

Appendix 5: PESTLE analysis

Economic: main effect is likely to be the longer term effects of leaving the EU which by most reckoning will make the West Midlands worse off economically especially Leam/Cov which is orientated towards the car industry/academia which is currently pan European. Many of our members are from EU states. Consumer trends towards buying from local convenience stores (especially young people) may become problematic as is the shift to year around availability (i.e. non-seasonal produce) on the internet through supermarket deliveries

Social: increased unemployment likely in medium to longer term (mechanisation, AI). Increased care needs (especially for elderly). Shift to consumption of meals out rather than cooking. Increased number of commuting families in and around Leamington and raised house prices locally (above reach of low or even average wage). Increased pressure on our member demographic.

Legal: withdrawal from EU makes this problematic but consumer protection, hygiene etc. likely to remain broadly similar although legally defined organic standards may begin to diverge. Likely to be a drive towards less single use of packaging.

Environmental: climate change and resource use are likely to be two big drivers of change in horticulture. Need to recycle waste (green waste), reuse (plastics) or remove all together (single use plastic). Cost of oil is likely to be a significant factor in the longer term driving up prices for inputs. More varied weather likely to lead to periods of drought and/or flood and/or frost becoming more frequent and extreme as climate gradually warms (more energy put in!). Pressure for housing in nearby town is likely to lead to pressure on green belt land adjacent to the farm.

Technological: mechanisation allied to AI likely in medium term but unlikely to be applicable at our scale for a while; GM likely to be an increasing issue; organic seed availability may become more problematic

Political: free movement restricted with EU (many of our members are citizens of other EU states and seek employment in the UK); organic standards will diverge from current EU standard; unknown trade relationships from agricultural produce (will it be a race to the bottom?).