

Applying PESTLE/STEEPLE Analysis:

Insights for Chwarae Teg

PESTLE/STEEPLE analysis is a strategic tool that evaluates external environmental factors affecting organisations. For Chwarae Teg, it helps identify challenges and opportunities in a post-Brexit, post-pandemic environment, guiding effective restructuring and future planning

1

PESTLE /STEEPLE Analysis

- **Political:** Policies, government stability, funding initiatives.
- **Economic:** Inflation, funding sources, employment trends.
- **Social:** Gender equality trends, public perception, cultural attitudes.
- **Technological:** Digital transformation, accessibility to resources.
- **Legal:** Employment laws, equal opportunity regulations.
- **Environmental:** Sustainability practices, climate policies.



2

Benefits and Challenges of PESTLE for CT

- **Holistic View:** Identifies interdependencies between legal, economic, ethical, and environmental factors.
- **Proactive Adaptation:** Helps anticipate and prepare for external changes, e.g., economic fluctuations or new regulations.
- **Stakeholder Alignment:** Ensures strategies resonate with donor, employee, and community values.



Challenges of PESTLE /STEEPLE Analysis:

- **Complexity:** Requires extensive data collection and analysis.
- **Dynamic Environment:** Frequent changes in external factors demand regular updates to PESTLE insights.

3

Economic

- **Relevant Issues:** Reduced funding sources due to economic pressures, inflation impacting operational costs, and competition for limited charitable donations.
- **Application of PESTLE:** Identifies alternative income streams, such as private donors and corporate partnerships.
- **Critical Insight:** Economic analysis enables resource optimisation and resilience-building (CIPD, 2023).



4

Ethical

- **Relevant Issues:** Upholding gender equality in diverse socioeconomic contexts, maintaining transparency in financial and operational practices.
- **Application of PESTLE:** Monitors ethical standards and societal expectations, aligning initiatives with stakeholder values.
- **Critical Insight:** Ethical focus enhances trust, supports donor retention, and aligns with Chwarae Teg's mission (Young, 2023).



5

Legal

- **Relevant Issues:** Compliance with UK equality laws post-Brexit, e.g., Equality Act 2010. Loss of EU funding has necessitated reliance on UK grants, affecting resource allocation.
- **Application of PESTLE:** Ensures alignment with legal changes, identifies funding opportunities, and supports policy advocacy.
- **Critical Insight:** Legal compliance fosters credibility and long-term partnerships (Schneider et al., 2013).



6

Environment

- **Relevant Issues:** Commitment to sustainability amidst increasing environmental regulations and donor expectations for eco-conscious operations.
- **Application of PESTLE:** Evaluates environmental risks, supports sustainable project design, and enhances brand reputation.
- **Critical Insight:** Sustainability practices improve operational efficiency and attract environmentally-conscious stakeholders (Schein, 2010).



7

Conclusion

Applying PESTLE equips Chwarae Teg with actionable insights to navigate legal, economic, ethical, and environmental challenges. By integrating this tool into strategic planning, the organisation can remain resilient, aligned with its mission, and responsive to emerging trends, ensuring continued impact in promoting gender equality.



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