

APPENDIX 9 - PESTLE Analysis.

POLITICAL	<ul style="list-style-type: none"> • Favourable Scottish Government policy agendas including: <ul style="list-style-type: none"> ○ community ownership and community delivery of services ○ rural regeneration ○ mental health and combatting social isolation • Scottish Parliament elections in May 2021 - Future of Scottish Land Fund beyond 2020/21 uncertain. • BREXIT - LEADER funding to end - no replacement as yet. • Political impact of Covid-19 pandemic uncertain. • Reduction in public finances and services still on-going while demand rises particularly for health and social care from increasingly older population.
Economic Factors	<ul style="list-style-type: none"> • Recession/severe economic downturn resulting from Covid-19 pandemic leads to reduction in corporate and individual donations/support for charities. Funding landscape becomes increasingly competitive as charities and other third sector groups compete for scarce or oversubscribed sources of funding. • Brexit – cuts off access to sources of EU funding. • Brexit reduces supply of labour for tourist/hospitality sectors. Combined with economic downturn may put local hotels, cafes etc.... out of business. • Rise in staff wages due to National Insurance and in minimum wage/SLW increases may affect profit and sustainability. • Increases in transport costs in line with fuel pricing affecting cost of food & drinks for pub and resale. • Economic downturn and Brexit may result in more people holidaying in the UK. However, COVID-19 may impact potentially up to 18 months (e.g. on-going travel restrictions, peoples' confidence in travelling away from home).
SOCIAL	<ul style="list-style-type: none"> • Culturally pub centre of social life, place to meet friends and for locals to socialise • Localised venue that could be known for gigs, live music, themed nights for younger consumers • Increased awareness of social isolation/loneliness and impact on health and wellbeing. • Increased advertising on mainstream media of consuming alcohol responsibly • Increasing popularity of endurance/adventure sports (hill-walking/long distance trails, ultra-running, open-water/wild swimming, kayaking, paddle-boarding, sportive, mountain-biking etc...) Increase in adventure tourism sector in Scotland including Perthshire. • COVID-19 uncertainty over how long restrictions will remain in place or impact on peoples' behaviour and willingness to socialise in public places in the short to medium term.

Technological Factors	<ul style="list-style-type: none"> • Developments in delivery of cold beers and chilled ale as well as other alcoholic drinks. • Social media and growth of digital marketing provides opportunities to reach target customer groups and new markets in UK and beyond • Increasing reliance on the internet to access services – lack of access to reliable broadband still an issue for many people in the Rannoch area
Legal Factors	<ul style="list-style-type: none"> • Changes in Drink Driving limits may impact on numbers of people outside of Kinloch Rannoch using community pub. • Food & drink/accommodation heavily regulated – licensing, food safety, environmental health, fire safety etc.... • Liquor licensing and planning process allows people to object to license applications and change of use. • DDA legislation and requirement to ensure disabled access. • Scottish legislation enables community ownership (Community Empowerment Act, Community Right to Buy etc....)
Environmental	<ul style="list-style-type: none"> • Increased requirement of businesses to sort waste for recycling (food, glass, packaging etc....) • Increasing expectation that businesses reduce adverse environmental impact. • Increasing expectation for locally sourced ingredients/produce. • Increasing requirement for buildings and businesses to reduce carbon footprint.