

PESTLE Analysis

	Reasons to go ahead with the project	Factors that stopped it succeeding
Political	The School is actively pursuing an ECO-School agenda	The Teaching Unions created pressure claiming that the lack of access and training was putting staff at a disadvantage under the Workforce Remodelling agenda
Economic	A large saving in the cost of paper and duplication was a driving force behind the innovation.	The cost of increasing staff access to computers had not been taken into account.
Social	Information is accessible to staff anywhere in the world via the Internet	Staff were not given enough training or access to effectively change their habits and how they expected information to be made available. Many staff found reading information from the screen difficult so would print out the material to read later.
Technological	All staff had been given a free email account by the school. Email is a faster and more efficient method of communication in a business model.	There was not enough computer access for most members of staff and a significant number, who did not use their email accounts or check them on a regular enough basis. Teaching staff often only get time to check their email at the end of the day, whereas office based staff check their email on a regular basis. This meant there was a divide in the expectations of office and teaching staff in the speed of messages being received and dealt with. There was not enough training given about how to use the email systems.
Legal	Email provides a documented and traceable history of messages sent and received if any disciplinary matters were ever to arise. Data protection criteria are met by email accounts being password protected.	There was a number of staff who would leave their email accounts logged in on a computer that students could gain access to, thereby allowing students to view sensitive information.
Environmental	The school was using a massive amount of paper and photocopier toner to produce this printed information.	There were a large proportion of staff who worked in areas of the school where it was not possible to have computer access. i.e. Games teachers on a school field, kitchen staff

in the kitchens.