

AIM

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

OBJECTIVES AND PERFORMANCE TARGETS

Objective I: Further enhance access to culture and sport for children and give them the opportunity to develop their talents to the full and enjoy the full benefits of participation.

1. *Enhance the take-up of sporting opportunities by 5 to 16 year olds so that the percentage of school children in England who spend a minimum of two hours each week on high quality PE and school sport within and beyond the curriculum increases from 25% in 2002 to 75% by 2006 and to 85% by 2008, and to at least 75% in each School Sport Partnership by 2008. **Joint with the Department for Education and Skills.***
2. *Halt the year-on-year rise in obesity among children under 11 by 2010, in the context of a broader strategy to tackle obesity in the population as a whole. **Joint with the Department for Education and Skills and the Department of Health.***

Objective II: Increase and broaden the impact of culture and sport, to enrich individual lives, strengthen communities and improve the places where people live, now and for future generations.

3. *By 2008, increase the take-up of cultural and sporting opportunities by adults and young people aged 16 and above from priority groups by:*
 - *increasing the number who participate in active sports at least twelve times a year, by 3%, and increasing the number who engage in at least 30 minutes of moderate intensity level sport at least three times a week, by 3%;*
 - *increasing the number who participate in an arts activity at least twice a year by 2%, and increasing the number who attend arts events at least twice a year by 3%;*
 - *increasing the number accessing museums and galleries collections by 2%; and*
 - *increasing the number visiting designated historic environment sites by 3%.*

Objective III: Maximise the contribution which the tourism, creative and leisure industries can make to the economy.

4. *By 2008, improve the productivity of the tourism, creative and leisure industries.*

Objective IV: Modernise delivery by ensuring our sponsored bodies are efficient and work with others to meet the cultural and sporting needs of individuals and communities.

WHO IS RESPONSIBLE FOR DELIVERY?

The Secretary of State for Culture, Media and Sport is responsible for delivery of this PSA. The Secretary of State for Education and Skills is jointly responsible for the delivery of target 1 and, with the Secretary of State for Health, target 2.

The Secretary of State for Culture, Media and Sport is also responsible for delivering the agreed efficiency target set out in the Department for Culture, Media and Sport chapter of the 2004 Spending Review White Paper.

