

DCMS STRATEGIC FRAMEWORK 2003-2006

DCMS Aim:
 "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."

Note: this diagram shows our overall strategic aim; strategic priorities; PSA targets and the associated key projects.
 Although not listed as key projects for the purposes of this diagram, we and our NDPBs undertake a range of other vital 'core' functions that underpin the Department's Strategic Priorities and Aim.

DCMS Priority 1
 Enhancing access to a fuller cultural and sporting life for children and young people and giving them the opportunity to develop their talents to the full.

PSA target 1
 To increase the percentage of school children who spend a minimum of 2 hours on high-quality PE and school sport within and beyond the curriculum from 25% in 2002 to 75% in 2006.
 SRO*: Alec McGivan

PE AND SCHOOL SPORT: to enhance sporting opportunities in schools and develop club links. **Target: as PSA target 1 (joint with DfES).** Project Director: Matthew Conway

MUSEUMS EDUCATION: regional and national museums to deliver education programmes with schools. **Target: 6.85million participants.** Project Director: Bryony Lodge
 CULTURAL ONLINE: educational projects offering tailored access over the internet to national collections and cultural activity. **Target: 10 projects.** Project Director: Alan Davey
 CREATIVE PARTNERSHIPS: children and teachers in deprived areas work with professionals on sustained creative projects. **Target: 32 CPs.** Project Director: Alan Davey

DCMS Priority 2
 Opening up our institutions to the wider community to promote lifelong learning and social cohesion.

PSA target 2
 To increase significantly the take up of cultural and sporting opportunities by new users aged 20 and above from priority groups.
 SRO*: Brian Leonard

SPORT: improve the development, employment & deployment of sports coaches. **Targets: national coaching certificate; 45 coach development officers; 3,000 community sports coaches.** Project Director: Matthew Conway
 HISTORIC ENVIRONMENT: make the historic environment more accessible. **Target: 100,000 visits by new users from minority and socially deprived groups.** Project Director: Clare Pillman
 ACCESS TO MUSEUMS: increase visitors to national and regional museums for under-represented groups. **Targets: i.) 8% increase in adult C2DE visitors; and ii.) 500,000 visits by new users to regional hub museums, including 100,000 from ethnic minorities.** Project Directors: Bryony Lodge/Richard Hartman
 ARTS PARTICIPATION: increase in attendance and participation by under-represented groups in arts events. **Target: tbc** Project Director: Alan Davey

DCMS Priority 3
 Maximising the contribution which tourism and the creative and leisure industries can make to the economy.

PSA target 3
 To improve the productivity of the tourism, creative and leisure industries.
 SRO* Andrew Ramsay

COMMUNICATIONS BILL: introduce improved regulatory regime for all commercial public service broadcaster. **Targets: i.) Bill enacted during 2003/04; and ii) OFCOM created by end 2003**
 GAMBLING BILL: remove unnecessary restrictions on the ability of the gambling industry to meet consumer demand. **Target: Bill ready for publication in 2003/04.** Project Director: Elliot Grant
 ALCOHOL & ENTERTAINMENT LICENSING BILL: reform licensing regulation, releasing the industry to offer services tailored to customer demand and reduce alcohol-related crime. **Target: Bill enacted during 2003/04.** Project Director: Harry Reeves
 DIGITAL SWITCHOVER: pursue action plan for switching television from analogue to digital. **Target: switchover within target dates of 2006-2010.** Project Director: Jon Zeff
 TOURISM: improve marketing of English tourism to the domestic market; develop overseas tourism market in short and longer term. **Targets: i.) domestic: prepare marketing plan by Sept 2003; ii) overseas: average return of 28:1 on short-term promotions.** Project Director: Harry Reeves

DCMS Priority 4
Modernising delivery by ensuring our sponsored bodies are set, and meet, targets which put the customer first.

PSA target 4
 To improve significantly the value for money of the Department's sponsored bodies, measured by a matrix of NDPB indicators.
 SRO*: Alex Stewart

BRITISH LIBRARY REFORM: **Target: by March 2004.** Project Director: Richard Hartman
 BRITISH MUSEUM REFORM: **Target: by March 2004.** Project Director: Richard Hartman
 SPORT ENGLAND REFORM: **Target: by March 2004.** Project Director: Robert Raine
 ETC/BTA: merger and reform. **Target: merged in April 2003, reforms in place by March 2004.** Project Director: Harry Reeves
 ENGLISH HERITAGE REFORM: **Target: by March 2004.** Project Director: Clare Pillman
 LOTTERY REVIEW: **Target: reforms in place by date tbc.** Project Director: Simon Broadley
 DCMS 'TOUCHSTONE' PROGRAMME: **Target: work ongoing in 2003.** Project Director: tbc

* SRO = Senior Responsible Owner