



Broadening Horizons

An insight into DCMS



This booklet provides a brief insight into the work of the Department for Culture, Media and Sport. It describes our key aims and objectives, our areas of policy responsibility and our structure.

Introduction



www.culture.gov.uk

The Department for Culture, Media and Sport (DCMS) was created in April 1992. Originally known as the Department of National Heritage, it was renamed in July 1997. DCMS is the youngest Government Department and is also one of the smallest, with approximately 400 staff.

DCMS has policy responsibility for museums, galleries and libraries, the built heritage, the arts, sport, education, broadcasting and the National Lottery. It also sponsors the tourism, media and music and creative industries.

The activities of all these sectors bring us pleasure and broaden our horizons. Culture and creativity are vital to our national life and to our economy. DCMS sectors account for more than 12% of total employment in the UK and contribute more than £60 billion to the economy. DCMS aims to improve the quality of life for all through increased access to and participation in all its areas of responsibility.

Most policy delivery in these fields is carried out through Non-Departmental Public Bodies (NDPBs). The Department funds over 50 public bodies to deliver direct sporting and cultural support to the public. It also sponsors one Executive Agency – the Royal Parks – and several public broadcasting operations. DCMS's direct executive responsibilities include: listing buildings of special architectural or historical interest, scheduling ancient monuments, deciding applications for scheduled ancient monument consent, licensing the export of cultural goods and managing the Government Art Collection.

DCMS makes wide use of IT to support its business and is in the process of making all services available online via the internet. The Department has a number of websites and is working with others to develop a new range of online opportunities.

The organisation of DCMS

The Secretary of State for Culture, Media and Sport is the Department's Cabinet Minister, supported by the Ministers for Sport, the Arts, and Tourism, Film and Broadcasting - and by two Special Advisers. The Department also has a spokesperson in the House of Lords.

The DCMS Management Board consists of the Permanent Secretary and six senior colleagues, each of whom heads an area of the Department's work. Within this structure, staff in the various Divisions support the work of Ministers and sponsor, advise, support and liaise with the public bodies in the different sectors for which the Department has responsibility.

Our Aim and Objectives

Aim

To improve the quality of life for all through sporting and cultural activities and to strengthen the creative industries.

DCMS will:

- work to bring quality and excellence in the fields of culture, media and sport;
- make these available to the many, not just the few;
- raise standards of cultural education and training;
- help to develop the jobs of the future in the creative industries

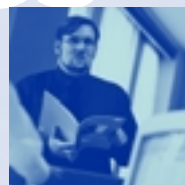
Objectives

To achieve its aim, DCMS in partnership with others works to:

- 1 Create an efficient and competitive market by removing obstacles to growth and unnecessary regulation in order to promote Britain's success in the fields of culture, media, sport and tourism at home and abroad;
- 2 Broaden access for this and future generations to a rich and varied cultural and sporting life and to our distinctive built environment;
- 3 Develop the educational potential of all the nation's cultural and sporting resources; raise standards of cultural education and training; ensure an adequate skills supply for the creative industries and tourism; and encourage the take up of educational opportunities;
- 4 Ensure that everyone has the opportunity to achieve excellence in the areas of culture, media and sport and to develop talent, innovation and good design;
- 5 Maintain public support for the National Lottery and ensure that the money used for good causes supports DCMS's and other national priorities; and
- 6 Promote the role of the Department's sectors in urban and rural regeneration, in pursuing sustainability and in combatting social exclusion.

In carrying out these objectives DCMS will seek maximum value for money in using its human and financial resources, through applying the principles of efficiency among and effectiveness in its sectors and in encouraging partnership with others.

objectives



Our Values



values

In DCMS we:

work together as a team

- by valuing each person's contribution and treating colleagues with courtesy and respect
- by promoting fairness, integrity and equality of opportunity in all the Department's dealings
- by communicating effectively both within and between divisions
- by encouraging everyone to generate ideas and solutions

work in partnership with others

- by identifying, and listening and responding to those who are engaged in the activities we promote
- by ensuring that we and our funded bodies fully understand each other's purposes and expectations
- by appreciating the wider context of Government policy and collaborating with other Departments

maintain high standards

- by providing a prompt, impartial and effective service to Ministers, Parliament and the public
- by ensuring probity and value for money in spending public money
- by identifying the skills needed and helping our staff to develop them
- by setting clear rules on conduct and propriety and ensuring they are met

deliver results

- by stating what we and our partners can realistically achieve and ensuring we are all equipped to achieve it
 - by improving efficiency and value for money in the use of our resources
-

What we do



DCMS's policy responsibilities within Government are both broad and diverse ranging from the Arts and the Historic Environment to the National Lottery and Sport.



The Department's fundamental aim is to improve the quality of life for all by promoting access, ensuring excellence, nurturing life-long learning and fostering creativity within all its areas of responsibility.

Brief descriptions of the main DCMS sectors are outlined below:



Creative, Media & the Arts

Britain's creativity is flourishing as never before, whether in creative industries such as advertising, music and film, or in the visual and performing arts. DCMS provides funding and support for the arts, media and creative industries. It has been the central co-ordinator for the Millennium celebrations and the programme of events that are rolling out across the UK. DCMS is also responsible for the Government Art Collection. Works from the Collection are displayed in major public buildings both in the UK and around the world.



The National Lottery

DCMS has policy responsibility for the National Lottery. It sponsors the National Lottery Commission and co-ordinates the activity of the organisations which distribute money from the National Lottery to the 'Good Causes'. The original good causes were: sport; the arts; heritage; charities; projects to mark the third Millennium. A sixth good cause - the New Opportunities Fund - was created in 1998 to fund special projects to improve health, education and the environment. This fund will take over the share previously allocated to the Millennium projects.

Heritage, Libraries & Museums

Our great historic collections are a priceless national asset and DCMS is responsible for conserving this rich inheritance and making it accessible to this and future generations. DCMS directly sponsors 17 national museums and galleries and is responsible for museums policy in England. In addition, DCMS has statutory responsibility to superintend the delivery of the English public library service by local authorities and promote its development.



What we do

Tourism

Tourism is one of our largest industries and DCMS aims to be its champion in Government to help create a competitive world-class tourism industry in Britain. The Department sponsors the British Tourist Authority to promote Britain abroad as well as the English Tourism Council to improve quality and raise the industry's profile.



Sport

The Government has the highest aspirations for sport in this country. DCMS helps to deliver the Government's policy of encouraging the widest possible participation in sport at all levels, and realise its ambitions for sporting success at the highest levels. The Department oversees the work of Sport England and UK Sport and it helps set the Government strategy for a whole range of sporting issues from sports in schools to international sports policy.



The Royal Parks Agency

The Agency carries out the Secretary of State's duty of care for the Royal Parks which comprise: Hyde Park, St James's Park, Kensington Gardens, The Green Park, Regent's Park, Greenwich Park, Primrose Hill, Bushy Park and Richmond Park. The Agency is committed to enhancing, protecting and preserving the Royal Parks for the benefit of this and future generations.



Public Bodies

DCMS provides funding for over 50 public bodies to deliver direct sporting and cultural support to the public. They include:

Executive Bodies which carry out operational and regulatory functions such as the British Tourist Authority and English Heritage;

Advisory Bodies which advise Government on specific issues such as the Advisory Council on Historic Wrecks and on Public Lending Rights;

DCMS also sponsors and advises on appointments to public broadcasting corporations such as the BBC; independent regulators such as the Independent Television Commission; and Lottery distributors such as the Heritage Lottery Fund.

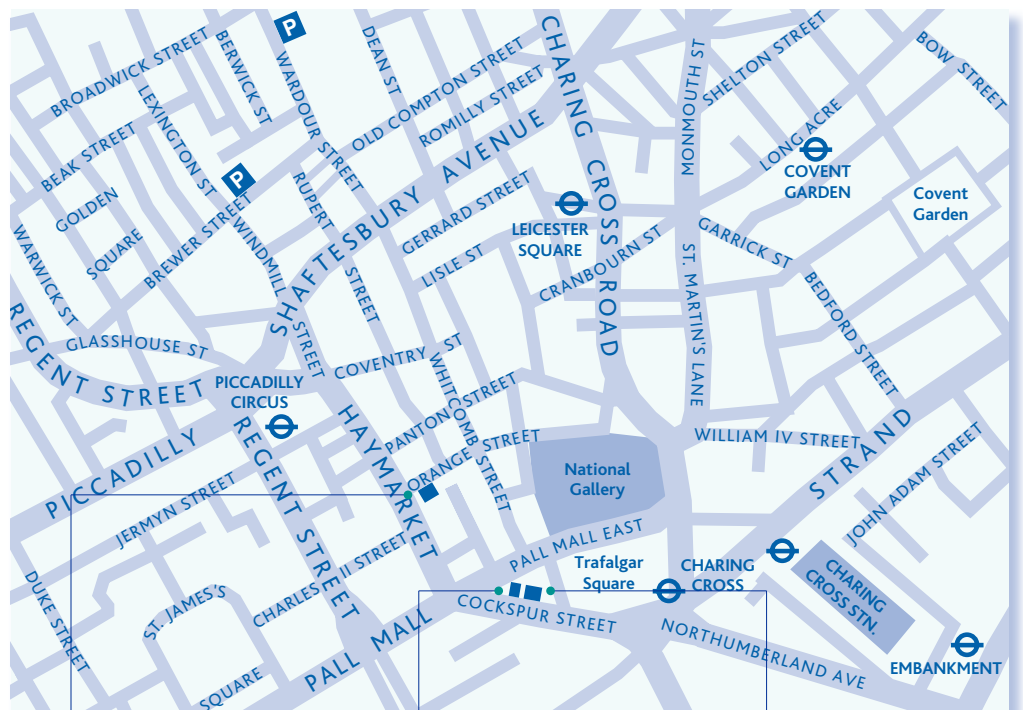


How to find us



The Department for Culture, Media and Sport has its headquarters at 2-4 Cockspur Street (just off Trafalgar Square).

It also has staff working in a number of subsidiary buildings: Grove House in Orange Street and Oceanic House which is next door to its headquarters. Orange Street runs at the back of the National Gallery – the second to last street on the left if going down Haymarket from Piccadilly Circus. The entrance to Grove House is 50 yards from the Haymarket end of Orange Street, it has a sign outside its glass doors with the Department's name on it.



Department for Culture,
Media and Sport
Grove House,
2–6 Orange Street

Department for Culture,
Media and Sport
Oceanic House,
1a Cockspur Street

Department for Culture,
Media and Sport
2–4 Cockspur Street

 Underground

 NCP car parks

 Buses to Trafalgar Square

3, 3B, 6, 9, 11, 12, 13, 15, 23, 24, 29, 53, 77a, 88, 91, 94, 109, 139, 159, 176, 184, X15, X53

 Main telephone number
020 7211 6000

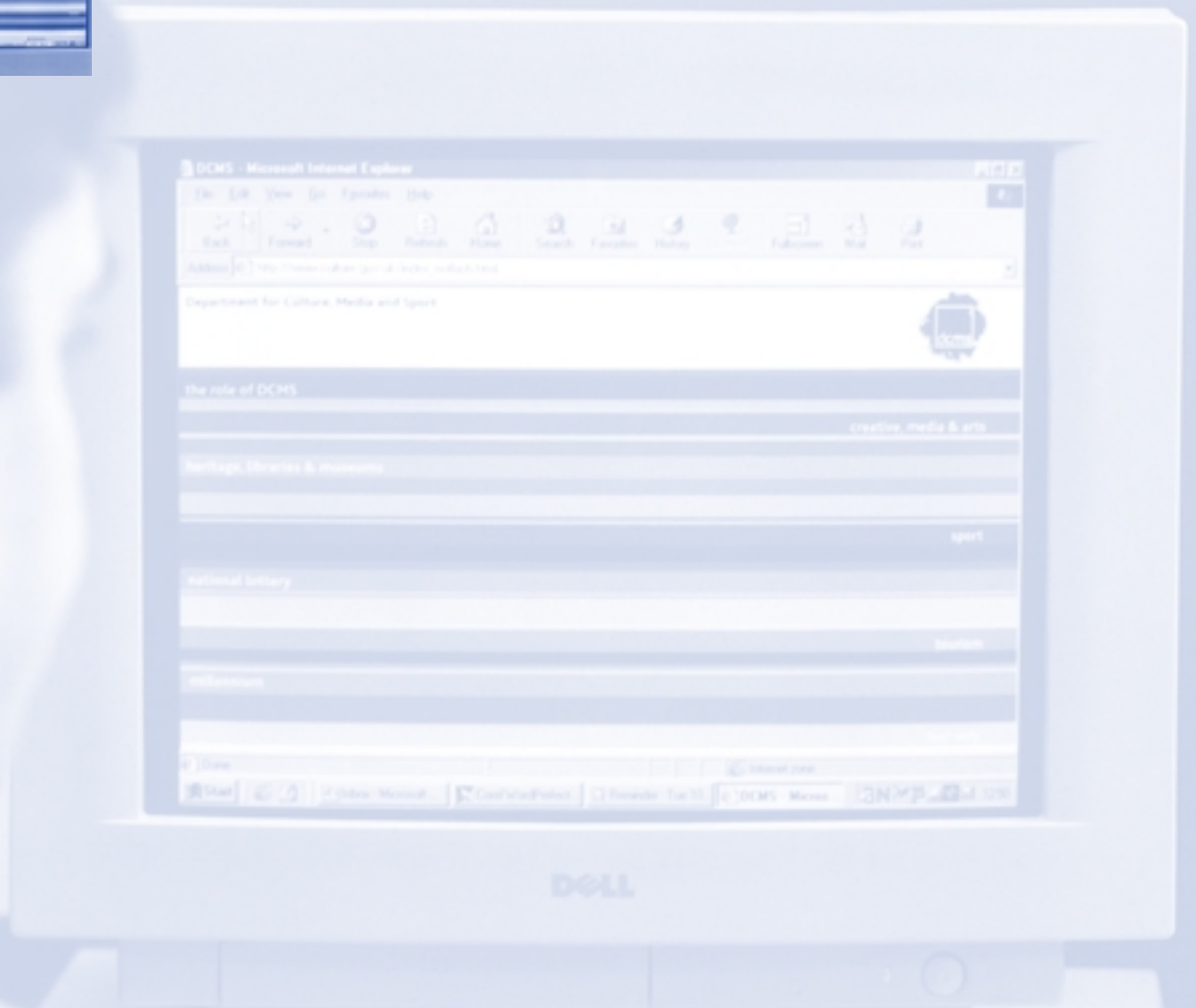
Our website

online



More detailed information on all aspects of the Department's work and links to its public bodies can be found on the DCMS website on

www.culture.gov.uk





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