

# 'the Forum'

## Original 2007 observations



The complete 2007 analysis is summarised in a simplified form against a PESTELC framework.

### **Political**

De-centralisation, particularly at local government level would be an emergent theme  
Gordon Brown would not survive as Prime Minister

### **Economic**

House prices would collapse by 25%  
Growth would be at best 1%, more likely recession

### **Social**

Backlash against immigration  
Return of family values and community spirit

### **Technological**

Increased use of "clean coal" and nuclear power

### **Environmental**

Localisation not globalisation would be key

### **Legal**

Challenges to the Human Rights Act  
Revoking of changes to licensing laws

### **Competitive**

The growth of "austerity shopping"  
Increased sales of white, red and blue cars in solid colours!

These are the original October 2007 findings of two groups of students on the MSc Strategic Change Management and Diploma in Management programmes suggesting what was likely to occur over the following twelve months.

They are reproduced to stimulate awareness, debate and hopefully appropriate action from informed individuals and organisations. As such they should be read and commented upon with this well-intentioned spirit in mind.