



department for
culture, media
and sport

improving
the quality
of life for all

ANNUAL REPORT & ACCOUNTS 2009



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.

Department for Culture, Media and Sport

Departmental Annual Report & Resource Accounts 2008–09

(For the year ended 31 March 2009)

*Ordered by the House of Commons to be printed
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This is part of a series of departmental reports which, along with the Main Estimates 2009–10, the document Public Expenditure: Statistical Analyses 2009, and the Supply Estimates 2009–10: Supplementary Budgetary Information, present the Government's outturn and planned expenditure for 2009–10 and 2010–11.

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Foreword



A handwritten signature in black ink, consisting of a stylized 'B' followed by a cursive 'Bradshaw'.

Rt Hon Ben Bradshaw MP
Secretary of State for Culture,
Media and Sport

The importance of culture and sport to Britain has never been clearer.

Despite the world suffering its biggest economic shock since the Second World War, Britons have been flocking to our museums, theatres, galleries, historic sites and attending sporting events in their millions.

Thanks to Government initiatives like free swimming and more sport and culture in schools, we are also becoming more physically active and culturally engaged as a nation – great antidotes to the economic gloom that has prevailed over the last year.

We have excelled while extending access – nailing once and for all the myth that the two are mutually exclusive and showing that they are in fact requirements of each other.

Our record performance in the Olympics and Paralympics and fantastic success in other sports has gone hand in hand with more people getting involved in sport and getting physically active at local grassroots level.

The triumphs of *Slumdog Millionaire* at the Oscars and *Billy Elliot the Musical* at the Tonys have been matched by record numbers of young people visiting the theatre – thanks, in part, to the free tickets offered through 'A Night Less Ordinary' – getting involved in local community cultural and media activity or attending our unique summer festivals.

Liverpool's year as European Capital of Culture was a huge success and we are now looking at proposals to replicate that with our own UK City of Culture every four years.

Preparations for London 2012 are on time and on budget and, as the building of the Olympic Park is one of the largest construction and engineering projects in Europe, the Games are providing a boost for UK businesses and jobs across a range of sectors. Digital switchover is happening without the disasters predicted by some.

Our culture and sport, while providing great sustenance for people during a tough year economically, are also key to Britain's economic recovery and future prosperity.

Our *Digital Britain* report maps out how we can stay in front on the digital economy and how our creative industries – already the best in the world – can maximise the opportunities ahead.

Britain has enjoyed a cultural and sporting renaissance in the last ten years. It is a thrill and a great privilege to have come into this job at this time.

This Department and its current and previous Ministers have done great work in bringing the agenda we all share to the heart of our national life. I look forward to working together to keep it there and building on the fantastic achievements you have made.

2009 has been a challenging year for DCMS, as for all Whitehall departments. The recession – the need to minimise its impact and prepare for recovery – has inevitably had an impact on our work, but not on our goals as a department. They remain the same: supporting excellence in culture, media and sport, widening opportunities, maximising economic impact and delivering a successful Olympics and Paralympics in 2012.

While our goals remain the same, we have amended our priorities to reflect the Government's response to changed economic circumstances. We are focusing more on helping to grow the creative and tourism industries. Both are big employers, with tourism alone worth £86bn to the UK in 2007 and providing jobs for 1.5m people. The *Digital Britain* report, published on 16 June 2009 jointly with the Department for Business, Innovation and Skills (BIS), set out the Government's plans on the global digital economy. And London 2012 will be directly awarding around £6bn worth of contracts, generating thousands of supply chain opportunities that UK businesses can win. The Games will leave an important and positive legacy not just for London but for the whole of the UK.

But, as well as adding economic value, our sectors inspire and excite people and improve the quality of life of people and communities, which is all the more important in challenging economic times.

DCMS schemes such as the Splash Extra Programme, which offers sporting, multimedia and creative activities for young people in deprived areas over the summer, are a great example of the difference we can make. Through the Government's initiatives such as free access to museums, theatre and quality TV broadcasting plus free swimming for the over-60s and under-16s, DCMS aims to maintain and widen the opportunity for all to experience the excellence our sectors offer.

Within the Department, we have continued to change and improve, while still maintaining an impressive record of successful delivery on our two major national projects – London 2012 and Digital Switchover. Our internal restructuring has released more resources to focus on our key priorities. We are streamlining and professionalising our corporate services and improving how we work with other departments. And we are doing all this while delivering a 5 per cent reduction in the running costs of the core Department each year over the spending review.

With London 2012 only three years away, we are confident that we as a Department, together with our sectors, play a vital and inspiring role in supporting excellence across our sector and widening people's opportunities.



Jonathan Stephens

Jonathan Stephens
Permanent Secretary

About DCMS

The Department for Culture, Media and Sport (DCMS) is responsible for Government policy on the arts, sport, the National Lottery, tourism, libraries, museums and galleries, broadcasting, creative industries, press freedom and regulation, licensing, gambling and the historic environment. We are also the lead Department for the 2012 Olympic Games and Paralympic Games.

We are responsible for the listing of historic buildings and scheduling of ancient monuments, the export licensing of cultural goods, the management of the Government Art Collection and The Royal Parks. The Department also has a number of ceremonial duties, including co-ordinating aspects of State Visits and the Annual Service of National Remembrance at the Cenotaph.

We are responsible for providing humanitarian assistance to those affected by major emergencies or terrorist attacks such as the Mumbai hotel attacks in November 2008.

We work jointly with the Department for Business, Innovation and Skills (BIS)¹ on digital switchover, design issues (including sponsorship of the Design Council) and on relations with the computer games and publishing industries. We share responsibility for policy on children's play with the Department for Children, Schools and Families (DCSF).

DCMS is responsible for over 50 public bodies² that help deliver our strategic aims and objectives. In most cases these bodies lead frontline delivery of culture, media and sport or physical activity.



Departmental aim and objectives

Our mission is to realise the nation's creative and sporting potential and our goals are to offer world class culture, media and sport, to unlock talent and to improve well-being.

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

The DCMS Corporate Plan 2008 relates to the year being reported upon and was available on the DCMS website³ from April 2008.

Each department has agreed with HM Treasury a set of Departmental Strategic Objectives (DSOs) to cover its key priorities over the 2008–11 Spending Review period. DCMS has four DSOs:⁴

DSO1: Opportunity: Encourage more widespread enjoyment of culture, media and sport

DSO2: Excellence: Support talent and excellence in culture, media and sport

DSO3: Economic impact: Realise the economic benefits of the Department's sectors

DSO4: Olympics and sport for young people: Deliver a successful and inspirational Olympic and Paralympic Games in 2012 that provide for a sustainable legacy and get more children and young people taking part in high quality PE and sport.

In addition to DSOs, Public Service Agreements (PSAs) set out more specific outcome-based targets. The DCMS leads on one PSA (PSA22 – Olympics and PE and School Sport) and contributes to six others⁵.

The four DSOs and the latest set of PSAs came into effect in April 2008. They are described in more detail in the Performance section of this document (page 29 onwards).

Highlights of the year

The following highlights, covering all aspects of DCMS's work across culture, media, sport and the Olympics, have been achieved despite the impact of the recession, which has hit DCMS sectors just as it has affected families and businesses up and down the country.

DCMS's response over the past year, working with our many partners and sponsored bodies, has been to refocus our priorities both to support people and places through the recession and to contribute to building firm foundations for a stronger economic future. Cultural, creative and sporting organisations have continued working in partnership with their communities and with government to create and deliver policies that make a difference to people's lives and the places in which they live. But, by sustaining investment – for example, in cultural, creative and sports-related jobs and training, in regeneration projects for communities, and in new cultural and sporting opportunities for everyone – DCMS is nurturing creative talent and resources for the new economy that will emerge.

Cover top: Bradley Wiggins celebrates his team breaking the world record in the men's team pursuit cycling event at the 2008 Beijing Olympic Games.

Left: Dancer from the Flamenco Festival at Sadler's Wells, London in 2008.

Right: Digital UK's 'Digit Al'.

Opposite left: Ben Ainslie celebrates after winning the Finn class event at the Beijing 2008 Olympic Games in August 2008.

Middle: Model from Kayleigh Flattery's catwalk show at the NOISE 2008 arts festival. NOISE is part funded by Arts Council England.

Right: In response to unlawful online file-sharing the Government negotiated an agreement, led by Ofcom, with six major Internet Service Providers and music and film rights holders.

Culture

We work to support and promote the widest access to excellence in culture

DCMS works to support and promote the widest access to excellence in culture: in the arts, in museums and galleries, in architecture, in the built and the historic environment, and in libraries.

Over 279 million

visits were made to public libraries in 2007–08.

Liverpool European Capital of Culture 2008

One of the major cultural success stories of 2008 was Liverpool's designated period as the European Capital of Culture. It was a year that saw Sir Paul McCartney top the bill at the Liverpool Sound Concert at Anfield Stadium, the excitement of The Tall Ships' Races, and Sir Simon Rattle conduct an internationally acclaimed Berliner Philharmoniker performance at the Philharmonic Hall.

Liverpool has been transformed and now boasts the new Echo Arena, BT Convention Centre and new Cruise Liner Terminal. Historic parts of the city and famous buildings such as St George's Hall, the World Museum and the Bluecoat Arts Centre have all undergone extensive renovations leaving a lasting legacy for the city's people and visitors. Liverpool attracted 3.5m new visitors in 2008 during its tenure as European Capital of Culture.

A Night Less Ordinary

Arts Council England (ACE) announced the details of A Night Less Ordinary (ANLO) in February 2009, a scheme that will provide over 600,000 free theatre tickets to under 26-year-olds over the next two years⁶. These tickets will be available throughout England. Participating theatres vary in size from The National Theatre and Royal Shakespeare Company to a consortium of village halls in Cornwall.



Opposite left: Library visitors in Suffolk celebrated their love for the local library service.

Right: A visitor to a heritage event in South Tyneside.

This page top: *Bury Your Brother in the Pavement*, by Jack Thorne performed at the National Theatre New Connections Festival.

Middle: Over 70 sailing ships took part in the 2008 Tall Ships Race. They set sail from the Wellington Docks into Liverpool bay in July 2008.

Bottom: *The Orrery* is a giant structure symbolising Liverpool as 'the centre of the creative universe'. It visited local primary schools and was showcased at special events throughout 2008.



Find Your Talent

From September 2008, ten pathfinder Find Your Talent projects began across the country. They represent the start of a £23.75m programme run jointly with DCSF to trial different ways of bringing together local authorities, schools, and local and national organisations. The projects will provide opportunities for children and young people to experience a range of high quality arts and cultural activities in and out of school for five hours each week⁷.

Engaging Places

Engaging Places is a DCMS-supported initiative that champions teaching and learning about all aspects of the built environment, from grand historic buildings to the streets and neighbourhoods where we live. It has been designed to help deliver the new secondary school curriculum. It is being delivered as a joint project by English Heritage and the Commission for Architecture and the Built Environment (CABE) and includes a major new online teaching resource, launched on 14 January 2009⁸.



£800 million

Capital of Culture 2008
generated an £800 million
boost to the regional economy.



Top: The inaugural Folkestone Triennial included both temporary and permanent works. Mark Dion's *Mobile Gull Appreciation Unit* was one of the exhibits that toured the town during the 2008 event.

Middle: Visitors to a Tudor pastimes 'Discovery Visit' at Eltham Palace.

Bottom: This year, the Government Art Collection installed new displays in Colombo at the High Commission Offices and the Residence, including *Waldella VI*, a colourful wall sculpture by David Batchelor.



Heritage Protection Reform

Work on the Heritage Protection Reform programme is continuing. In particular, we have been working with English Heritage, Communities and Local Government (CLG) and other stakeholders to:

- produce a new Planning Policy Statement on the historic environment which will be published for consultation in Summer 2009
- agree a clear statement of the Government's vision and priorities for the historic environment which will be published in Summer 2009
- make changes to the current heritage designation systems to ensure they operate as effectively as possible within the current legislative framework
- improve online access to information about designated heritage assets via the Heritage Gateway⁹
- increase public engagement with heritage protection and introduce a more strategic and planned approach through English Heritage's Strategic Designation programme
- build capacity through the continuation of English Heritage's training programmes for local authorities.

5 million

There were five million visitors to English Heritage staffed properties in 2008–09 plus an estimated six million visits to unstaffed properties.



Sea Change

The Sea Change programme is led by CABI on behalf of the DCMS with funding being made available for seaside resorts in England during the three year period from 2008 to 2011. Sea Change aims to stimulate wider improvements and economic regeneration in disadvantaged coastal resorts through specific investment in creative and innovative culture and heritage projects. By the end of March 2009 grants totalling over £29m had been allocated to 28 resorts to create new performance spaces, improve theatres, restore promenades, enable spectacular beach-front redesigns and provide new exhibition spaces.

Government Art Collection

The Government Art Collection (GAC) creates displays in British Government buildings in a diverse range of cities around the world to promote British art, culture and history. Public interest in the GAC remained high this year. On top of our regular evening tours, we again participated in Museums and Galleries Month¹⁰ and the London Open House¹¹ events, and held additional weekend tours to meet the exceptional demand.

New acquisitions for the Collection this year included works by contemporary artists Gillian Carnegie and Susan Hiller and Pre-Raphaelite associate John Brett, while *The Ministers, Ming Tombs*, an unusual painting by Stanley Spencer, was installed at the Residence in Beijing to coincide with the 2008 Olympic celebrations. As part of our continuing commitment to lending works to public exhibitions, the famous portrait of Lord Byron by Thomas Phillips and a landscape by Edward Lear were included in *The Lure of the East: British Orientalist Painting*, an international touring exhibition.

The Cultural Olympiad

Launched in September 2008, the Cultural Olympiad¹² is the four year cultural programme that celebrates the spirit of the Olympic and Paralympic Games, recognising that London 2012 is not just about sport. The Cultural Olympiad is being delivered in a partnership with the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) and a number of public and private bodies at national and local level – including the DCMS, Non-Departmental Public Bodies (NDPBs), the Legacy Trust and some of the UK's leading cultural organisations. Over 650 events were held across the country to mark the launch and, as of the end of June 2009, around 100 Cultural Olympiad projects¹³ have now been awarded the Inspire Mark¹⁴, with an estimated total value of around £10m.

Over 650

events were held around the UK during Open Weekend.

Below: The memorial to those who died in the 2005 London bombings situated in Hyde Park. Designed by Kevin Carmody and Andy Groake in partnership with the bereaved families.

Opposite: *SEIZURE*, by British artist Roger Hiorns was commissioned by Artangel/Jerwood in 2008. 75,000 litres of copper sulphate solution were pumped into a council flat in south London to create a blue crystalline growth on the walls, floor and ceiling.

Humanitarian assistance

The Humanitarian Assistance Unit supports Tessa Jowell in her role as Minister for Humanitarian Assistance. It ensures that the needs of British victims of major emergencies and their families are understood and properly considered within Government in building preparedness for and responding to major emergencies.

DCMS has during 2008–09 drafted new national strategic guidance to ensure that the care of people following disasters is comprehensively planned for and provided by those responsible in commercial and government organisations. A public consultation on the draft is planned later this summer, with the final document to be issued by the year end.

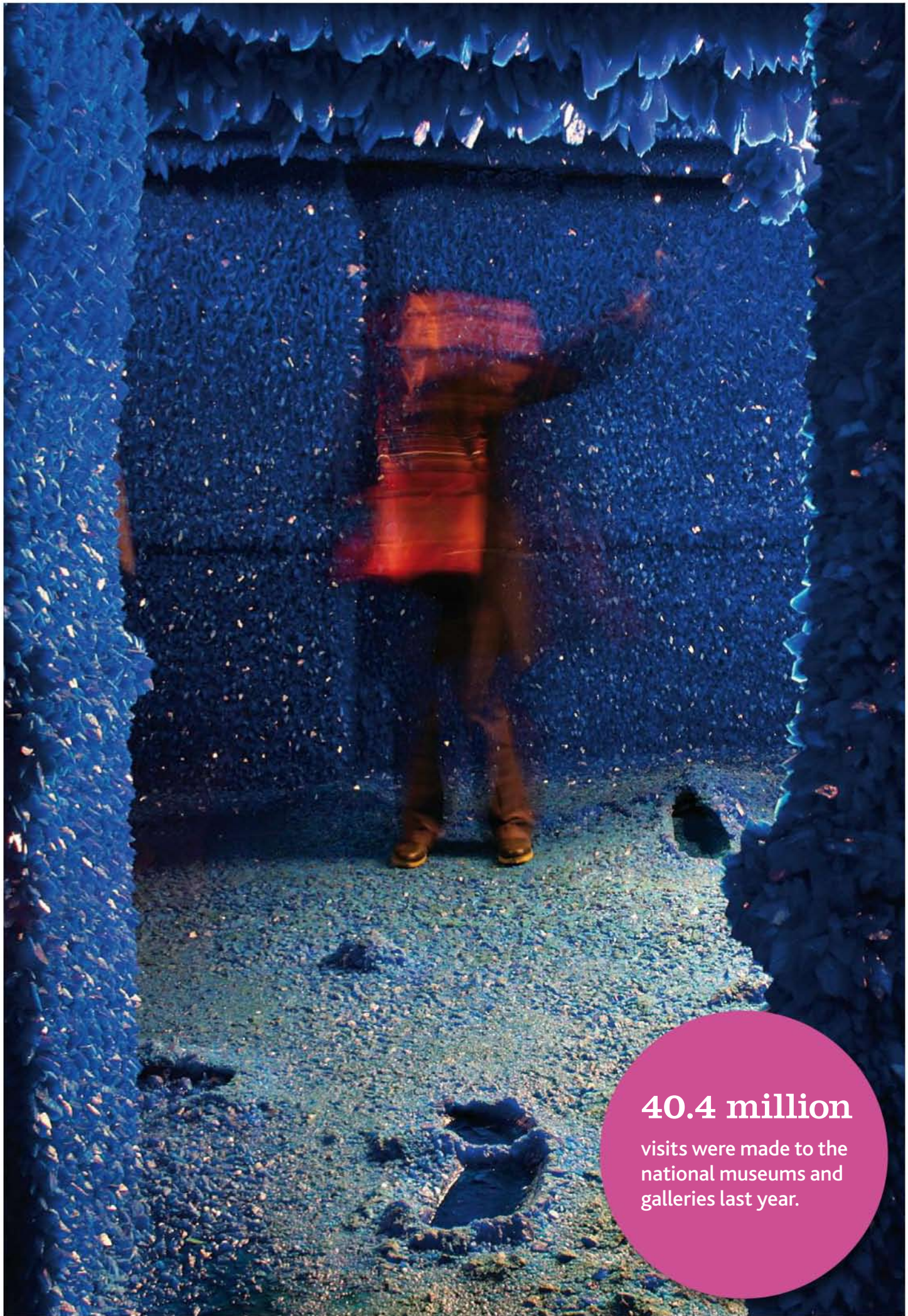
As part of the response to the 7 July 2005 terrorist attacks in London, the Government provided support to those affected through its 7 July Assistance Centre. A document¹⁵ produced to set out the key lessons learned in operating this service was discussed at a conference on 10 March 2009. The aim was to share the lessons with professionals engaged in this field, including regional and local emergency planners, NHS commissioners, managers and practitioners and relevant voluntary sector agencies.



During the year The Royal Parks and DCMS supported the creation of a memorial to the 52 people who lost their lives in the 2005 London bombings. The memorial was designed by the young architects, Kevin Carmody and Andy Groake, in close consultation with the bereaved families. 52 stainless steel stelae in four clusters represent the individual loss at four different sites and the collective grief of all those affected by the events of that terrible day. The memorial was built by Norton Cast Products, a steel foundry in Sheffield, and has been installed in Hyde Park by Arups and Walter Lily. DCMS provided over £1m for the memorial which opened on 7 July 2009, the fourth anniversary of the attacks.

52

stainless steel stelae in four clusters represent the individual loss at four different sites and the collective grief of all those affected by the events of that terrible day.



40.4 million

visits were made to the
national museums and
galleries last year.

Media

We aim to maintain, support and protect dynamic media

As well as economic goals, our key aims for the UK's media sectors are to secure wider cultural and public interest objectives. By working closely with government, industry and consumer groups, we want to enable a thriving, dynamic creative economy that ensures the UK is an attractive place for investment from both home and abroad. We want the public to have access to diverse, high quality creative content, including a strong public service broadcasting sector. We must also ensure that they are protected from harmful and offensive material.

Digital Britain

Digital Britain is an action plan (developed jointly with BERR) to secure the UK's place at the forefront of innovation, investment and quality in the digital and communications sectors. *Digital Britain: The Interim Report*¹⁶ of January 2009 underlined not just the economic importance of these sectors to UK businesses (as they are vital to underpinning global economic activity) but also their major impact on our culture and quality of life. The final *Digital Britain* report, which considers what future legislative and non-legislative measures are required to support the development of these critical sectors, was published on 16 June 2009¹⁷.

Digital piracy

Digital technology has created enormous opportunities and challenges for our media sector and the creative industries. Music and film content providers, for example, are rapidly having to adopt new business models in the face of unlawful online peer-to-peer file-sharing. In response, the Government consulted in 2008 on possible legislative options and negotiated a Memorandum of Understanding, led by Ofcom, with six major Internet Service Providers (ISPs) and music and film rights holders. *Digital Britain: The Interim Report* subsequently announced the Government's plans to introduce legislation placing obligations on ISPs. These include requiring them to notify those of their customers identified by rights holders as engaging in unlawful file-sharing. There was also a consultation in March 2009 on the report's proposal that a digital rights agency should be established. A further consultation on the proposed legislation was issued alongside the final *Digital Britain* report.



Opposite left: The final *Digital Britain* report was published on 16 June 2009.

This page top: BBC iPlayer has received over 414m requests to view BBC television content (TV streams and downloads) since its launch in 2007.

Middle: Manchester hosted the urban festival of art, music and ideas, Futuresonic in May 2008. Works included *Modified Toy Orchestra* by Jan and Emily Dixon.

Bottom: May 2009 saw the beginning of the digital switchover in the West Country, starting with Beacon Hill in Devon.



Over 9 million

Digital Audio Broadcasting (DAB) radio receivers have been sold.

Digital radio

Digital Britain: The Interim Report set out for the first time a clear commitment by Government to achieving a strong digital future for radio, one in which Digital Audio Broadcasting (DAB) is a primary distribution platform. The report builds on the work of the Digital Radio Working Group, which ran throughout 2008, and sets out the criteria which need to be met before Digital Radio Upgrade can begin. The final *Digital Britain* report includes new proposals to support the delivery of the upgrade programme by the end of 2015.

Digital switchover

The main switchover programme¹⁸ began in the Border ITV region with the switchover of the Selkirk transmitter in November 2008. An advance poll found 100 per cent awareness in Selkirk about the switchover. A Help Scheme¹⁹ was in place to support people aged 75 and over, those with a significant disability and people resident in care homes.

This was followed in May 2009 by the successful switchover of the Stockland Hill and Beacon Hill transmitter groups in the West Country.

2009 will see nearly 5m homes in Border, West Country, Wales and Granada make the transition to digital television – that represents about 20 per cent of all homes in the UK. The Help Scheme will be available in these regions, together with information and advice from Digital UK through their extensive communications and outreach programme.





Top: A still by Bernard Fallon used in the 2008 film *Of Time and the City*, by Terence Davies and produced by Hurricane Films. Funders of the film included BBC Films, Northwest Vision and Media, and the UK Film Council.

Bottom: Danny Boyle and Freida Pinto filming *Slumdog Millionaire* at VT station, Mumbai.



Audiovisual Media Services (AVMS)

The EU's AVMS Directive²⁰ of December 2007 makes important changes to the regulation of TV and video-on-demand content across Europe. Like other Member States, the UK must implement these changes by December 2009. In particular, the Directive requires Member States to regulate video-on-demand services²¹. It also permits them – if they wish – to introduce TV product placement²². We are working closely with Ofcom and the industry on these and other AVMS issues. In March 2009, we announced firm plans for light-touch, industry-led regulation of UK video-on-demand services. We also made it clear that the Government has no plans to change the current UK rules whereby product placement is prohibited in programmes made by and for UK TV broadcasters.

£950 million

was taken at cinema box offices in 2008, a 5% increase on 2007. British films accounted for 31% of takings, up from 28% in 2007.

Creative Britain

Working with our partners in other Government Departments and public and private sector organisations we have made good progress over the last year to realising the ambitions set out in *Creative Britain*, the Government's strategy for supporting the Creative Industries, as published in February 2008²³. Of Creative Britain's 26 commitments, 18 are now either well underway or completed. These commitments cover a range of important issues including skills, business support, creative clusters and innovation, as well as major initiatives such as the Find Your Talent pilot for schoolchildren (see page 9) and C&binet – the Creativity and Business International Network²⁴. This work has helped increase the recognition of the economic contribution of the Creative Industries and raise their profile within Government.

India co-production

A new co-production agreement with India was brought into force in October 2008, to enable UK and Indian producers to co-produce films that will qualify for national status in both countries, making them eligible for corresponding national incentives. It will deliver films which reflect, enhance and convey the diversity of culture and heritage on offer in the UK and India, and increase opportunities for the development of the film industries in both countries.

Film archives

In October 2007 the DCMS announced funding to safeguard the future of the UK's national and regional film archives. This vital project is at strategic planning stage and will ensure that current and future generations have access to the riches of our national and regional screen heritage collections. Key investment strategies, including securing the national collection and improving digital access, are being developed by the UK Film Council and the British Film Institute. The first one is the Revitalising the Regions project, which aims to preserve material from significant regional collections and ensure they can be made accessible to new audiences. For example, the North West archive collection is a cultural, visual and social history record covering all aspects of life in the five counties of Greater Manchester, Lancashire, Cheshire, Cumbria and Merseyside. It features both professional and amateur footage and has provided newsreel and documentary content for films such as *Of Time and the City*, by Terence Davies, which was premiered during the 2008 Cannes Film Festival to rave reviews.

Video games

Following a recommendation in Professor Tanya Byron's report of March 2008, *Safer Children in a Digital World*²⁵, we consulted on options for the classification of video games, with a view to deciding upon the best way to protect children from exposure to inappropriate content.

We announced, in the June 2009 *Digital Britain* report, that the PEGI (Pan European Game Information) system, currently used in most European countries, will become the sole method of classifying video games in the UK. This new system will work alongside the robust regulation of Films and DVDs carried out by the British Board of Film Classification, to ensure that consumers have the strongest possible protection across these media.

87%

of 5–16 year olds have a games console at home.

Sport and leisure

We champion the tourism and leisure industries and aim to increase participation in sport

DCMS is committed to providing access to sport and encouraging its take-up across communities – particularly children and young people. Sport has an unmatched ability to mobilise and inspire people in their millions. *The Active People Survey*²⁶ was one of the largest ever surveys of sport and active recreation to be undertaken in Europe, measuring a range of important aspects of participation, including volunteering. The latest results, published in December 2008, show that we are reaping the rewards of sustained investment, with adult (16 years and over) participation in sport on the rise, up from 6.3m adults in 2005–06 to 6.85m adults for 2007–08. We also champion the tourism and leisure industries, helping both visitors and residents to make the most of the UK as a tourist and leisure destination.

£36 million

Sport Unlimited, a new £36 million programme of innovative taster sessions, will attract 900,000 extra young people into sport by 2011.

Olympic and Paralympic sporting legacy

We want London 2012 to be a global celebration of sport and culture that leaves a lasting legacy for the UK. As part of that legacy our ambition is to make the UK a world-leading sporting nation and to inspire people to become more active. The following paragraphs illustrate just some of the ways in which progress is already being made towards these aims.

Free Swimming

Over the course of the year, the Department developed a national Free Swimming Programme for those aged 16 and under, and 60 and over. The two-year £140m initiative is funded by the DCMS, the Department of Health (DH), the DCSF, the Department for Work and Pensions (DWP) and CLG.

The programme officially launched on 1 April 2009 and 260 councils are now offering free swimming for people over 60, with almost 200 also doing so for those aged 16 and under²⁷.



Opposite left: As part of our Olympic legacy, we are creating a world-class PE and sport system, able to offer every child five hours per week of PE and sporting opportunities (three hours per week for 16–19 year olds).

Right: In autumn 2008, Manchester hosted the World Squash Championships.

This page top: Our aim is that by 2013, as part of the Olympic legacy, 1m more adults will be participating in sport – for at least three 30-minute sessions a week.

Middle and bottom: The third UK School Games was held in Bath during September 2008. The Games are organised by the Youth Sport Trust with funding from the Legacy Trust.



90%

90% of 5–16 year olds now participate in at least two hours of PE and sport a week.

Community sport

We are developing a world-leading community sports system that will see more people from across the community playing sport regularly. The DCMS funds Sport England to finance the construction and maintenance of facilities and the delivery of sports services across the country. Our aim is that by 2013, as part of the Olympic legacy, 1m more adults will be participating in sport – for at least three 30-minute sessions a week. In June 2008 Sport England published a new strategy²⁸ for achieving this goal, setting out a joint vision (with Government and the national governing bodies (NGBs)) for the future of community sport in this country with a new emphasis on delivery through NGBs. Since then, 46 NGBs have produced plans to grow and develop their sports, with up to £120m a year being made available to them in return for driving participation.



PE and sport for young people

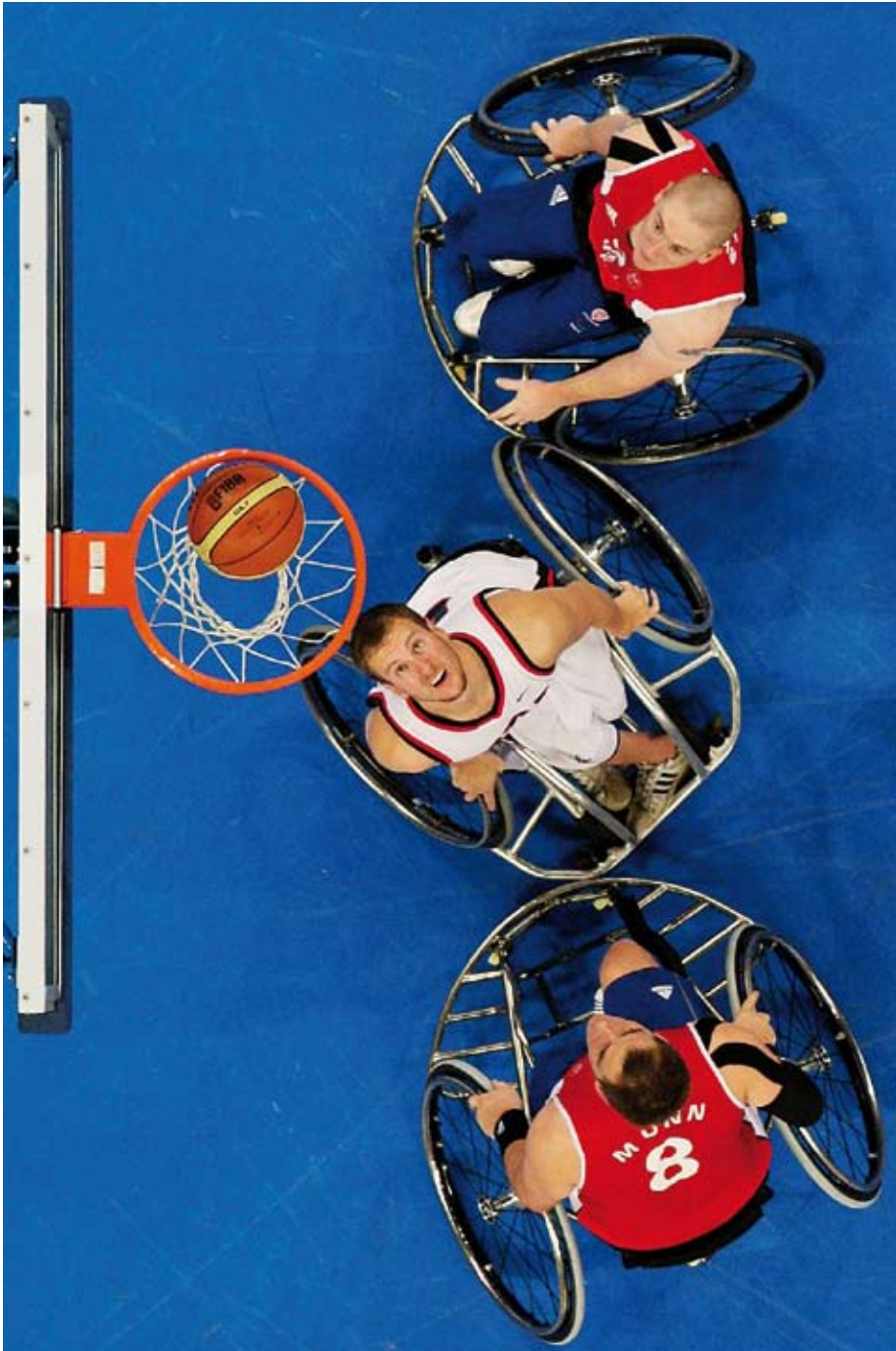
Working with the DCSF, we aim to increase the number of young people participating in high quality PE and sport. Our joint national PE and Sport Strategy²⁹ gives all young people more opportunities to be active through schools, further education colleges, clubs and other community provision. As part of our Olympic legacy, we are creating a world-class PE and sport system, able to offer every child five hours per week of PE and sporting opportunities (three hours per week for 16–19 year olds).





37 million

The nine Royal Parks have 37 million visitors a year.



Beijing 2008 Olympic and Paralympic Games

The performance by Great Britain's athletes at the Beijing Olympics and Paralympics was truly outstanding.

The Olympic team exceeded all targets and expectations – a total of 47 medals against a target of 35; and fourth in the medal table, against a target of eighth.

It was also our most successful Paralympic Games in two decades. The Paralympic team achieved second position in the medal table for the third successive Games and exceeded their medal targets with a total of 102 medals (42 gold) against a target of 95.

This performance was a clear reflection of the impact that significant and sustained government and lottery funding has had on our athletes' capacity to compete at the very highest level.

Government and UK Sport invested £265m of Exchequer and Lottery funding into Olympic and Paralympic sports and athletes during the Beijing cycle.

Top: The Royal Parks are responsible for over 5,000 acres of urban parkland, including Hyde Park, London.

Bottom: Players wait for a rebound during the bronze medal Wheelchair Basketball match between the United States and Great Britain at the 2008 Paralympic Games in Beijing.

Next page: The two-year £140m Free Swimming initiative is now on offer to over 60s and under 16s in 260 councils.

A further £304m of public money is to be invested for London 2012, to help realise our ambitious targets of top four in the Olympic medal table and second in the Paralympic medal table. This includes an additional £50m of Exchequer and Lottery funding, reducing by half the £100m that we were originally seeking from the private sector.

In order to realise the remaining private sector funding, on 25 February 2009 the Secretary of State announced a groundbreaking new private sector fundraising partnership, Team 2012. UK Sport, LOCOG, the British Olympic Association (BOA) and the British Paralympic Association (BPA) have agreed to work together to help raise additional funds for elite sport in the run-up to London 2012 and beyond.

102 medals

were won by the British Paralympic team at Beijing 2008, a British record.

Tourism

In September 2008, the global economic downturn began to bite on the tourism and hospitality industries, requiring a reassessment of the Department's priorities and the focus of its tourism strategy. Following the National Tourism Summit in Liverpool in January 2009, the Prime Minister and Secretary of State emphasised the unprecedented opportunities arising from the forthcoming decade of exceptional sporting and cultural events and the chance for other towns and cities to learn from, and reproduce, the tourism successes of Liverpool during 2008.

VisitBritain also announced its forthcoming £6.5m Value for Money campaign, which since April 2009 has targeted United States and Eurozone citizens and highlighted the current affordability of the high quality tourism offer available in the UK. The British Tourism Framework Review continued throughout the year and, on 11 February 2009, a report was published making ten key recommendations³⁰. A major development from this is the emergence of VisitEngland as a new and more independent organisation that will drive and co-ordinate more effective support for the domestic tourism industry by working with the regional development agencies.

Licensing and gambling regulation

DCMS has now reduced the administrative burdens its regulations generate by 43 per cent against a 2005 baseline, exceeding its target of a 30 per cent reduction by 2010. Legislative Reform Orders were laid in Parliament to create a quicker, low cost process for making minor changes to alcohol and entertainment licences and to simplify the regime for village halls. It is expected that these changes will come into force in July 2009.

The Department continued to work closely with the Home Office and the DH on mandatory conditions relating to irresponsible sales of alcohol, to ensure that proposed measures were firmly focused on better regulation principles and would not impact adversely on the responsible majority of alcohol retailers.

In the light of the impact of the economic downturn on the gaming industry, DCMS brought forward the review of stakes and prizes in relation to certain categories of gaming machines, resulting in an Order being laid in Parliament that doubled the current stake and prize limits. Similarly, to assist the bingo industry, the Department made an Order which increased the number of higher stake machines that may be operated at bingo halls.





20 million

people can now swim for
free in pools the length
and breadth of England.

2012 Olympic and Paralympic Games

**Inspirational, safe and inclusive –
our goal for the London 2012 Games**

January 2009 marked the halfway point between winning the bid and hosting London 2012. This was a key milestone in our approach to the historic 2012 Games, at which point London will become the first city to have hosted three modern Olympiads. The 2012 Games will differ from those before it, and we are working to maximise its unique impact for the whole of the UK, now, in 2012 and beyond.

DCMS is the lead government department for the delivery of the London 2012 Olympic Games and Paralympic Games. Within DCMS, the Government Olympic Executive (GOE) provides oversight and assurance of the entire Olympic programme.

The GOE was set up to ensure that the Games are delivered on time and on budget and that they benefit the whole of the UK. This includes identifying and solving problems, delivering government's contribution to the Games and being accountable to Parliament and to the public.

The GOE is located within DCMS but reports to the Rt Hon Tessa Jowell MP, Minister for the Cabinet Office, the Olympics, London and Paymaster General, who reports directly to the Prime Minister. It publishes its own annual report and quarterly financial updates. These reports are available to download from our website³¹.

London 2012 delivery partners

The GOE works closely with a variety of organisations, each of which has a specific role in delivering the Games. Our main partners include LOCOG, the Olympic Delivery Authority (ODA), the London Development Agency (LDA) and the Greater London Authority (GLA).

We are working with these and other partners to achieve our aim of hosting an inspirational, safe and inclusive Games that leave a sustainable legacy for London and the UK.

Nearly 1 in 10

**workers on the Olympic Park
are doing a traineeship,
apprenticeship or work
placement.**



Opposite left: Work is well underway on the Olympic Stadium.

Right: Christine Ohuruogu poses with her gold medal during the medal ceremony for the Women's 400m Final at the Beijing 2008 Olympic Games.

This page top: Local residents viewing Olympic Park plans at a residents' meeting.

Middle: Eleanor Simmonds wins gold for the Women's 100m Freestyle – S6 Final at the Beijing 2008 Paralympic Games.

Bottom: 450 students from the five Host Boroughs took part in design workshops inspired by London 2012. Their designs are now on hoardings along the Hackney Wick towpath. In June 2008, the ODA held a celebration for all the children involved in the project.



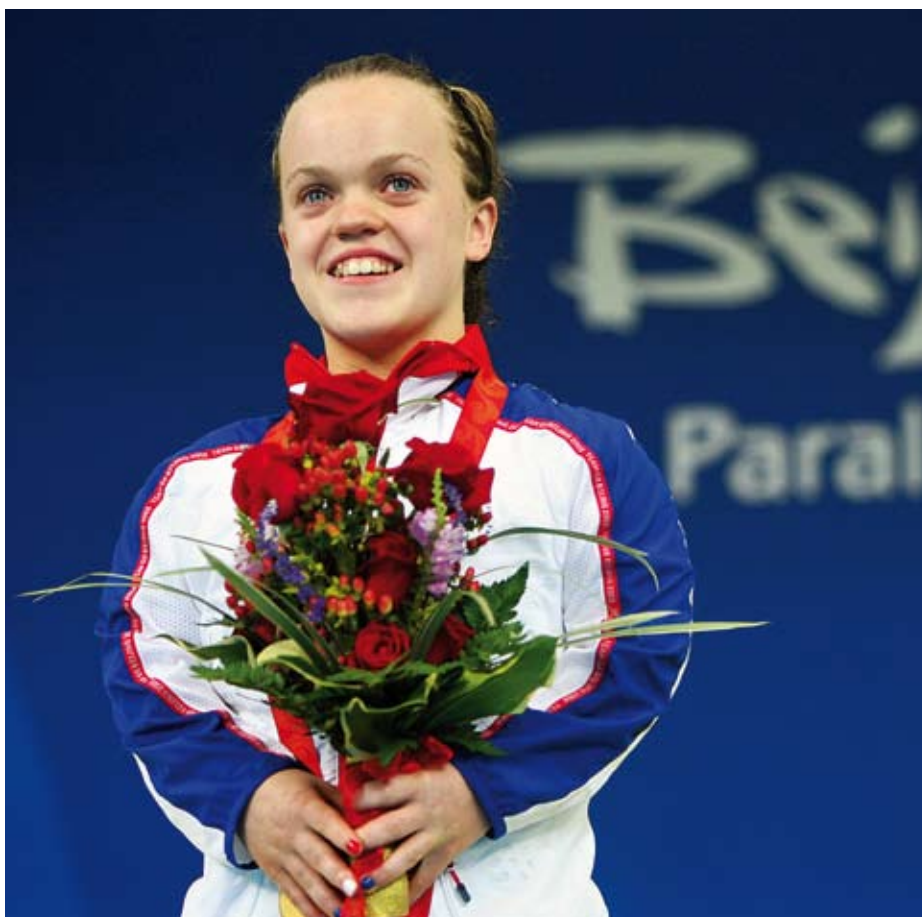
Supporting the UK economy

The economic downturn has redefined the role of London 2012 for the UK. Hosting the Games represents a unique opportunity to help the country ride out the recession and kick-start its economic recovery.

With the global economy set to double in size over the next two decades, it is how the UK responds now that will determine its continued competitiveness in the years to come.

Already the Games are helping to keep international investment flowing at a crucial time, providing a boost to businesses in London and around the country and supporting individuals through direct employment, training and apprenticeships. Moreover, they are transforming the heart of East London into a major international centre that will boost the local, regional and national economy, and doing it in a way that is breaking new ground for sustainability and low-carbon living.

Local engagement is critical to the success of London 2012 and its legacy. We are committed to working with the local communities of East London to ensure that we fully understand their concerns about the impact of the Games and their hopes for the future of the area.



£500 million

As of April 2009, LOCOG had generated around £500 million worth of sponsorship revenue, which is about two thirds of the way towards its target.



Top: Paul Manning, Ed Clancy, Geraint Thomas and Bradley Wiggins breaking the world record in the Men's Team Pursuit Finals at the Beijing 2008 Olympic Games.

Middle: Construction Crew is an ODA initiative with local school children. Through workshops held at the Olympic Park and with London 2012 team members, participants see progress at first-hand.

Bottom: 'Women into Construction' is an ODA initiative that aims to provide training and jobs in construction for women on the Olympic Park and to secure 50 work placements on the Olympic Park for women each year.

Page 28: An aerial view of construction of the upper terraces on the Olympic Stadium at April 2009.



On time and within budget

The Olympic programme is firmly on track. Despite the economic downturn, construction remains on time and within budget due to disciplined cost control, maximised savings and the sensible use of contingency funds set aside to accommodate risks.

As of April 2009, more than one-third of the ODA build programme has been completed. This year Weymouth and Portland Harbour, which will host the London 2012 sailing events, became the first Olympic venue to be completed, ahead of schedule and within budget. Construction of both the Olympic Stadium and the Aquatics Centre began this year and, with work on the Olympic Village, the VeloPark and the International Broadcast Centre and Main Press Centre also under way, the Olympic Park is rapidly taking shape on the London skyline.

Progress with site preparations has dramatically changed the landscape of the Olympic Park. By the end of March 2009, 89 per cent of the site clearance was complete. The transfer of electricity from overhead pylons to underground – requiring over 200km of cabling – has also been achieved, allowing the removal of all the overhead pylons on site. This progress is mirrored in the Park waterways, with over 90 per cent cleaned and, where necessary, repaired.

Over 3,000

local people were consulted by the LDA in 2008 on their ideas for the legacy of the Olympic Park. The LDA also held over 120 community outreach events during the year.



A lasting legacy

Delivering a lasting legacy that benefits the whole of the UK is a core feature of our vision for London 2012. Working with London 2012 partners, we hope to harness the power of the Games to inspire change: change in people's lives, in sport participation, in our communities and in attitudes towards disability.

The Government's Legacy Action Plan, Before, during and after: making the most of the London 2012 Games³², was published in June 2008 and sets out the priorities for the long-term benefits of the Games. The plan outlines how we will deliver our five promises:

- 1 To make the UK a world-leading sporting nation
- 2 To transform the heart of East London
- 3 To inspire a generation of young people
- 4 To make the Olympic Park a blueprint for sustainable living
- 5 To demonstrate that the UK is a creative, inclusive and welcoming place in which to live, visit and do business.

Legacy plans are developing rapidly. The launch of Free Swimming and the progress of other sporting initiatives to support the sporting legacy are described on pages 18–20.

This year we worked closely with CLG and the GLA to set up a company to maximise the potential of the Olympic Park after 2012. The Olympic Park Legacy Company (OPLC) was incorporated in May 2009³³. It will work with the five host boroughs³⁴ and local people, building on the enormous investment and momentum already underway to transform the Park into a treasured asset for the capital and the country.

We have also made progress towards our goal of inspiring and engaging young people. About 5,000³⁵ schools participated in celebrations around the Paralympic handover as they joined the London 2012 Education Programme. In addition, as of June 2009, the Inspire Mark³⁶ – part of the 2012 brand family that officially recognises contributions to the legacy of 2012 – has now been awarded to over 175³⁷ projects and programmes across sport, culture, volunteering, education, environment, and the promotion of business opportunities.

The ODA continues to exceed its sustainability targets and the Games are making a real difference now for individuals and business by providing opportunities for employment, upskilling, and contracts:

- Over 4,000 people are working for contractors on the Olympic Park, 9 per cent of whom were previously unemployed³⁸
- Nearly one in ten workers on the Olympic Park are doing a traineeship, apprenticeship or work placement³⁹
- 98 per cent of contracts have gone to UK-based businesses, of which over two-thirds are Small and Medium-sized Enterprises and just under half are based outside London⁴⁰.

Over 4,000

people are working for contractors on the Olympic Park – 9% were previously unemployed.



90%

The ODA has exceeded its target to reclaim 90% of demolition materials for re-use or recycling.