



department for  
**culture, media  
and sport**

# **Business Plan 2011-2015 Transparency Consultation.**

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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# Section 1: Introduction & Background

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## Background

On 8<sup>th</sup> November all major Government Departments published new Business Plans. The Department for Culture, Media and Sport's (DCMS) [Business Plan](#) for 2011-2015 sets out a vision to boost economic growth, equip the country for future success and help transform the cultural, media, sport and tourism sectors. It highlights six structural reform priorities and five other key areas of responsibility (see annex A).

The Business Plans also highlight a new commitment to transparency, with each Department setting out its approach to providing the public with more information. DCMS like other government departments is developing a range of indicators and identifying data that can be released to fulfil this commitment. The public will be able to access this data via [www.transparency.culture.gov.uk](http://www.transparency.culture.gov.uk) from 1<sup>st</sup> April 2011.

In the Business Plan we laid out illustrative examples of indicators and data that we could use help judge performance and value for money, which are detailed in Section 2 of this document. We're asking for your views on whether these indicators and data give a useful picture of what the Department and our partners spend money on and the impact of the work of the Department and our partners'. We are particularly interested in comments in response to the following questions:

1. Do the impact indicators and other data provide a useful high-level picture of the impact of the key policies highlighted in the Business Plan? Do you have alternative suggestions (please include data sources)? Please note that we can only have a handful of impact indicators.
2. Do the input indicators, together with other published data on the Department's expenditure and other financial information for our sponsored bodies (for example published annual reports and accounts) provide a useful insight into how public money is being spent? Are there other examples of unit costs that you would like to see published?
3. Is the range of data in the information strategy (Annex B) useful to help you judge the Department's performance and the performance of our sponsored bodies? Are there additional data sources that we could highlight in the transparency section on our website?
4. Should we be mandating or encouraging the publication of extra data, or data broken down in a different way (see [www.opsi.gov.uk](http://www.opsi.gov.uk) for more on Public Sector Information Unlocking Service)?
5. Is the information useful in helping assess 'fairness' (e.g. exploring how gaps are being bridged in equality) in the relevant areas? If it isn't, can you suggest alternatives?
6. Could we do more to engage you in helping us meet our transparency commitments or to improve accessibility?

## Timescales and how to respond

- The consultation closes at 17:00hrs on **31<sup>st</sup> January 2011**.
- All responses must be marked '**DCMS Business Plan Transparency Consultation**'
- Responses should be sent to

Email: [transparency.consultation@culture.gsi.gov.uk](mailto:transparency.consultation@culture.gsi.gov.uk) **or**

Address: Moira Costello  
Department for Culture, Media and Sport  
2-4 Cockspur Street,  
London, SW1Y 5DH

## Constraints and managing risk

We are interested in views on whether we should encourage the publication of new data or if the data should be broken down in a different way. However in a time of reduced resources we want to avoid creating unnecessary new collection burdens (particularly for Local Authorities and Arm's Length Bodies). Therefore please consider in the first instance, if existing data sources could be utilised in a different way. For example some data may already exist but may be difficult for the public to access. [The Office for Public Sector Information](#) website contains more information on this.

Whilst we will strive to have as much data as possible available in April 2011, it may take longer to publish new or changing data sources (particularly if it involves amending surveys). We will therefore review the transparency website regularly and update to reflect the changing picture.

The public bodies that we sponsor will be required to commit to transparency as a term of their funding agreements. We will therefore work with these organisations to identify data for publication, whilst respecting the arm's length principle.

This is not a formal written consultation, as there is no legal obligation to consult and the scope of this exercise is highly specialised. However we want the information we publish to be useful, both to specialists and the general public. We will therefore consider all contributions received before the closing date and publish a summary of responses. Please note that we will not provide individual replies to all responses and it may not be possible to incorporate all the ideas into the final indicators or wider transparency information strategy.

## Understanding the different indicators and data sets

This section lists the categories of data that we will use to report on performance. These are consistent across government and we are not consulting on the categories themselves. Instead we want your views on the information we could publish in each category:

- Input indicators

Input indicators are illustrative examples of what is being 'purchased' with public money. Ideally they are expressed in a unit cost format. For example: DCMS subsidy per home with broadband access that would not otherwise be connected.

- Impact indicators

Impact indicators give information on outcomes, reflecting the quality and effectiveness of programmes and priorities and the impact on society. They should provide a broad picture of performance, with a particular focus on whether fairness is being improved. Please note that we have been asked to only select an illustrative 'handful' of impact indicators so it may not be possible to cover all areas of business. For example: Percentage of adults and children participating in sport (broken down by certain demographics including; age, gender, ethnicity, disability).

- Data which will help people to judge the progress of structural reforms

Our six structural reform priorities are set out in the Business Plan. They set out clear ambitions and measurable milestones. This category consists of data that will show the public if our ambitions are on being delivered. This category is not about outputs or tracking individual strands of activity; we already publish monthly progress reports on delivery of the structural reform plan.

- Other key data sets

This is other data that the public or interested organisations will find useful on the wider activity and impact of the Department, funded bodies and other delivery partners.

## Section 2: Draft indicators by sector and theme

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The draft indicators in this section are not intended to cover all areas of Department's business; instead they provide an illustrative picture of how money is being spent (input indicators) and the impact of key priorities (impact indicators). We also want to publish other data that the public will find useful to judge performance against our six structural reform priorities and other major responsibilities.

### **Media**

We recommend having indicators for facilitating the delivery of universal broadband due to the significant impact on businesses and the community. The internet contributes to the growth agenda and also helps create a level of fairness by giving people access to a wealth of information.

Proposed input indicator: DCMS subsidy per home with broadband access that would not otherwise be connected.

Proposed impact indicator: UK Broadband take-up

Links with priorities:

- Priority 4 Facilitate the delivery of universal broadband
- Priority 3 Boost the Big Society
- Priority 2 Create the conditions for growth

Examples of other non-broadband media data: number of local TV stations/services licensed; and take up of digital television

### **The Olympic and Paralympic Games 2012**

We recommend having an input indicator and highlighting other relevant data sources for the Olympic and Paralympic Games because it is the largest peacetime logistical operation this country has ever faced and it is important that the public can track progress. The long-term impacts of the Olympic and Paralympic Games can be measured through other impact indicators (particularly those relating to tourism and sport)

Proposed input indicator: Ratio of actual spend to anticipated spend on the Olympic and Paralympic Games

Links with priorities:

- Priority 1 Deliver the 2012 Olympic and Paralympics

Examples of other data: Progress against Olympic and Paralympic Games milestones and anticipated activity; Olympic and Paralympic economic report

## **Sport**

We recommend having indicators for sport due to the significant role of sport in people's lives. Playing sport not only improves health but equips people with skills for life, such as confidence, teamwork, commitment and drive. Encouraging involvement in sport at young age will hopefully lead to longer-term engagement.

Proposed input indicator(s): Being developed. Examples of possible unit costs include:

- Sport England subsidy per number of sport sessions or per coach.
- Subsidy per participant in Olympic and Paralympic style school events

Proposed impact indicator: Proportion of adults and children who participate regularly in sport. This can be broken down by different demographic groups covering region, disability, age, gender and ethnicity

Links with priorities:

- Priority 5 Create a sporting legacy from the Olympic and Paralympic Games

Examples of other sport participation data: number of schools participating in Olympic and Paralympic style school events; number of adults participating in sport by local authority area; child participation in competitive sport;

Examples of other data: number of medals won at the Olympic and Paralympic Games or the most significant international events.

## **Culture**

We recommend having indicators for culture because of the important role of culture in people's lives. Culture can transform communities and contributes to individual wellbeing. Great culture and art are important in their own right but it is equally as important to have fairness of opportunity and access.

Proposed input indicator (s): Being developed. Examples of possible unit costs include:

- Arts Council England subsidy per attendance at regularly funded organisations or Arts Council England subsidy per funded performance
- Subsidy per visit to a DCMS funded museum
- English Heritage subsidy per heritage property or English Heritage subsidy per visit.

Proposed impact indicator: Proportion of adults and children who regularly participate in cultural activities and/or proportion of adults and children satisfied with their last cultural experience. This can be broken down by different demographic groups covering region, disability, age, gender and ethnicity

Links with priorities and other major responsibilities:

- Priority 6 Strengthen cultural organisations
- Protect our nation's cultural heritage
- Support innovation, diversity and creative excellence in the arts

Examples of other data: English Heritage at risk list, museum visitor numbers, Arts Council England Stakeholder Tracking Survey.

## **Tourism**

We recommend having indicators on Tourism because of the sector's significant contribution to the growth agenda. In most years it is the fifth or sixth biggest sector in our economy. Tourism is vital to encouraging foreign business and investment and creating jobs.

Proposed input indicator(s): being developed. Examples of possible unit costs include

- subsidy per foreign visitor
- subsidy per pound invested by the private sector into the marketing initiative to promote tourism overseas

Proposed impact indicator: Proportion of people employed in tourism and/or spend per foreign visitor

Links with priorities:

- Priority 2 Create the conditions for growth.

Examples of other data: International Passenger survey, domestic overnight tourism in the UK

## **Giving: Philanthropy and volunteering**

We recommend having an impact indicator on 'giving' (proportion of people who volunteer or donate to cultural or sporting organisations) due to the important role that our sectors play in the Big Society. Evidence from the Taking Part survey suggests that people that regularly participate in culture and sport are already more likely to volunteer. We are committed to encouraging a culture of giving through a new Philanthropy strategy so more of us can have a greater connection with the things we care about and enjoy.

Proposed impact indicator: Proportion of people who volunteer or donate to cultural or sporting organisations.

Links with priorities:

- Priority 3 Boost the Big Society

# Annex A Business Plan Priorities

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## *Structural Reform Priorities*

1. Deliver the 2012 Olympics and Paralympics

*Deliver a safe and successful Olympic and Paralympic Games in London in 2012, and help to deliver a genuine and lasting legacy throughout the country*

2. Create the Conditions for growth

*Facilitate sustainable growth in the tourism, media, leisure, creative and cultural industries, including by reforming the media regulatory regime.*

3. Boost the Big Society

*Encourage the philanthropic giving, return the National Lottery to its founding principles and foster the development of a new breed of strong local media groups.*

4. Facilitate the delivery of universal broadband

*Stimulate private sector investment to deliver the best super-fast broadband network in Europe by 2015*

5. Create a sporting legacy from the Olympic and Paralympic Games

*Encourage competitive sport in schools by establishing an annual Olympic and Paralympic-style schools event, improve local sports facilities and establish a lasting community sports legacy*

6. Strengthen cultural organisations

*Reform arm's length bodies, support a move towards more sustainable business models and support libraries into the next generation.*

## Other major responsibilities:

- Protect our nation's cultural heritage
- Support major events and encourage the celebration of ceremonial traditions
- Support innovation, diversity and creative excellence in the arts
- Support cultural, media and sports diplomacy
- Ensure accountability to Parliament for our policies and the money we spend.

