Identify Income Opportunities and Risks

How you could use the PESTLE framework to understand how external factors may impact your group's income ideas.

Factor	Issues Identified	Impact on Income Idea
Political	Government funding for environmental projects; local authority funding priorities	Opportunities for grants, but reliance on public funding creates risk
Economic	Cost-of-living pressures reduce household spending & increase group's running costs	Risk of reduced donations/memberships, but possible access to community hardship funding
Social	Interest in local environmental action is growing, but people may have less time to volunteer	More demand for environmental projects & volunteering, but challenges around volunteer recruitment & retention
Technological	Digital tools make it easier to promote activities, take bookings, collect payments and fundraise online	Opportunities for wider reach, lower administration costs & improved fundraising efficiency
Legal	Income activities must continue to meet charity law, trading regs, safeguarding, insurance rules, etc.	Compliance may add costs or require advice; risks of non-compliance
Environmental	Climate change & biodiversity loss increase demand for local action, butextreme weather disrupts delivery	New funding and service opportunities may emerge, but outdoor projects need contingency planning

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