




# Future Issues and Research

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# A changing world...



Turning and turning in the widening gyre  
The falcon cannot hear the falconer;  
Things fall apart; the centre cannot hold;  
Mere anarchy is loosed upon the world,  
The blood-dimmed tide is loosed, and  
everywhere  
The ceremony of innocence is drowned;  
The best lack all conviction, while the worst  
Are full of passionate intensity...

**WB Yeats**



# Things fall apart...

- Post credit crunch economic uncertainty...
- Coalition government and political inertia...
- Welfare Reform, austerity and public sector collapse in face of increasing cuts...
- Ever increasing fuel prices... ever increasing food prices...
- Social discourse increasingly febrile, polarised and fragmented... and an explosive growth of social media...
- Increasing house prices but housing sector is failing to meet demand...

## And behaviour changes...

- Increased personal & household debt in disadvantaged communities...
- Limited use of fixed broadband... increased take up of mobile devices...
- Increased stock churn – WHQS means better stock, but demand is decreasing?
- Increased provision for FSM – but reduced take-up
- Worsening general health - but increased use of A&E
- Bedroom tax – majority staying and paying... but can this be sustained...

# Will it bust our business...?

There is a new normal and we're not sure what it is yet...

Can we understand changing behaviours and respond in effective ways...

- What's happening with demand for our product?
- How will we cope with the changing relationship with our customers?
- How can we support our staff?

## Explore and research...?

- Next set of workshops will provide the space for us to explore and discuss some of these issues...
- We share a similar set of problems and we work together well... should we think about commissioning some research...??