

DAVID MORBY

Assistant Head of Culture and
Leisure Services
Kirklees Council

My Role

- Strategy and Policy Development
- Sports Development
- Physical Activity Development
- Countryside
- Arts and Creative Economy Development
- Museums and Galleries
- Dual Use Sports Centres
- The commissioning of the Leisure Trust





“The Future of Leisure”





The future is not what it was!!

Looking into the future is about predicting change

- Change will happen
- Speed of change
- Range of change



Challenges/Opportunities

- We are getting bigger
- We are getting older



Challenges/Opportunities

- The gap in health in health inequalities isn't narrowing
- Our Communities are becoming more diverse



Challenges/Opportunities

- The environment is becoming more important
- Customer expectation



Challenges continued...

- Legislation
 - Employment
 - Health and Safety
 - Child protection (vetting and barring)
- Competition for time and money
- Performance measurement/evidence
- Failing stock



Expectations

- Deliver/contribute to:
 - Safer Stronger Communities
 - The Health Agenda
 - Community Cohesion
 - Social Inclusion
 - Economic Prosperity
 - Environmental sustainability



Beacons

- 2008 – A springboard for 2012
- 2012 – An opportunity to develop a real legacy – Increase the skill base of the industry and the voluntary sector – Review facility stock
- 2114 – a follow on from 2012 and a gateway to 2016
- 2018? – Just hope?



Conclusions

- There is an opportunity to buck the trend of previous Olympics in terms of raising levels of participation.
- An opportunity to use and contribute to an ever increasing evidence base
- The wider agenda is becoming dependant on us
- People want to work in partnership
- We need to be more politically astute
- We need to be better at telling the good news

