

Sustainable Development Action Plan



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Foreword by James Purnell, DCMS Sustainable Development Minister



What does sustainable development mean to the Department for Culture, Media and Sport?

Working with a range of bodies, from English Heritage to the British Museum, British Library and National Gallery, we are committed to **preserving and sustaining the best of the past, for present and future generations to enjoy.**

Bodies we sponsor such as the National History Museum, Science Museum and The Royal Parks have a special role in bringing home to people the specific importance of **looking after the environment and the natural world we inherit.**

But **culture and creativity are also at the leading edge of future economic growth** and social change, and of our efforts to create better places to live. The creative industries have been growing at twice the rate of the rest of the economy. Creativity is thus as important in sustaining our international competitiveness as it is in helping to build strong and healthy local communities.

Looking ahead to 2012, we aim not only to stage the most successful Olympic Games ever, but to leave a sustainable legacy, regenerating a neglected area of London.

We are **managing our own estate on sustainable principles.** The Royal Parks are exemplary in this respect. We will apply the same principles of sustainable management to refurbishing our headquarters in Cockspur Street.

A commitment to sustainability is a long-term commitment and we recognise there is more to do. This action plan sets out our sustainable development goals for the future.

A handwritten signature in black ink, appearing to read 'JP', written in a cursive style.

JAMES PURNELL

Vision

DCMS's vision is for everyone in Britain, whoever or wherever they are, to live life to the full. Sustainability is at the heart of this vision.

In our 2004 Sustainable Development Strategy, we set out three themes: sustainable policy, sustainable estates management and sustainable communications.

The following high level objectives reflect the three themes, and define our continuing pursuit of sustainability.

Theme	High level objective
Sustainable Policy	To integrate social, economic and environmental factors into all DCMS policy development ¹
Sustainable Estate Management	To comply with the requirements of the <i>Framework for Sustainable Development in the Government Estate</i>
Sustainable Communications	To raise awareness about sustainable development and ultimately bring about behaviour changes in staff, sponsored bodies and citizens

To help us achieve these long-term high level objectives, we have set ourselves a series of targets which are listed at Annex A. These will be reviewed quarterly and updated annually by the DCMS Sustainable Development Steering Board (see below at page 8).

¹ Sustainable development requires consideration of the social, environmental and economic implications of any policy. These 'pillars' have been further defined within *Securing the Future*, the UK Government's Sustainable Development Strategy, by five principles (<http://www.sustainable-development.gov.uk/publications/uk-strategy/index.htm>). The link between DCMS's four strategic priorities and these five principles is explained in more detail below.

Priorities

DCMS has four strategic priorities: Children and Young People, Communities, Economy and Delivery. These connect to sustainable development in various ways:

- **Living within Environmental Limits**

DCMS is continually seeking ways to lower its environmental impacts by reducing energy and water use and carbon emissions. We also support major sustainable development projects in our many iconic buildings – good examples include the installation of photovoltaic panels in the roofs of the Science and National Maritime museums and the carbon neutral programme proposed for buildings in South Kensington led by the Natural History Museum.

- **Ensuring a Strong Healthy and Just Society**

DCMS has PSA targets to increase adult engagement in sport and children's involvement in PE and school sport (shared with the Department for Education and Skills) and to stop the rise in childhood obesity (shared with the Department for Education and Skills and the Department of Health).

- **Achieving a Sustainable Economy**

Our strategic priorities include maximising the contribution made by tourism and the creative and leisure industries, which together make up some 13.5% of the economy.

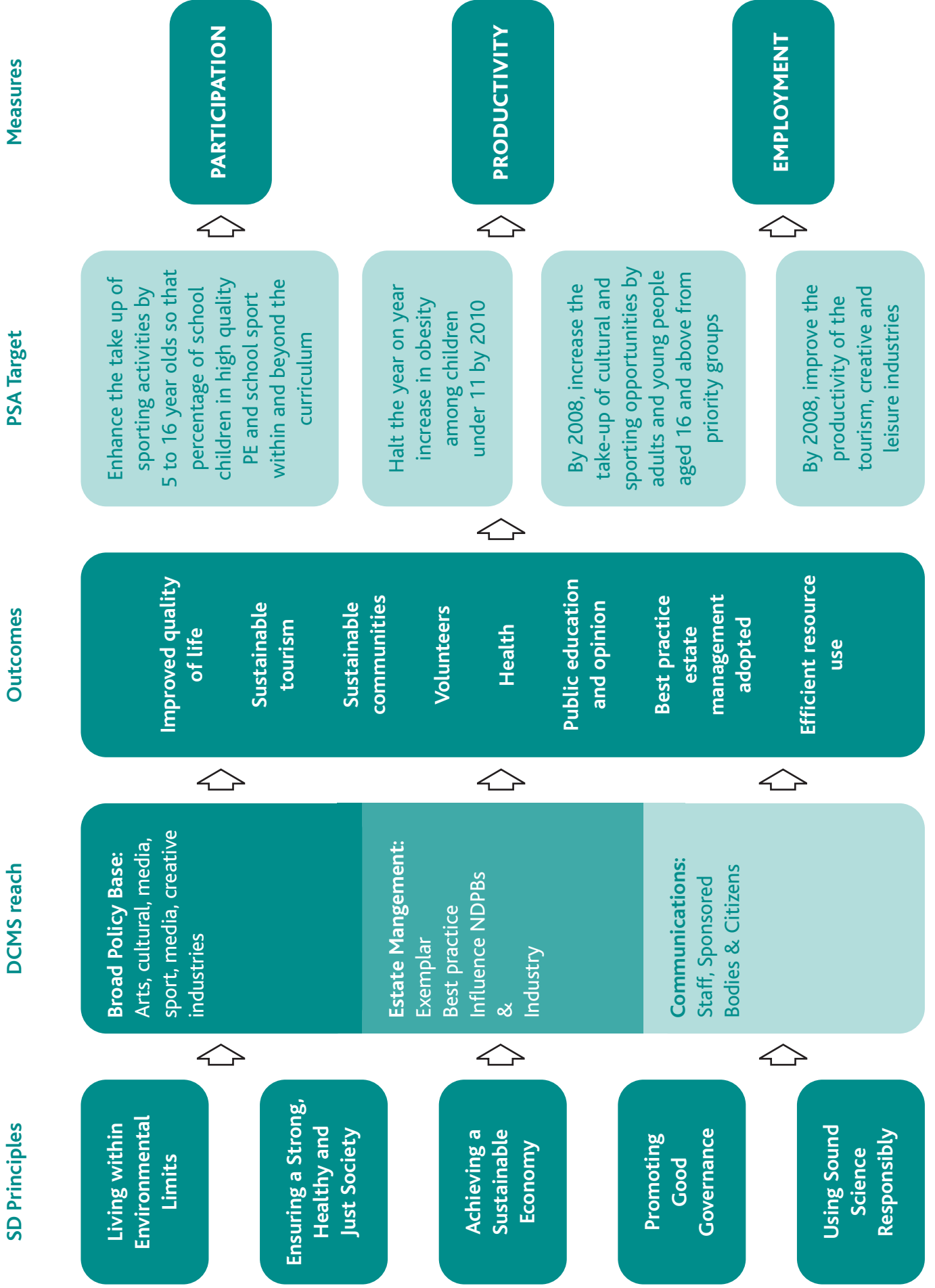
- **Promoting Good Governance**

We work with our sponsored bodies to make their governance as effective as possible, for example through a programme of peer reviews and appointments to their boards of high quality diverse people.

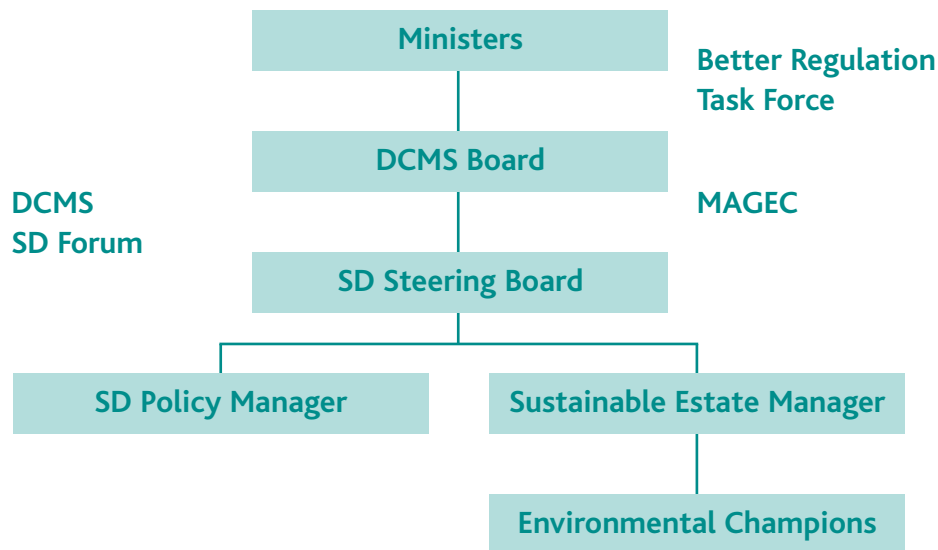
- **Using Sound Science Responsibly**

Several of our sponsored bodies make a major contribution to wider science issues. The Natural History Museum is an international leader in the scientific study of the natural world. For example, along with other UK plant diversity organizations, its scientists collaborate increasingly with scientists in China, sharing experiences and exchanging views on the application of science to the conservation of plant diversity.

The diagram overleaf illustrates links between the core business of DCMS and the five principles of the UK Strategy.



Governance



Sustainable Development Steering Board

Progress towards achieving our objectives and targets will be monitored by a new DCMS Sustainable Development Steering Board, which will be established by March 2006, and will include:

Chair: DCMS Board SD Champion

Heads of Divisions

SD Policy Manager, Strategy Division

Sustainable Estate Manager, Human and Business Resources

Chief Economist, Strategy Division

The Board has responsibility for delivery of the Action Plan. It will meet approximately every three months to scrutinise sustainable development activities from all sectors and relevant sponsored bodies.

A report will be made on overall progress against the targets and high level objectives for Ministers and the DCMS Board by January 2007.

Day to day responsibility for supervising progress against the targets will lie with the Sustainable Estate Manager and the SD Policy Manager, who will also lead on NDPB liaison. They will devise means to monitor progress and report to the Steering Group at each quarterly meeting.

We will encourage all our bodies to give sustainable development a high priority by entering into a dialogue with them, issuing guidance and giving constructive feedback on their activities.

Themes

Sustainable Policy

DCMS is responsible for Government policy on the arts, sport, the National Lottery, tourism, libraries, museums and galleries, broadcasting, film, the music industry, press freedom and regulation, licensing, gambling, architecture and the historic environment.

We are also 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 for The Royal Parks.

DCMS Five Year Plan

We have a key role in promoting sustainable policies, supporting the balanced economic, social and environmental impacts of the cultural sector. Our strategic policy commitments are set out in the DCMS Five Year Plan, *Living Life to the Full*, published in March 2005.²

These commitments include enriching individual lives and strengthening communities through the opportunities that sport and culture offer. Without cultural opportunities – sports facilities, libraries, a vibrant arts scene – communities will not thrive in the long term. At the same time, we are committed to improving the physical places where people live, for example through good building design, and to sustaining our rich historic and cultural assets – heritage sites as well as museums and art collections.

Creative Industries

Our creative and leisure industries, together with tourism, are vital for the current and future prosperity of the nation. Our creative economy programme, launched in November 2005, aims to sustain the internationally competitive position of the creative industries. The creative economy is also a key component of sustainable communities, with the growth of creative industries core to regional and local competitiveness. Ensuring that local creativity continues to flourish and prosper is an important aspect of developing sustainable communities.

Culture and Sport

We are working with our key cultural bodies, local authorities and others to integrate a strong cultural and sporting element in the Government's Sustainable Communities Programme, under the banner 'Where we live'.

² http://www.culture.gov.uk/global/publications/archive_2005/dcms_5yr_plan.htm

Tourism

We also aim to create the conditions for a competitive and sustainable tourism sector, and we have recently published a set of sustainability indicators.³ These will be updated and revised regularly to ensure that they remain relevant and reflect current sustainable tourism priorities. Work has already begun to develop a new “stepping stones” toolkit to assist businesses towards incorporating environmental and social responsibility within their operation, and to provide an incentive for businesses to participate in a fully accredited national Green Tourism Business Scheme. We have been encouraging and supporting the six local authorities awarded Beacon Council status for ‘Promoting Sustainable Tourism’ to spread best practice. Regional Development Authorities are now embedding sustainable tourism into their regional economic strategies.

International

More generally, the cultural sector plays an important role in maintaining the UK’s prestige and international influence. We have identified sustainability as a key element of our international strategy. Our many world heritage sites offer an opportunity to showcase our heritage and to share expertise with others, helping them to conserve their cultural heritage for future generations.

Sustainable Estate Management

The Department’s progress in this area is recorded in our Sustainable Development Progress Report, available on our website.⁴ This identifies our operational environmental impacts (energy consumption, water use, paper consumption, waste production, carbon emissions, hazardous substances, timber and timber procurement, biodiversity and food procurement.) It also describes the lines of responsibility for sustainable development in the Department and the resources involved. It gives our delivery plans, outlines our Environmental Management System and the public reporting requirements and describes what our Estate Management Strategy covers.

One particularly striking example of an improvement on a NDPB estate is illustrated below:

National Museum of Science and Industry

The roof of the East Hall of the Science Museum was named as one of the ten best renewable energy projects of 2005 by the Department of Trade and Industry. The solar roof panels use energy converters called photovoltaic cells to turn sunlight into electricity to power the Energy Gallery thus helping both to reduce greenhouse gases and to raise awareness of renewable energy.



³ http://www.culture.gov.uk/tourism/tourism_policy/sustainable_dev.htm

⁴ http://www.culture.gov.uk/global/publications/archive_2006/progressivereport06.htm

Sustainable Communications

a) Communicating with our own staff

DCMS Environmental Champions

DCMS was the first government department to have a group of Environmental Champions. It is drawn from staff volunteers within DCMS and is chaired by the Sustainable Estate Manager. The DCMS Board SD Champion attends meetings. Members help the department to meet a number of Government targets for sustainable development including energy, water and waste reduction, waste recycling and creating a cleaner atmosphere and air quality. They also raise awareness among other staff. Full details of their duties and activities can be found on the Sustainable Development Commission website.⁵



To underline DCMS'S commitment to educating our staff about the importance of acting sustainably, the Champions are re-launching themselves with a campaign beginning in March.

b) Communicating with our sponsored bodies

DCMS Sustainable Development Forum

The Forum has been in existence since December 2003. Chaired by the DCMS Board SD Champion, membership is drawn from policy divisions and sponsored bodies. Its remit includes:

- reviewing sustainable development policy development and implementation, with particular reference to strategic and cross-cutting themes;
- monitoring and assessing the progress of department divisions and NDPBs against the Sustainable Development Strategy and Action Plan;
- taking a lead in improving communications about sustainable development principles and practice across the Department.

Projects successfully initiated include:

- a questionnaire circulated to all NBPBs. The 21 recommendations made following analysis of the responses by the Sustainable Development Commission have been very helpful in the development of this action plan;⁶
- the formation of a group of lottery distributors to consider sustainable development in relation to their own housekeeping practices and to grant applications;
- guidance for NDPBs;
- a carbon offsetting scheme (in development).

⁵ http://sd-commission.org.uk/communitiessummit/show_case_study.php/00130.html

⁶ http://www.culture.gov.uk/global/publications/archive_2006/sdc_ndpb.htm

Museums and Galleries Energy and Carbon Forum (MAGEC)

24 national museums, galleries and libraries and DCMS, supported by the Carbon Trust, CarbonSense and Faber Maunsell, came together in late 2004 to look at a number of issues in connection with energy use and carbon emissions across the sector as a whole, including:

- benchmarking – making use of the forum as a means to pool energy data;
- energy auditing / walk-rounds to identify areas of high energy consumption;
- gearing up for the EU Energy Efficiency in Public Buildings Directive – to get an understanding of the directive and what it means for the sector;
- refurbishment of buildings – ensuring the right decisions are made at the beginning of the design process.

Currently the secretariat of the group is provided by DCMS. The chair is elected from among the members annually and this year is held by the Natural History Museum. A great deal of progress has been made in benchmarking and in exchanging views and best practice. Details are available on Agora, "the extranet for DCMS and its sponsored bodies to communicate, work together, share experience and best practice."⁷

c) Communicating with citizens

Around 97% of our budget is spent directly by the 65 bodies we sponsor. These include English Heritage, Sport England, UK Sport, Arts Council England, the National Museums and Galleries, the National Lottery funding bodies, the Commission for Architecture and the Built Environment and The Royal Parks.

Many of these are in an excellent position to promote the benefits of sustainable development in an accessible and positive way either because of their strategic role in the sporting and cultural sector or because their facilities are enjoyed and used by the public. Learning can take place through formal education or simply through recreation and enjoyment.

Many of our sponsored bodies have a particularly strong commitment to sustainability and deserve recognition for their pioneering example. We want to make their work better known within the DCMS family and to others. One of the many examples from our sectors follows and others will be showcased on our website as a contribution to our awareness-raising target (see Annex A).

The Royal Parks Agency

As our only Executive Agency, The Royal Parks is required to have its own sustainable development action plan. This is due for completion by June 2006 and will be published separately. The Royal Parks' sustainable development objectives reflect those for DCMS, although they have their own particular challenges like dealing with large public events, like Proms in the Park or Live8, which give rise to massive amounts of waste. All eight Royal Parks are already certified to ISO14001, the requirements for an Environmental Management System. The Royal Parks have several Sites of Special Scientific Interest. They train a number of volunteers and run educational programmes for schoolchildren and adults. They also have a vibrant communities agenda. Their significant involvement in sports is recognised by their selection as a venue for the 2012 Olympic Games.

⁷ <http://www.agora.culture.gov.uk/sustainable/magec.html>

A large group of seven- to eight-year-olds from a primary school in the Royal Borough of Kensington and Chelsea visited the Look Out Environmental Education Centre in Hyde Park during May 2005 as part of the school's focus that year on rubbish and recycling. This project combined art, design and observational skills along with an enhanced understanding of their environment and the positive results from reusing and recycling everyday products.



Conclusion

We see this as the start of a long-term programme. We will be holding a series of meetings over the coming months to agree with our sponsored bodies how they can best contribute.

Annex A: Targets

The DCMS Sustainable Development Steering Board (see page 8) will examine progress, request presentations on sustainable development projects and make suggestions on how sustainable development may be mainstreamed within DCMS and sponsored bodies.

We will agree with each of our sponsored bodies which targets can most appropriately be reflected in their work and provide guidance if required. We will also agree how the selected targets should be monitored.

We will include their progress against their chosen targets in the next overall report, due in January 2007. The Royal Parks will report separately. Both reports will be posted on the DCMS website.

Please contact Pat Mandeville, DCMS Strategy Division, on 020 7211 6115 or pat.mandeville@culture.gsi.gov.uk with any queries.

Sustainable Development Targets For 2006

High Level Objective	Target	Timescale	Lead
To put into place effective governance and monitoring systems to track progress in sustainable development in DCMS and sponsored bodies	Set up the Sustainable Development Steering Board	By end March 2006. First meeting in April and quarterly thereafter	Strategy Division
Sustainable Policy			
To integrate social, economic and environmental factors into all DCMS policy development	Hold up to six seminars for DCMS and NDPBs to raise awareness of the Better Regulation agenda, including the principles of sustainable development	Initial seminar to be held by end January 2006	Better Regulation Unit, Strategy Division
	Introduce an Equality Impacts Workshop for policy makers to give an understanding of how to assess the impact of policies from an equality perspective	Workshops to be held throughout 2006, starting in February	Better Regulation Unit, Strategy Division
	Introduce a more robust quality control function to ensure that Impact Assessment becomes an integrated part of policy development across the department	By December 2006	Better Regulation Unit, Strategy Division
	Increase the number of funding agreements between DCMS and sponsored bodies which incorporate sustainable development targets	From a baseline of April 2006, by April 2009	Public Services Division
	Publish a Sustainable Procurement strategy for DCMS which will include reference to sustainable development at all stages of the procurement process and act as an exemplar for sponsored bodies' procurement strategies	By December 2006	Human and Business Resources Division

High Level Objective	Target	Timescale	Lead
	Agree appropriate targets for each sponsored body by holding a series of meetings with NDPBs	By autumn 2006	Strategy Division
	Devise appropriate monitoring systems to track progress against each target	By autumn 2006	Strategy Division, Human and Business Resources Division
Estates Management			
To comply with the requirements of the <i>Framework for Sustainable Development in the Government Estate</i>	*DCMS to increase star rating in <i>Framework for Sustainable Development in the Government Estate</i> from 2 stars to 3 by improving performance in energy, waste and carbon emission categories – see targets below *subject to agreement that DCMS return may be separated from data from The Royal Parks	By the next <i>Sustainable Development in the Government Estate</i> report	Human and Business Resources
	Carry out refurbishment of Cockspur Street premises to achieve BREEAM rating of at least Very Good	By the end of the refurbishment project (2007)	Human and Business Resources
	Have the estate certified to ISO14001 by an independent assessor	By December 2006	Human and Business Resources
	Include sustainable development criteria in all contracts	From December 2005	Human and Business Resources
	Publish Energy Strategy for DCMS with appropriate targets	By March 2006	Human and Business Resources
	Reduce energy and water use by at least 1%	Year on year from a 2006 baseline	Human and Business Resources
	Reduce waste arisings by at least 1%	Year on year from a 2006 baseline	Human and Business Resources
	Reduce carbon emissions by at least 1%	Year on year from a 2006 baseline	Human and Business Resources
Communications			
To raise awareness about sustainable development and ultimately bring about behaviour changes in staff, sponsored bodies and citizens	DCMS to develop an education programme to increase the implementation of SD principles throughout the DCMS family	By December 2006	Strategy Division, Human and Business Resources
	Re-launch Environmental Champions successfully and make their role clear to DCMS staff	Starting in March 2006, with regular events over the next year	Environmental Champions
	DCMS to publish a report on department's overall progress in sustainable development, including sponsored bodies	On DCMS website by January 2007	Strategy Division

High Level Objective	Target	Timescale	Lead
Communications (cont.)			
	DCMS to publish case studies on our website, to share good practice	By April 2006, and update examples quarterly	Strategy Division
	DCMS to review current published set of tourism indicators to ensure they remain relevant and reflect sustainable tourism priorities	By December 2006	Tourism Division
	DCMS to devise new data set for future publication	By December 2007	Tourism Division
	Arts Council England to meet the agreed sustainability targets as set out in the funding agreement	By December 2006	Arts Council England
	English Heritage to publish a sustainable development strategy	By Autumn 2006	English Heritage
	English Heritage to establish a sustainable development board to deliver their strategy	By Autumn 2006	English Heritage
	Sport England to publish a sustainable development strategy with targets and monitoring procedures	By December 2006	Sport England
	Lottery Distributors to ensure, in an appropriate way, that funded projects further the objectives of sustainable development	By December 2006	Lottery Distributors
	Lottery Distributors to make improvements to grant application material and guidance to applicants on sustainable development for Lottery funded projects, where appropriate	By December 2007	Lottery Distributors
	The Royal Parks to produce a Sustainable Development Action Plan	By June 2006	The Royal Parks
2012 Olympic and Paralympic Games			
Host an inspirational, safe and inclusive Olympic and Paralympic Games and leave a sustainable legacy for London and the UK	DCMS to agree objectives for the Olympic Delivery Programme with delivery partners	By March 2006	To be developed by OGU with the ODA, LOCOG and other delivery partners
	DCMS to produce combined SD policies and targets with delivery partners	By end 2006	To be developed by OGU with the ODA, LOCOG and other delivery partners

Photo credits

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Bottom row, left to right: The National Gallery, London; Heritage Lottery Fund; Science and Society Picture Library.

Page 10: National Museum of Science and Industry.

Page 13: The Royal Parks.



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