability were significantly more likely than those with no disability to answer "yes, within the UK only". The main reason given for not considering going on holiday in the UK in 2006/7 was the weather.

Over a quarter (26.9%) of respondents with a limiting disability also gave a reason(s) that is counted under the category of "other answers", compared to 31.3% of people without a disability and 38.8% of people with a non-limiting disability. This category represents a range of responses including some that might be associated with barriers encountered (though not exclusively) by some disabled people. A small number of responses can be more clearly attributed to health constraints. However none of the respondents' comments made explicit that facilities in the UK were inaccessible or failed to meet the needs specifically of disabled people.

Other Data

Data from National Accessible Scheme

Monitoring the number of serviced accommodation providers participating in the National Accessible Scheme (NAS) for disabled people (classed as Mobility ratings, Hearing ratings and Visual ratings according to the impairment for which adjustments have been made) provides an indicator of the responsiveness of tourism businesses to disabled visitors and to requirements in the DDA, to avoid illegal discrimination of disabled visitors. Figures produced by VisitBritain show that in 2008, the NAS Mobility ratings are 62% up on 2005's figures, Hearing ratings are 100% up on 2005, and Visual ratings are 83% up on 2005. The growth recorded is from a low baseline when compared to known British tourism accommodation stock.

Over-emphasis on NAS figures may mask the true level of responsiveness of industry as the NAS is a voluntary scheme and some accommodation providers who fully meet the requirements of the DDA may have decided not to apply for registration.

VisitBritain will be making the NAS more user friendly towards 2012. It has completed research into the benefits and barriers to accessible tourism for consumers and industry, and work is ongoing to develop the attractiveness of participation in the NAS.

Data from the National Quality Accreditation Schemes (NQAS)

The National Quality Accreditation Schemes (NQAS), a voluntary system, offer tourism accommodation the opportunity to demonstrate the quality of their accommodation and provides for consumer confidence through accreditation. All those in the schemes must now complete an access statement and must publicise it. (VisitBritain recommends it goes on their websites and is available at the property.)

This is to provide all customers with the information they need to decide whether the accommodation will meet their needs. Assessors are asking for evidence of access statements at annual assessment visits and can ensure compliance. Data about levels of participation in the schemes therefore will be an indicator of how widespread is the practice of providing access statements. This was publicized in the Winter of 2006, and became part of the assessment from April 2007, and from April 2008 an access statement must be provided at the time of assessment.

The Government considers that VisitBritain's long-standing target of increasing NQAS participation to 80 per cent across Britain by 2010 remains the most appropriate aim. But it is important to track progress beyond that date, in the context of the Games and their legacy. The following targets for establishments participating in the Schemes (rather than, for example, numbers of available rooms) should therefore be regarded as aims which are ambitious and achievable:

NQAS participation	2008	2012	2016
Britain	60%	85%	90%
England	55%	75%	85%

49% of the total stock of accommodation in England participated in VisitBritain's quality accreditation scheme at the end of 2006/7.

VisitBritain Research

Research with disabled consumers has been completed by VisitBritain into the benefits and barriers to accessible tourism. This provided evidence that planning and booking holidays can be particularly problematic for disabled people; that advance planning and extensive research is needed, often using a variety of sources and asking around by word of mouth; that there is currently no comprehensive source of information related to accessible accommodation in England which can lead to psychological barriers such as worry, fear and anxiety; that participants lacked awareness of the NAS and its rating symbols and experienced some confusion trying to interpret them. The outcome of this research is now being evaluated. Participants were very impressed with VisitBritain in designing the NAS scheme and having an inclusive attitude towards mobility and sensory impaired community.

NEXT STEPS

Among other things the *Winning* strategy sets out the most important actions that need to be taken to improve the accessibility of tourism through better training, the provision of information and good accessible destination management. In summary, the main actions are:

- Improving training and skills of staff including management, so they understand the needs of disabled people and can provide them with accurate information – led by People 1st
- Explore feasibility of a Code of Practice for room accessibility/availability by a working group from DCMS, TFA, VisitBritain, large hotels and other disability organizations – led by DCMS

- Develop an internet Destination Management tool to help destinations determine whether their infrastructure is accessible and how TFA expertise can be extended to a wider range of trained assessors – led by Tourism For All
- Improve information provision building on the [OSSATE](#) programme (a One-Stop Shop for information on Accessible Tourism in Europe) and pilot work in the regions – led by VisitBritain
- Evaluate research into the benefits & barriers to accessible tourism for industry & consumers, and consider how the NAS can be made more attractive to businesses – led by VisitBritain
- Host a stakeholder forum to promote accessibility and share good practice – led by DCMS, VisitBritain & Tourism For All
- Set up a group of regional partners to promote accessibility and share good practice – led by VisitBritain
- Work with the Department for Transport to make public transport more accessible – led by DCMS
- Bring a set of quality standards to the provision of conference and meeting facilities within hotels and other venues which will include improved accessibility for disabled visitors. – led by Visit Britain

We will continue to work with the Accessible Stakeholders Forum, People 1st, VisitBritain, Tourism For All and other government departments (eg DfT) to take forward this agenda.

Chapter 12: 2012 Olympic Games and Paralympic Games

The Government Olympic Executive (GOE) within DCMS is the Government lead for the London 2012 Olympic Games and Paralympic Games. London 2012 (which consists of LOCOG (the London Organising Committee of the Olympic Games and Paralympic Games) and ODA (the Olympic Delivery Authority)) will plan and manage both the Olympic Games and the Paralympic Games together, undertaking to provide the same level of service to athletes, officials and spectators at both events. The Games will be accessible to all, and will promote inclusion, positive attitudes towards, and the active participation of disabled people.

GOE is working closely with the London 2012 stakeholders – LOCOG, the ODA, the Greater London Authority (GLA) and the British Olympic Association (BOA) – and with other Government departments and relevant bodies in the nations and regions to deliver the best games ever.

The London 2012 Olympic Games and Paralympic Games provides an unrivalled opportunity for the United Kingdom to promote a contemporary, progressive attitude to sport, design, culture and social inclusion. For the first time planning for the Olympic Games and Paralympic Games is being fully integrated. London 2012 will strive to create a festival of sport, culture and diversity to inspire a new era in public attitudes towards disability and a new profile for sport for athletes with a disability.

Equality, diversity and inclusion were central to the London 2012 bid, and we are working together to ensure that the Games provide a lasting legacy for equality and a built environment which is a model for inclusivity and accessibility. Throughout the Legacy Action Plan¹¹ there are specific examples of how we intend to use 2012 to promote equality, and the on-going input from a wide range of access experts and from disabled people is therefore crucial. We are determined that the evidence that emerges from the London 2012 Games will be of a significant increase in participation, including disabled people.

OUR SPONSORED BODIES

Olympic Delivery Authority (ODA)

The ODA is an executive Non-Departmental Public Body established by virtue of the London Olympic Games and Paralympic Games Act 2006. It is responsible for delivering the venues, Olympic Village, transport and infrastructure associated with the construction of the Olympic Park.

The ODA's Access and Inclusion Forum meets on a quarterly basis to advise on areas of inclusive design through the sharing of knowledge and experience. It has representation from a lead disability organisation within each of the Five Boroughs, as well as the Borough Access Officers and key external stakeholders.

¹¹ "Before, during and after: making the most of the London 2012 Games". DCMS, June 2008

In addition to this Forum, ODA Access Panels provide specialist disability and inclusive design experts to review and advise on design – both at Games time and in legacy – and have final sign-off on ODA build commitments. In support of this, the ODA has appointed two Principal Access Officers – one specialising in the built environment, and one specialising in transport accessibility – responsible for the development of inclusive design within the ODA's programme.

The ODA has developed and consulted on an Inclusive Design Strategy and Standards which will be published.

The ODA published its Equality and Diversity Strategy in July 2007, and this was followed by its Disability Equality Scheme, published in December 2007. The ODA's performance management system is under development, and an interim system for monitoring disability equality in employment is in operation.

OUR PARTNERS

London Organising Committee of the Olympic Games and Paralympic Games (LOCOG)

LOCOG is a company limited by guarantee, and it is responsible for staging the Games in 2012. It has overall operational management of running the London 2012 Games and among its responsibilities are sponsorship, venue and competition management, ticket sales, all protocol ceremonies including the Opening and Closing Ceremonies and the Torch Relay, as well as the Handover Ceremonies in Beijing in 2008. LOCOG is also responsible for the programme of cultural projects which will form the London 2012 Cultural Olympiad, as well as the London 2012 Education Programme.

LOCOG has put in place a strong diversity and inclusion policy on its recruitment and retention of staff and volunteers that covers gender, race, disability, sexual orientation, religion and age. This is regularly monitored for its effectiveness, and follows on from diversity and equality featuring as key components of the original bid for the Games. LOCOG requests equal opportunities policies from potential suppliers, which are also a requirement on Compete for (the online brokerage service by which companies register for contracts connected to the Games).

British Olympic Association (BOA)

The British Olympic Association (BOA) is the National Olympic Committee (NOC) for Great Britain and Northern Ireland, as recognised by the IOC. The BOA takes its mandate from the IOC and is privately funded through the use of the Olympic brand in the UK. The BOA is responsible for the selection, preparation, management and performance of Team GB at London 2012. Leading up to the London Games, it will provide management, preparation camps, coaching, athlete training for the Team GB and will lead the British Olympic teams participating at Beijing 2008, Vancouver 2010 and future Games.

The British Paralympic Association (BPA) is the National Paralympic Committee (NPC) for Great Britain and Northern Ireland, as required by the International Paralympic Committee (IPC). As such, it is responsible for British participation in Summer and Winter Paralympic Games, providing support services to all those competing as

members of the GB Paralympics team. Leading up to the London 2012 Games, it will provide management, preparation camps, coaching, and athlete training and will lead the British Paralympic teams participating at Beijing 2008 and Vancouver 2010.

Greater London Authority (GLA)

The Greater London Authority (GLA) comprises the Mayor of London and the London Assembly. The Mayor of London, together with the BOA and LOCOG, is jointly responsible for delivering the Games under the terms of the Host City Contract. The GLA is responsible for the delivery, in London, of the economic, social, health and environmental benefits of the Games in London. The GLA is also responsible for delivering a sustained improvement in UK sport, for maximising an increase in London participation at community and grass-roots level in all sport and across all groups, and for implementing viable legacy uses for 2012 sports facilities in London.

The London 2012 Equality and Diversity Forum

This Forum has been established as the primary vehicle through which we, with our London 2012 partners, will work jointly to support, champion and monitor the progress that is being made on the delivery of national and regional equality commitments and objectives for the Games.

The aims and objectives of the Forum are:

“To discuss, evaluate and monitor equality and diversity matters that relate to the Games, and work to ensure that equality and diversity is effectively co-ordinated, integrated and promoted in the preparation, delivery and legacy of the Games;

To provide the environment to consolidate Games-related equality and diversity achievements to date, and drive these forward by providing advice, sharing examples of best practice, and identifying blockages to progress that need to be addressed.”

The Forum is chaired by a representative from the Mayor’s Office and it consists of senior representatives from GOE/DCMS, ODA, LOCOG, GLA and the London Development Agency (LDA). It meets quarterly at City Hall.

PROGRESS

The Olympic Board commissioned a Diversity Delivery Plan at the end of 2006 with the aim of ensuring that the UK’s diverse communities obtain the maximum benefit from the Olympic and Paralympic Games. The intention is that diversity will be mainstreamed across the Olympic Programme so that it will be considered as part of policy formulation and delivery planning in all other objectives and sub-objectives, and that all other Olympic delivery plans will deal appropriately with engaging the UK’s diverse communities.

The London 2012 Organisations subsequently published a London 2012 Diversity Statement setting out their vision in their Sustainability Plan¹².

¹² “Towards a one planet 2012”, Annex D, London 2012 Sustainability Plan, November 2007

The Olympic Park

There will be impressive new facilities with inclusive design principles built into them from the outset. The Olympic Village and all of the stadia will be widely accessible both during and after the Games by implementing the Inclusive Design Strategy and Standards, the sustainable design in sporting facilities, residential developments, transport procurement and service delivery, encompassing the whole life experience of disabled people.

London 2012's Olympic and Paralympic Village has been designed from the outset as an accessible and inclusive community. It will be fully accessible to disabled people and comply with both the spirit and the intent of all relevant legislation, including the Disability Discrimination Act 1995 and its code of practice.

During the Games, the Village will provide over 17,320 beds to athletes and officials, all of which will be accessible for wheelchair users.

In legacy, the Olympic Village will provide approximately 4,000 residential units, as many of which as is practicable will be built to Lifetime Homes Standards. In addition, at least 8% of these units will be fully accessible to wheelchair users.

Tourism

The Olympic Delivery Authority is contributing to improvements to accessible tourism, and in May 2008 it published its [Accessible Transport Strategy for London 2012](#). Some of those travelling to and from the Games will be disabled people who can only use public transport if it is accessible to them. This wide-ranging Strategy includes a ten-point plan to deliver accessible transport for the Games and the wider tourism offer in London will be an indirect beneficiary of this.

Transport

The same vehicle fleet will serve both Paralympic and Olympic athletes, and a Games-time mobility service will enable mobility-impaired spectators to access all events.

Public transport facilities serving the Olympic Park will be accessible to wheelchair users. The entire Docklands Light Railway network and all of London's 21,000 licensed black cabs are already accessible to wheelchair users, as will every London bus by the end of 2008. Other accessible and inclusive transport features include audible and visual customer information on the underground and suburban rail systems, and an Olympic park designed to be a fully accessible environment for all.

Procurement

A principal area for promoting disability equality is through procurement, both in terms of the number of disabled people-owned businesses that are successful in bidding for work and through the number of disabled people that are employed. The CompeteFor register which was launched in January 2008 contains all London 2012 business opportunities and requires potential suppliers to indicate the number of disabled employees, and the ownership of the business.

The ODA is also working with contractors to diversify the supply chain opportunities and increase the number of sub-contractors that are owned by women, BAME and disabled people.

London 2012 Paralympic Games

In the medal table in the Beijing 2008 Paralympic Games, with a total of 102 medals (42 Gold; 29 Silver; 31 Bronze), ParalympicsGB finished second only to China, a country with a disabled population larger than that of the entire UK.

The London 2012 Paralympic Games will be an opportunity to raise the profile and accessibility to Paralympic sports even higher, and they will be the inspiration and incentive for a generation of future Paralympians. They will be the most compact Paralympic Games ever – 11 out of 20 sports will take place in the Olympic Park, and 75% of the athletes will live, train and compete there. Overall, 95% of the athletes will be able to stay within 15 minutes of their competition venues.

The target of getting 2 million more people active by 2012 includes disabled people. The flagship programme to make sport a part of every young person's day by 2012 includes a new network of 450 disability multi-sports clubs through School Sport Partnerships.

In the east of England, Suffolk County Council is working with the charity Optua on its Disability Sports Academy, which encourages and supports disabled people to try out Paralympic sports in the run-up to London 2012, and to signpost disabled people to sporting opportunities in the area.¹³

Sport England will work to sustain a post-2012 legacy to support our commitment to increase sports participation for disabled people, through the creation of a network of facilities and infrastructure to support elite athletes – giving them the platform to deliver a step-change in sporting performance. There will be a legacy of first-class facilities, and the development of an integrated talent identification and development programme.

ACCENTUATE is a ground-breaking project that takes the milestones, values and achievements of the Paralympic Movement, which started in the South East region, as inspiration for real and lasting change and the promotion of excellence. Through accentuating the Paralympic movement as a potential catalyst, it will promote new ways of thinking, doing and being – where disabled people of all ages can access real opportunities. The project has five key outcomes, each with its own associated initiatives.

Case Study: Disability Swimming

Disability Swimming is one of four sports to benefit from the Paralympic World Cup, held annually in Manchester. The event which is supported by UK Sport's World Class Events programme brings together the world's best Paralympians and provides them with the opportunity for regular competition at the top level.

David Roberts is a Disability Swimmer with 11 Paralympic gold medals already to his name at the age of 27. His experience shows how an individual can maximise their potential when the programme that sits behind them includes all the key ingredients that a high performance athlete needs – the right coach, based at the right facility with the right support delivered where and when it is needed by the right people.

¹³ "Before, during and after making the most of the London 2012 Games", DCMS, June 2008, p.25

But the jigsaw of support elements that is now complete was not there from day one. It was not until Disability Swimming created a network of 3 High Performance Centres in 2003 that the main elements were put in place – priority access to a 50m pool in Swansea (built with Lottery support from the Sports Council for Wales), dedicated world class coaching support and on-site physiology and strength and conditioning services

Roberts is a talented and determined athlete, but like all the UK's best sportsmen and women the right package of support delivered at the right time and place help him to truly maximise his potential.

Volunteering

The official Volunteer Programme launches in 2010 and volunteers will be chosen based on their experience, not on a first come, first served basis. A programme is also being developed to recruit volunteers that would not usually volunteer – especially individuals from hard-to-reach communities.

Volunteers, including disabled people – will be needed for a range of duties, including stewarding, the issuing of tickets and looking after athletes. Skilled volunteers such as medical volunteers, language experts, as well as sports volunteers such as referees & linesmen, will also be needed.

The volunteering programme will not just be about sport. Volunteers will also be involved in many other areas, such as cultural activity – including the Games' opening ceremonies – and in the many community projects and celebrations that will take place across the UK in association with the Games.

ASSESSING PROGRESS ON DISABILITY

Delivery of PSA 22 (The Olympics PSA) and the Legacy Action Plan (LAP) is overseen by the 2012 Programme Board. The Board is chaired by the Director General of the Government Olympics Executive (GOE) and draws members from GOE, DCMS, DoH, DCLG, DIUS, DWP, HMT, DECC and DfT. The Board tracks delivery progress against the 5 PSA and 15 LAP indicators and approves six monthly PSA reports.

The Government Olympic Executive will track progress on PSA 22 "To deliver a successful Olympic Games and Paralympic Games with a sustainable legacy and get more children and young people taking part in high quality PE and sport". For Indicator 4 – Public participation in cultural and community activities across UK and participation in sporting activities, both in UK and other countries, particularly those in development – the number of people across UK and in other countries taking part in Government-supported programmes associated with 2012 Games will be measured. Progress on Indicator 5 – Creation of a world-class system for PE and sport across England – will be measured by the percentage of 5-16 year-olds participating in at least 2 hours per week of high quality PE and sport at school, and percentage of 5-19 year-olds participating in at least 3 further hours per week of sporting opportunities.

NEXT STEPS

It has been accepted at working group level that the London 2012 Equality and Diversity Forum should be properly subordinate to the Olympic Board Steering Group. GOE will encourage the members of the Forum to confirm this and to develop a clear work programme under the new Chair, Richard Barnes, Deputy Mayor for London, to ensure equality and inclusion is fully taken into account across the Olympic Programme.

At the end of October 2008, Tessa Jowell and Jonathan Shaw co-hosted a summit to look ahead to 2012 and beyond and identify opportunities to develop social policy and strengthen the legacy from 2012. The summit brought together key organisations working on the Olympics and Paralympics, central and local government, disabled people and stakeholder organisations.

This is the start of a conversation that will develop over the coming years to deliver a real step-change in attitudes of and provision for disabled people. The summit will investigate how we can use the success of Paralympics GB in Beijing and hosting the Paralympics in London to drive up participation in sport and physical activity among disabled people, especially children and young people; improve the status of disabled people in society and tackle disabilism; improve the provision for disabled people, before, during and after the Games in 2012.

GOE will co-ordinate a cross-Government plan, drawing together all Government Departments that will be delivering on Diversity and Equality in their own Olympic Legacy Action Plans.

GOE will review the need for a cross government group to look across the Olympic programme to ensure that the equality and diversity benefits of the Games are being considered. It will include representatives from other Government departments, nations and regions and the GLA. The exact remit and terms of reference of the group will need to be established, as will the chairing arrangements of the Group.

Chapter 13: Public Appointments

Public bodies assist Ministers and Departments in delivering their objectives and priorities, especially where specialist expertise and an independent view are needed. DCMS is responsible for over 60 public bodies, which are funded by, but are not part of, the Department and are run by Boards.

DCMS is responsible for over 600 Ministerial appointments to these Boards, making more than 100 appointments or re-appointments each year. We want the Boards of our sponsored bodies to draw on a rich variety of viewpoints, ideas and experiences. Our Annual Public Appointments Plan¹⁴ includes targets to increase the diversity of our appointments and plans to achieve them. Our current target for representation of disabled people on our Boards is 6 per cent.

We are keen to encourage disabled people to participate in the governance of our public bodies.

OUR SPONSORED BODIES

DCMS officials have ultimate responsibility for managing the appointments process, but working very closely with the NDPB concerned at all stages. For example: DCMS and the NDPB will both be represented on selection panels (DCMS Chairs); role specifications are agreed by DCMS and the NDPB; and the advertising strategy, which may involve search consultants, is worked out in partnership with the NDPB. Both DCMS and NDPBs have an active role in identifying potential candidates.

We work closely with our colleagues in public bodies to ensure that we have diverse field of applicants for our posts.

OUR PARTNERS AND STAKEHOLDERS

We are working with OCPA, Cabinet Office and Government Equalities Office on a range of initiatives including:

- Publicity leaflet and published adverts going in targeted publications in October
- OCPA Project-researching strategy on diversity in appointments and providing a tools target date for 2010
- Ongoing work to identify disability networks and candidates

We circulate the role specifications to a wide range of representative organisations including: Association of Disabled Professionals, Disability Rights Commission, RADAR (the disability network), RNID and RNIB and are always open to new avenues to broaden our potential catchment. We have also given a presentation to the DCMS Disability Reference Group and will continue to work with them to encourage disabled people to apply for our vacancies.

¹⁴ http://www.culture.gov.uk/working_with_us/Public_appointments/

MEASURING PROGRESS

We ask applicants to fill out, on a voluntary basis, a monitoring form covering disability and we monitor the diversity of serving board members, applicants and appointees on our database. The percentages of disabled board members in post and the percentage appointed in 2006-08 are shown in the table below.

	Total	% Disabled ¹⁵
DCMS TARGETS		6%
Number in post (snapshot at October 2008)	485	4.5%
Number in post (snapshot at 14 February 2007)	508	3.7%
Number in post (snapshot at 20 December 2007)	539	4.8%
Figures for those appointed since 1/9/06	254	4.7%
Number of appointments 2006-2007	208	4.8%
Number of 1st appointments	134	5.2%
Number of reappointments	84	3.6%

Whilst the percentages of board members with disabilities are currently below target, it is encouraging that the percentage of disabled people in first appointments is approaching our 6 per cent target. This figure suggests that on-going efforts to develop diversity in the appointments process are producing improved results, although it may also indicate that our diversity monitoring has become more effective.

In a response to a request from the Secretary of State, NDPBs submitted in 2007 strategic plans to maintain or increase board diversity over the next 5 years. NDPB Chairs should be taking account of those plans in their forward planning of Board membership.

We are targeting the less diverse boards as vacancies arise but progress will inevitably take time. Our aspiration is to create a sustainable legacy of high-quality, diverse boards, able to bring fresh perspectives to the delivery of long-term goals, whilst at the same time maintaining high standards of governance.

DCMS will review targets annually when we report on progress on our Equality Scheme and explain in our progress report any decisions to amend them.

NEXT STEPS

We recognise the need to press on with increasing the representation of disabled people on our Boards. We have considered the recommendations from two reports this year exploring how we might increase the diversity of our Boards more generally – one from Carole Souter, Chief Executive of the Heritage Lottery Fund; and one from Maloney Search consultants. We have drawn up an Action Plan responding to these recommendations. Actions include:

¹⁵ The figures for disabled people might be unreliable because they depend on whether people declare themselves to be disabled.

- Continuing to encourage our public bodies to ensure that job specifications do not include criteria which will discourage disabled applicants from applying for appointments
- Encouraging our more diverse Boards to share good practice with other public bodies
- Establishing criteria for using search agencies in order to optimise use of resources
- Making better use of networks, newsletters and our database of potential candidates to promote Board vacancies

We will also review appointments initiatives annually with our NDPB colleagues and report on that in our Equality Scheme Progress Report.

Chapter 14: Conclusion

DCMS aims to stimulate, nurture, develop and sustain the widest possible range of creative, cultural and sporting inputs to improve the quality of life through the work of our sectors. And we want to give everyone the best possible opportunity to fulfil their creative, cultural and sporting potential. We are exploring how to draw together our policy work on diversity into a more strategic programme of work with the aim of delivering a step change in equality of opportunity. As this report shows, we have made progress in a number of areas and continue to encourage the key bodies in our sectors to offer equality of opportunity and access.

The process of drafting this report has given us the opportunity both to reflect on the progress we have made and to identify what more we can do.

Data Collection

We recognise that there are limitations to what the Taking Part data can tell us about barriers and the data we do have suggests only minor differences for diversity groups. Although health tends to be the main reason for disabled people not engaging in our sectors, other reasons are similar to people without disabilities. We are currently working on how we might improve the questions on barriers to participation and will shortly be running a small number of focus groups of a cross-section of the population. We hope that this will improve our Taking Part data collection methods.

From 2008, the sample size of the survey has been reduced. DCMS is therefore working with ODI to include questions in a survey which they will be running in July 2009. This is likely to prove a better source of information. Whilst not yet in the field, this survey will eventually yield an initial sample of 50,000 and later sweeps will include a longitudinal element. This along with investing in the new UKHLS survey will provide useful data on participation about how engagement is more or less relevant to different people at different life stages.

In addition to this, the DCMS Joint Research Board is currently commissioning a project specifically on levers/barriers which will include examining diversity groups. This will analyse the available survey and attendance data drawn together to inform the development of a 'demand model' for engagement within our sectors. This model uses economics to determine what aspects of the environment (e.g. the closeness of a leisure centre) or of the individual (e.g. their occupation) predict engagement. This will include a literature review which will allow us to move beyond the factors that are captured in surveys like Taking Part to capture more qualitative aspects of people's lives.

Co-ordinating Further Action

This report includes examples of co-ordination within sectors and, where appropriate, co-ordination across sectors and across government departments. We contribute to cross government initiatives where it is strategic, necessary and proportionate to do so, bearing in mind the resources we have at our disposal.

DCMS officials will continue to work closely with colleagues at the Office of Disability Issues through their Disability Equality Duty Working Group to share knowledge and good practice on progressing the government's wider policies to promote disability equality.

The relationship between DCMS and its public bodies is a balance between independence and accountability. On the one hand, public bodies perform functions best carried out at arms length from government. On the other hand, public bodies spend public money, and are therefore accountable to the public, Ministers and Parliament. While they have a large measure of freedom to determine how they operate, they do so within a framework of policies and priorities set out, for example, in funding agreements or policy directions. Many of our public bodies are separately subject to the Disability Equality Duties and are required by law to produce their own Disability Equality Schemes.

We encourage public bodies and others within our sectors to work together and share good practice. Our Diversity Policy Team supports a network of diversity practitioners which meets 3 times a year to discuss specific topics of interest and share good practice, including sharing learning on disability equality. This has included exploring public sector equality duties and how to improve workforce diversity.

Public Appointments

We want to increase the representation of disabled people on our Boards. We will press on with our action plan for achieving a more diverse range of suitable candidates for board appointments and will continue to report on progress in our annual progress reports.

Annex 1

DCMS SPONSORED BODIES

Advisory Committee on Historic Wreck Sites (ACHWS)	Museum of London
Advisory Committee on National Historic Ships	Museum of Science and Industry in Manchester
Advisory Committee on the Government Art Collection	Museums, Libraries and Archives Council
Advisory Council on Libraries	National Gallery
Arts Council England	National Heritage Memorial Fund (including Heritage Lottery Fund)
Big Lottery Fund	National Lottery Commission
British Broadcasting Corporation (BBC)	National Maritime Museum
British Library	National Museum of Science and Industry
British Museum	National Museums Liverpool
Channel Four Television Corporation	National Portrait Gallery
Commission for Architecture and the Built Environment (CABE)	Natural History Museum
Culture East Midlands*	Olympic Delivery Authority
Culture North East *	Olympic Lottery Distributor
Culture Northwest *	Public Lending Right (including Public Lending Right Advisory Committee)
Culture South East *	Reviewing Committee on the Export of Works of Art
Culture South West *	Royal Armouries
Culture West Midland*	Sianel Pedwar Cymru (S4C)
English Heritage	Sir John Soane's Museum
Football Licensing Authority	Spoliation Advisory Panel
Gambling Commission	Sport England
Geffrye Museum	Tate
Historic Royal Palaces	Theatres Trust
Horniman Public Museum and Public Park Trust	Treasure Valuation Committee
Horserace Betting Levy Appeal Tribunal for England & Wales	UK Film Council
Horserace Betting Levy Board	UK Sport
Horserace Totalisator Board (The Tote)	Victoria and Albert Museum
Imperial War Museum	VisitBritain
Legal Deposit Advisory Panel	VisitEngland
Living East	Wallace Collection
	Yorkshire Culture

*to be wound up at the end of 2008/09

Glossary

ACE	Arts Council England
BBC	British Broadcasting Corporation
BERR	Department for Business, Enterprise and Regulatory Reform
Bfi	British Film Institute
Big	Big Lottery Fund
BME	Black and Minority Ethnic
BMRB	British Market Research Bureau
BOA	British Olympic Authority
BPA	British Paralympic Association
BSL	British Sign Language
C4	Channel 4
CABE	Commission for Architecture and the Built Environment
CCT	The Churches Conservation Trust
CEA	Cinema Exhibitors' Association
CEG	Consumer Expert Group
CEP	Creative Economy Programme
CHANGE	Organisation for people with Learning Disabilities and Sensory Impairments
CLP	Cultural Leadership Programme
CSP	County Sports Partnerships
DALI	Disability Action Learning Intelligence
DCFS	Department for Children, Schools and Families
DCMS	Department for Culture, Media and Sport
DDA	Disability Discrimination Act
DED	Disability Equality Duty
DEFRA	Department for the Environment, Food and Rural Affairs
DES	Disability Equality Scheme
DFT	Department for Transport
DIUS	Department for Innovation, Universities and Skills
DoH	Department of Health
DPTAC	Disabled Persons' Transport Advisory Committee
DRG	Disability Reference Group
DSO	Departmental Strategic Objective
DWP	Department for Work and Pensions
EFDS	English Federation of Disability Sport
EH	English Heritage
EHRC	Equality and Human Rights Commission
EIA	Equality Impact Assessment
GftA	Grants for the Arts
GLA	Greater London Authority
GOE	Government Olympics Executive
HEREC	Historic Environment Research Executive Committee
HLF	Heritage Lottery Fund
HRP	Historic Royal Palaces
IDAG	Independent Disability Advisory Groups
IPA	International Paralympic Association
LDA	London Development Authority
LDAP	Legal Deposit Advisory Panel

LOCOG	London Organising Committee of the Olympic Games and Paralympic Games
LSF	London (Disabled) Sports Forum
MLA	Museums, Libraries and Archives Council
NAS	National Accessible Scheme
NAS	National Accessible Scheme
NDPB	Non-Departmental Public Body
NDSO	National Disability Sports Organisation
NESTA	National Endowment for Science, Technology and the Arts
NetQuest	software storing Taking Part data
NGB	National Governing Body
NLC	National Lottery Commission
NQAS	National Quality Accreditation Scheme
NWDAF	North West Disability Arts Forum
ODA	Olympic Delivery Authority
ODI	Office for Disability Issues
ONS	Office for National Statistics
OSSATE	One Stop Shop for Accessible Tourism in Europe
PAS	Publicly Available Specification
PESSCL	PE, School Sport and Club Links
PESSYP	PE and Sport Strategy for Young People
PLR	Public Lending Right
PMDU	Prime Minister's Delivery Unit
PSA	Public Service Agreement
RCMG	The Research Centre for Museums and Galleries
RDA	Regional Development Agency
RFO	Regularly Funded Organisation
RIFE	Regional Investment Fund for England
RNIB	Royal National Institute for the Blind
S4C	Sianel Pedwar Cymru
SE	Sport England
STV	Share The Vision
TASS	Talented Athlete Sponsorship Scheme
TFA	Tourism for All
TRP	The Royal Parks
UKFC	UK Film Council
UKHLS	UK Household Longitudinal Survey
V & A	Victoria and Albert Museum
WCPP	World Class Performance Programme
YST	Youth Sport Trust

We can also provide documents
to meet the specific requirements
of people with disabilities.
Please call 020 7211 6200 or
email enquiries@culture.gov.uk



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