ASSIGNMENT

(COVENTRY CITY COUNCIL’S COOKING COURSE)

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# Executive Summary

This study has shed light on the Coventry City Council's non-profit organisation to educate people about the impact of processed food. Besides, this study has also pointed out the external factors that can affect the motto of this organisation. Furthermore, it will also showcase the PESTLE analysis to identify the external factors in UK. The report basically discusses the external environment and the stakeholders in the training course in derails. It establishes and elaborates an understanding of the political and legal factors that contribute to the course.

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# Introduction

Processing food is a new type of product it has been affecting people in the UK and it has a mostly negative impact on health. This study is going to serve the external factors that can affect a non-profit organisation in the UK. This will also focus on the impact of political and legal factors on the Coventry City Council’s growth.

# Pestle analysis

In order to identify the external factors of an organisation PESTLE analysis plays an important role, which helps to make strategies to have better growth. Besides, such an analysis is also helpful for a non-profit organisation such as Coventry City Council as it can help them to identify the positive as well as negative external factors that can affect this organisation. Here is the Pestel analysis to offer a solution to the obesity crisis is addressed below.

***Political*:**

Government policies in the UK can have an impact on the non-profit organisation in several scenarios, the tax policies have issues regarding the funding for non-profit organisations. Besides, there are changes in the budgets and in several scenarios that can also affect the organisational growth. In this scenario, Coventry City Council has planned to open a non-profit service and such policies can have a bad impact on them. On the other hand, the exit from Brexit has also caused an issue regarding funding and regulations (Pan, Chen, & Zhan, 2019, p. 4). Moreover, such non-profit organisations can have issues regarding the changes in government regulations as most case scenarios heavily depend on the government.

***Economical:***

Non-profit organisations depend on donations and it can be affected during the poor economic condition as the donor can face issues with profit. In addition, there are many competitions for non-profit organisations and it can create competition for them to collect funds, which can be another issue for this organisation (Alhousseiny & Atar, 2021, p. 104). In this scenario this organisation is planning to be aware propel about the process of food and cost of living may affect the performance of this organisation.

***Social:***

There are a number of factors that have a significant impact on the non-profit services offered by the cooking training course for all residents in Coventry City. This includes the cultural beliefs of individuals, the lifestyle changes of the population, the democracy of the population and others. Since the city has diverse cultural backgrounds, their beliefs and lifestyles ought to be different (Popov & Karásek, 2021). However, the City Council has ensured that the training for cooking will cater to the diversity of the population residing in the City as well as ensure that it is culturally appropriate according to their backgrounds. This also includes that the course will have different offerings which cater to the different dietary needs of the population. The cultural beliefs which can affect the training service include the traditional dishes and ingredients that need to be well-tailored into the course. In terms of lifestyle, some individuals may prefer To learn easy preparation which also needs to be included in the course as well.

***Technology:***

Technology factors That have a significant impact on the success of the training service include modern technologies and equipment that are used for cooking purposes (Puzzolo et al., 2019). With the rise of modern technology, there are a lot of Technology means that have the capability of enhancing the learning experience of the citizens taking part in the training course. As a result of this, the Council should ensure that the courses are well equipped with modern tools and technologies in order to provide the best service. This includes online resources, tutorials, recorded videos as well as mobile applications to complement the course. Using digital platforms for the course will ensure that it has a greater reach to the target audience of the service. Digital marketing and an online booking system for the course will make it easier for the people of Coventry to fill in the participation form (Erlangga, 2021). In addition to that, incorporating a digital platform will also provide the means for the participants to share their experiences with others in the City.

***Legal*:**

Non-profit organisations sometimes can have to comply with several documents such as tax as well as health and safety. Besides, the legal law of the UK also indicates that non-profit organisations cannot infiltrate any intellectual property using their image. Besides, they also need to submit all the documents regarding the donations as well as expenses to the government (Sari et al., 2021, p.3). Furthermore, the law also suggests that these organizations need to make them liable if their activities are harmful to others.

***Environmental:***

Climate change in the UK is unpredictable and it can have an impact on non-profit organisations such as social services. On the other hand, such organisations also need to use sustainable products or offer a sustainable solution for a sustainable environment (Abikova & Piotrowicz, 2021, p. 13). As this organisation is focused to help people to understand the impact of processed meat and they also need to respond when a natural disaster happens. Hence, it can be stated that such external factors can have a mostly moderate impact on this organisation.

# Influence of political (P) and legal (L) factors

Government policies have a significant impact on non-profit training services provided by the City Council. The various political factors that have a huge influence on the service include the availability of funds for organising the training and incorporating modern and advanced equipment as well as the relationship of the government with the city council.

One of the most important factors that influence the establishment of the training service is funding. The council in order to organise a completely funded service that makes no profit has to rely upon the funds, donations and grants allocated by the government. In addition to that, Political decisions also play a major role in the allocation of the budget which has a direct impact on the funds of the Council. Changes in the government budget, as well as the priorities of funding, have an impact on the training course which is dependent on the funding made by the government or other authorities (Banks & Brockington, 2019). In terms of the Coventry City Council, changes in the budgetary allocations have a direct impact on the success of the training service (Heald & Hodges, 2020).

Another factor that can have a major impact on the success of the service includes the changes in the taxation system. Although non-profit organisations and programs by the City Council are exempt from Taxes and reliefs, it can be very difficult to organise such services for the council in case there are any changes that are made to the taxation policies of the government (Hemels, 2022). It will cost the council to follow the strict guidelines of the system as well asked for the monetary resources that can be otherwise spent on organising such courses. As a result of this, the flexibility of incorporating advanced technology will also be hampered by both fundings as well as taxation policies.

Furthermore, Brexit Issue caused a lot of changes in the regulatory system in the UK. The exit of the United Kingdom from the European Union (EU) has caused the country to lose out on a number of resources which will directly impact the availability of resources for the training offered by the council as well. This is due to the fact that the government has to look for alternate sources of funding and other resources which were earlier offered by the EU.

In terms of the legal factors, although the non-profit services are exempt from taxes, The council needs to maintain accurate records as well as submit tax returns to the Revenue and Customs in the City. In case of failure to comply with the taxation laws, The council will have to experience regulatory consequences and penalties. Therefore in order to avoid such unpleasant situations, they need to be careful about the legal frameworks in the City and make sure that they comply with the legislative regulations that are followed across the city.

Another legal factor that impacts the organisation and success of the course is the Healthcare and safety regulations. The council needs to ensure that the training facilities are safe and suitable for the population in the City. In addition to that, it will also need to make sure that the training practices are carried on by considering compliance with the safety precautions and measures set up by the legal authorities. This includes a risk assessment of the training program, the use of protective equipment as well as proper and well-functioning cooking equipment and others. Following the safety regulations will ensure that the participants are safe from any kind of injuries and accidents. In addition to that, the Council should maintain accurate records of financial transactions and expenses in order to comply with the transparency and accountability laws. In case, the council falters in maintaining the record it will have to bear consequences including legal actions and fines.

# Conclusion

From the aforementioned discussion, it can be concluded that the Coventry city council will have to consider the various elements of PESTLE in order to organize the training program. Complying with the regulation and considering the other external factors will ensure that the program takes place in a smooth manner and also contribute to the success of the organisation.

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