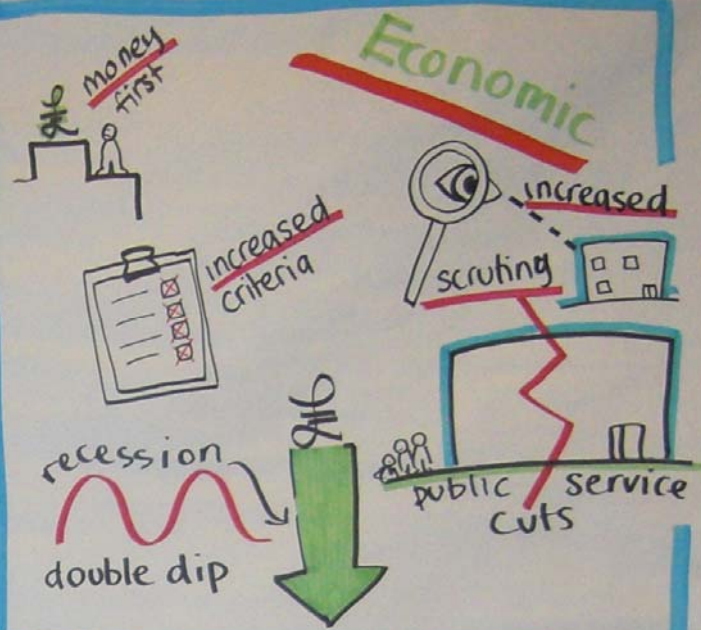


# Political



# Economic



# Social



# Technological



# PEST DRIVERS

This 2 x 3 metre image has the words 'PEST drivers' at the bottom. The page is divided into 4 boxes, with the words 'political', 'economic', 'social' and 'technological' in each. In the top left hand box marked 'political' are the words 'change in government, with two arrows, one blue pointed up and one red pointed down next to two party candidates, 'misunderstanding' and 'do they have the will to change?' next to a politician who thinks 'I don't understand', a voting box with the words 'disengaged' underneath it, 'partnership' next to two shaking hands and 'no decisions whilst we wait' beside some buildings, a clock and a calendar. In the top right box marked 'economic' are the words 'money first' next to a sport podium with money in first place and a person second, 'increased criteria' next to a clip board, 'recession double dip' next to a arrow with a £ pointing down and 'increased scrutiny and public service cuts' next to a magnifying glass looking at two buildings with people outside. In the bottom left box marked 'social' are the words 'action research' with a arrow pointing at the 2012 census and a small network, a newspaper headline of 'blame the outsiders' with some people outside a building thinking 'losing a sense of community' but holding a banner of 'human rights', next to this is a crooked line with the words 'diversity attacked' underneath it, beside this are two pupils outside and the words 'educational outcomes'. In the bottom right box marked technological, are the words 'helpful or imposed in between a computer and a person holding two bags, one reading 'quality' the other 'convenient', a smaller computer has the words 'not always accessible' and 'medical advances' with a scientist holding a test tube', next to this are the words 'technology replacing human interaction' and two people, one of which is in a wheelchair.