



Community &
Voluntary Services
cheshire east

Business Planning

session 2

Take away task feedback

- What was difficult?
- Any surprises?
- Were you able to link your services (objectives) to your aims?



Aims and Outcomes

To equip you and your organisation to plan for the future, and understand where your services fit in the wider sector

By the end of this session you should have increased:

- Knowledge of how to do a PESTLE analysis
- Understanding of Porters 5 forces analysis
- Ability to list and understand stakeholder needs

What we'll cover today:

External factors.....

- PESTLE Analysis
- Porters 5 Forces
- Stakeholder Analysis



PESTLE analysis

- Political
- Economic
- Social
- Technological
- Legal
- Environmental

Political

- Adapting to post-Brexit arrangements
- A possible split of the United Kingdom
- Political party viewpoints
- Covid-19's impact on politics and opportunities to influence wider change
- Local Authority decision making and key personnel
- Town / Parish Council decision making and key personnel

Economic

- Uncertain economic outlook for 2021
- Government increases short-to-medium-term public spending
- Unemployment rising and likely to rise further
- Livelihoods of beneficiaries and the increasing gap between rich and poor
- Increased donations especially for health-related charities but declining for many others
- Challenging charity funding environment in 2021

Social

- Amplification of existing inequalities and divides under covid-19
- Covid-19 and Black Lives Matter as catalysts for wider change
- Impact of remote working on charity operations
- Increasing trust in charities
- Community mobilisation and the role of mutual aid groups
- Shifts in volunteering trends during the pandemic

Technological

- Covid-19 accelerates the need for digital transformation in charities' operations
- Investment needed in the digital skills of staff as well as digital infrastructure
- Data protection and cyber security issues with increased delivery of services online
- Need to tackle the digital divide
- Opportunity to responsibly harness the power of social media platforms
- Opportunity to use data to effectively meet user needs

Legal

- Covid-19 has allowed for a period of flexibility in charity regulation
- The impact of the Brexit deal for charities on issues such as products, environmental and data standards
- Changes in freedom of movement post Brexit could impact the sector's ability to recruit and retain its EU workforce and volunteers
- Possible continued shrinking of civic space and individual civil liberties
- Appointment of new Charity Commission Chair
- Updates to the Charity Governance Code's integrity and diversity principles
- Introduction of the Corporate Insolvency and Governance Act 2020

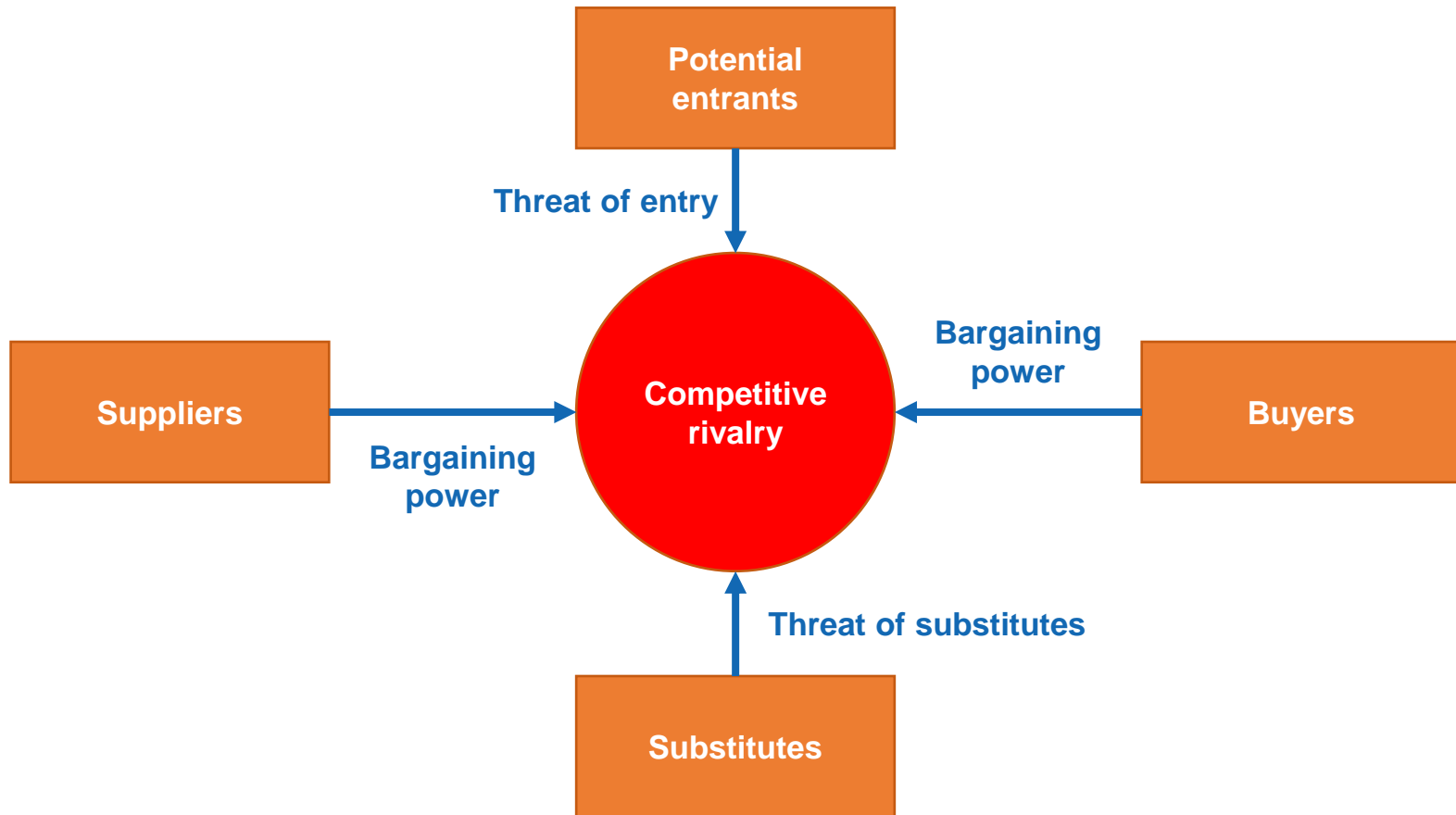
Environmental

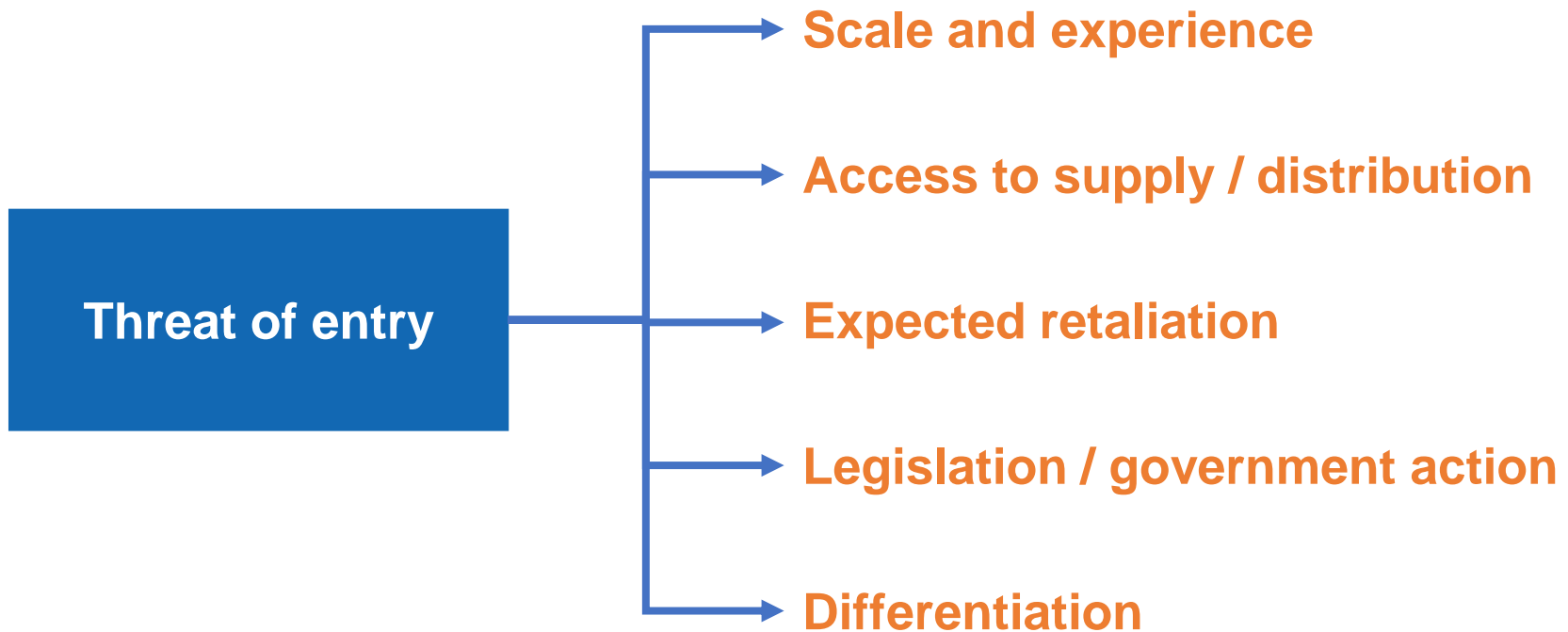
- Important role of civil society in tackling climate change
- Shift to ethical consumerism and what this means for charities
- Link between climate change and issues around social and racial justice
- Role of charities in building back better and a green economic recovery
- Opportunities for charities to hold local government to account
- Impact of climate change on public services and emergency response plans

Porters 5 forces

Introducing Chris Austin – Edenfield training

Hello 🤝

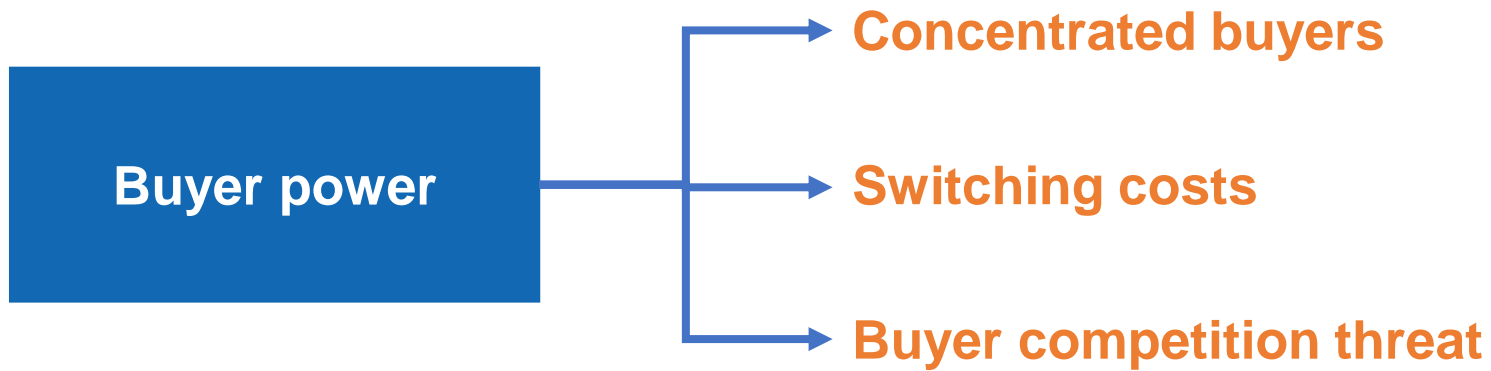


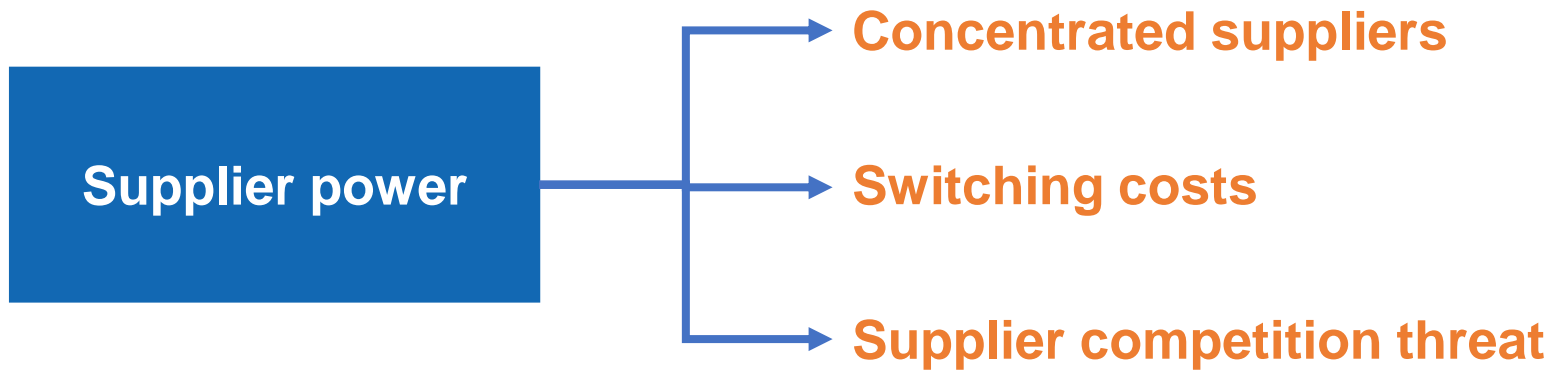


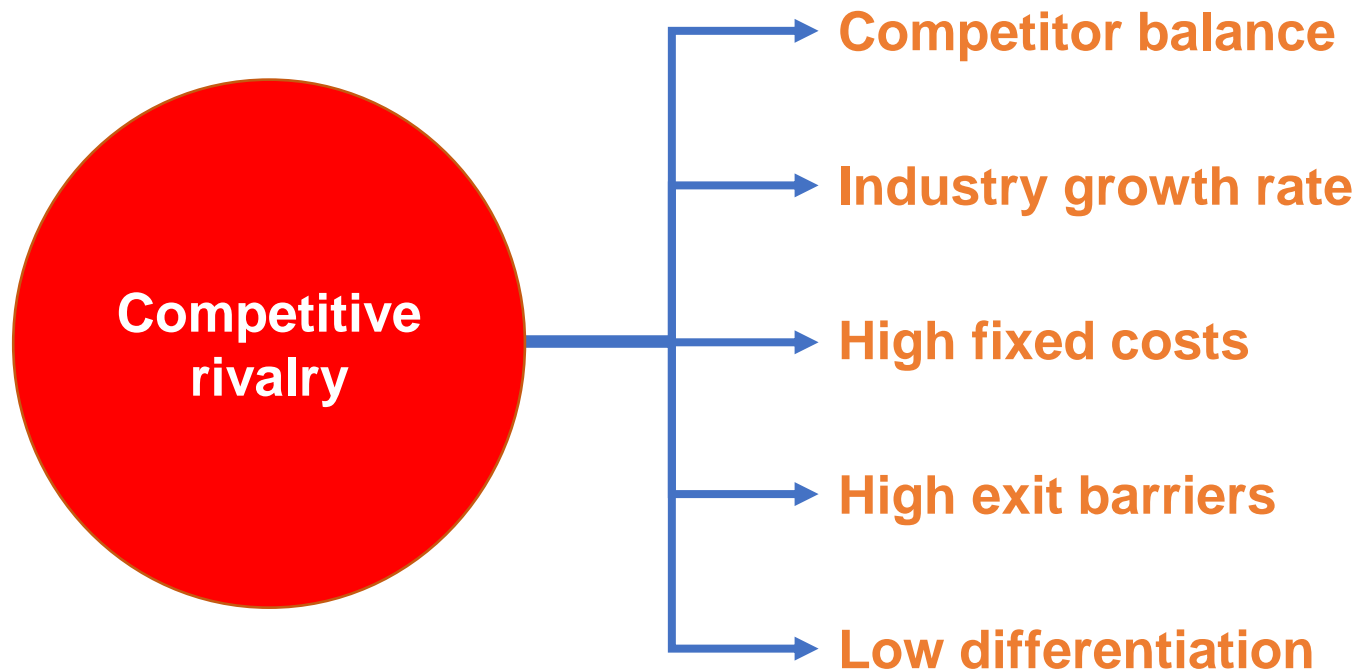
**Threat of
substitutes**

Price vs performance

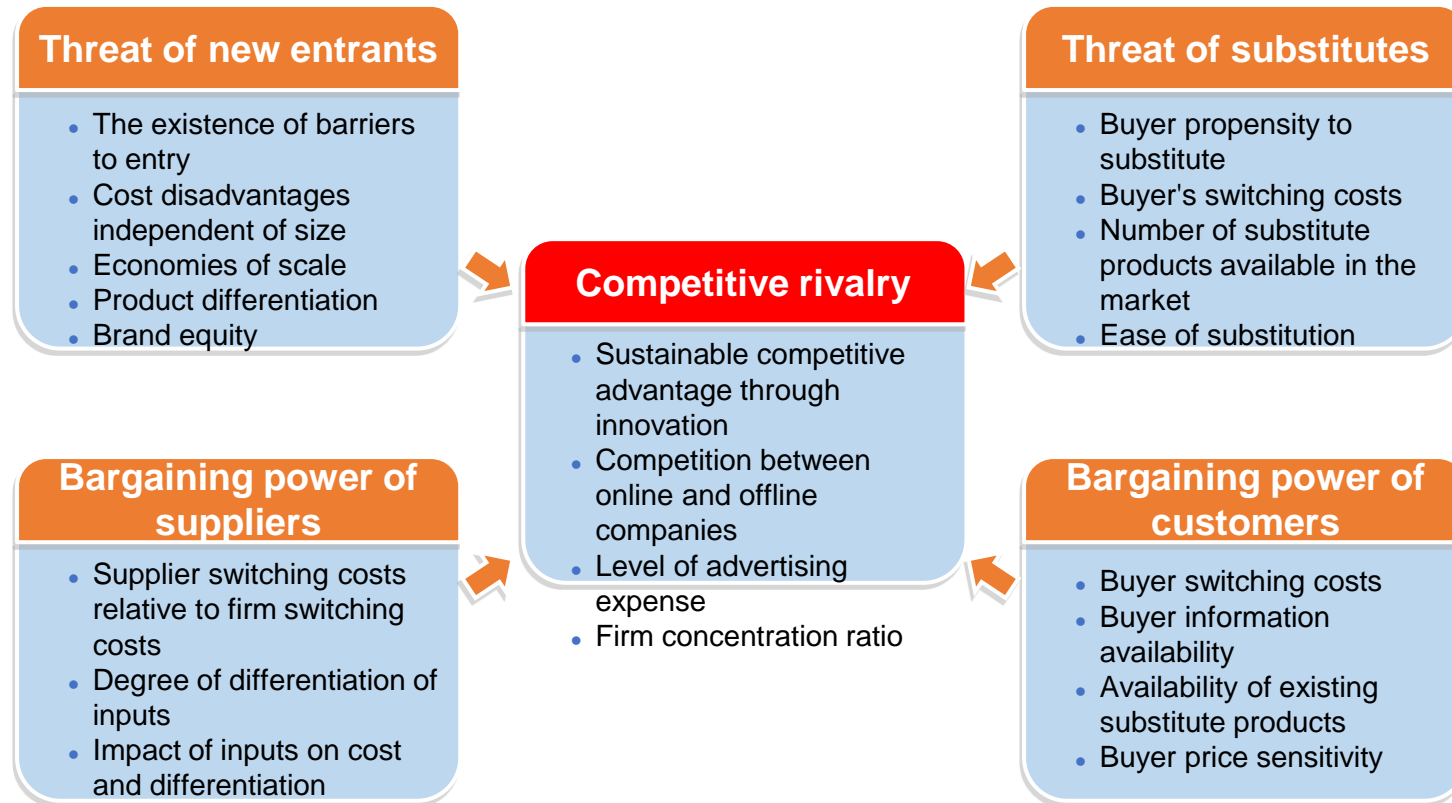
Extra-industry effects







Examples in your industry or organisation?



Break

Back in 5.....



Stakeholders

Types of Stakeholders

- Consumers / Beneficiaries
- Customers
- Funders
- Partners
- Local Authority
- Health
- Other public sector
- Competitors
- Local Community
- Local businesses
- Community of interest
- General Public
- Suppliers

Stakeholders

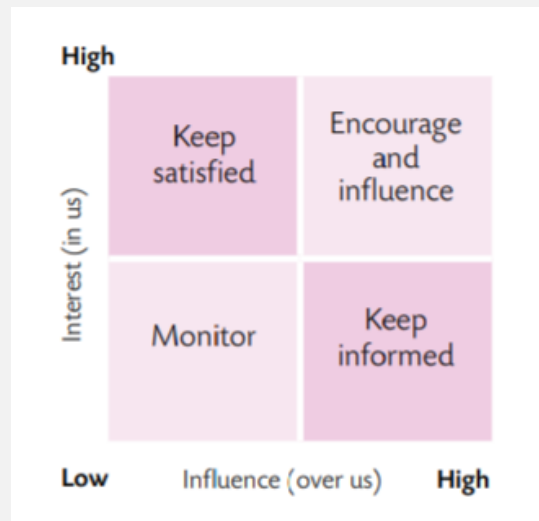
Types of Stakeholders

The 'Young Knutsfordians' youth club meets in a school hall, in the town centre. It covers the age group 11-16 and meet on a Friday evening. The organisation has been running for over 30 years, but is always looking for grants and donations to keep going. The club has indoor games, crafts, cooking etc. It uses surplus food from the local supermarket, and often sell crafted products locally.

Stakeholders

Analysis

| Stakeholder | Role | Level of Importance to success (h, M, L?) | What is important to them | Communication needs | Current and potential communication methods |
|-------------|------|---|---------------------------|---------------------|---|
| | | | | | |



What is a business plan?

Component Parts

1. Executive summary
- ✓ 2. About your organisation
- ✓ 3. What we do
- ✓ 4. Our market
5. Market research and testing
6. How we reach our market
- ✓ 7. Market analysis
8. Operational plan
9. People, management and governance
10. Our impact
11. Cost and income structure
12. Financial forecasts
13. Risk map

Questions

- Take away task
- Future Weeks
- Offers of expertise