



PESTLE Analysis



PESTLE Analysis: What The Future Might Hold For Your Charity

You can't control the outside world and how it might impact your charity, but you can respond to it. PESTLE Analysis is about looking outside your charity to identify risks and opportunities.

It's an acronym for **P**olitical, **E**conomic, **S**ociological (Society), **T**echnological, **L**egal and **E**nvironmental.



What is PESTLE Analysis?

Fill in our template below and it'll hopefully help you get a clearer picture of where your charity stands. Don't worry too much about being exact about the headings, or which heading any factor goes into. PESTLE Analysis is an aid to thinking, not something to follow religiously. What does matter is that you identify all the key issues in the outside world for your charity.

Big changes in the outside world may seem a little remote for your charity. However, a global economic downturn would impact the UK and, ultimately, your finances. COVID-19 is another example. However, it could be UK issues such as Brexit impacting our laws and supply chains. And don't forget your local region too. A change in local politics, economics or major projects could have a substantial impact on you. Nobody knows what will happen, so it's all a bit vague, but that's what PESTLE Analysis is for. It gives you a structure to think through and make the best estimates you're able to:

- **Political** - major issues that impact everyone, such as the impact of Covid and Brexit, but also priorities and policies that are directly relevant to your work.
- **Economic** - the impact of economic factors that may impact your charity and/or your beneficiaries, such as inflation driving cost increases.
- **Sociological** - changes that affect society generally, such as the rise of home working, but they may be geographical, such as the housing shortage in London, or ones that relate to your beneficiaries or mission.
- **Technological** - advances such as the ever-growing number of social media platforms and the impact these may have on society, such as the growth in online abuse and cyber-crime, or specific technological issues relating to your charity's mission.
- **Legal** - wider implications, such as the possible impact on relevant UK laws post Brexit and also changes in laws directly impacting your charity, such as lobbying, employment, H&SW, safeguarding or environmental.
- **Environmental** - the impact of climate change on all of us and whether your charity is, or should be, more environmentally aware.

PESTLE Analysis

Complete the template below to define the most relevant and critical political, economic, social, technological, legal and environmental trends. Review the guidance, obtain research and input from key stakeholders and then list the top trends for each area:

<p>P</p>	<p>Political</p>	<p>List issues related to tax, trade, and employment law, regulations, policies and overall stability, all of which are likely to impact your charities' activities</p>	<ul style="list-style-type: none"> • • • • •
<p>E</p>	<p>Economic</p>	<p>List factors such as inflation, growth, interest rates and the unemployment rate</p>	<ul style="list-style-type: none"> • • • • •
<p>S</p>	<p>Sociological</p>	<p>List issues such as culture, education and changes to society which can influence the viability and development of your charity</p>	<ul style="list-style-type: none"> • • • • •
<p>T</p>	<p>Technological</p>	<p>List any technological developments, internet use and government-sponsored research and development that should be examined in terms of any potential barriers or advantages for your charity</p>	<ul style="list-style-type: none"> • • • • •
<p>L</p>	<p>Legal</p>	<p>List factors that impact current and future legal requirements of your charity. These factors can include laws around health, safety, taxes, employment and safeguarding</p>	<ul style="list-style-type: none"> • • • • •
<p>E</p>	<p>Environmental</p>	<p>Include all the factors that influence or are determined by the surrounding environment</p>	<ul style="list-style-type: none"> • • • • •

