



# THE TIMES 100

Edition 14

## Highways Agency: PEST analysis Lesson plan

### Content area

- External environment
- PEST analysis
- Public sector organisations
- Use of technology

### Method

This resource can be used for general classwork, homework or learning skills for investigation.

It is a good simple exercise in bringing the various terminologies together in understanding what it means, and how it can be used in context. This allows the pupils to bring out more in discussion and understand that the topics covered in Business Studies are not insular. The outcome will be by differentiation.

### First Activity:

Using the case study and any other resources, define the following words:

Strategic road network; commerce and industry; infrastructure; executives agency; sustainable transport system; economic growth; aims; objectives; strategy; tactics; traffic congestion; external environment; PEST . political, economic; social, technology); Active Traffic Management; hard shoulder; peak periods; capacity; commuting; productivity; vehicle fleets; department of transport; growing economy; raw materials; retailers; distribution channels; short term cost; medium term cost; long term cost; taxpayer; environmental impact; National Roads Programme; boom; recession; traffic levels; monetary policy; fiscal policy; interest rate; fiscal stimulus; spending; disposable income; business cycle; consumer demand; CCTV; MIDAS system; variable speed limit; DAB; VMS.

### Second Activity

Once you have completed the definitions link the following words together to form a paragraph. The words do not necessarily have to be in any order but must be in context of Highways Agency.



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## Questions

1. A roads represent 3% of all roads in England. How much traffic uses these roads?
2. What is the Highways Agency aim?
3. How much has vehicle traffic increased by since 1980?
4. How do Political factors affect the Highways Agency?
5. How do Economic factors affect the Highways Agency?
6. How do Social factors affect the Highways Agency?
7. How do Technological factors affect the Highways Agency?
8. If the economy is in a boom, how does this affect the Highways Agency?

## Activities

- Using the case study and website, produce a poster highlighting the role that the Highways Agency provides to the general motorist.
- Next time you go on a journey using an A road, see how many Highways Agency vehicles, CCTV and other road management system you can see.

## Other resources

- MP3 download of the full case study
- Summary of the case study . 500 words
- Brief of the case study. for lower ability pupils
- Interactive online quizzes
- Revision theory:  
<http://www.thetimes100.co.uk/theory/theory--pest-analysis--166.php>  
<http://www.thetimes100.co.uk/theory/theory--external-influences--363.php>
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