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| **Political** | **Ideas:** Change of government, new childcare policy, changes in legislation (including human resources, pensions or national minimum wage), Tax-Free Childcare.  | **Ideas:** Local employment patterns, recession, reduced household income, cost of living increases. Industry growth, business opening and closures, Tax Free Childcare, Universal Credit etc |  **Economical** |
| **Social** | **Ideas:** Flexible, blended or home working, birth rate, reduced household income, cost of living increases. | **Ideas:** Need for online services, social media marketing, electronic payments. | **Technological** |

PEST analysis template

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| --- | --- | --- | --- |
|  **Political** |  |  |  **Economical** |
| **Social** |  |  | **Technological** |