

20/10/2005 14:04:01



"[REDACTED] <[REDACTED]@strategicawareness.com> on 20/10/2005 14:08:39

To: [REDACTED] Group Office/Risley/BNFL@BNFL
cc:
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Sorry [REDACTED]!

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Strategic Awareness Limited

Tel: 020 7462 7455

Fax: 020 7462 7583

www.strategicawareness.com

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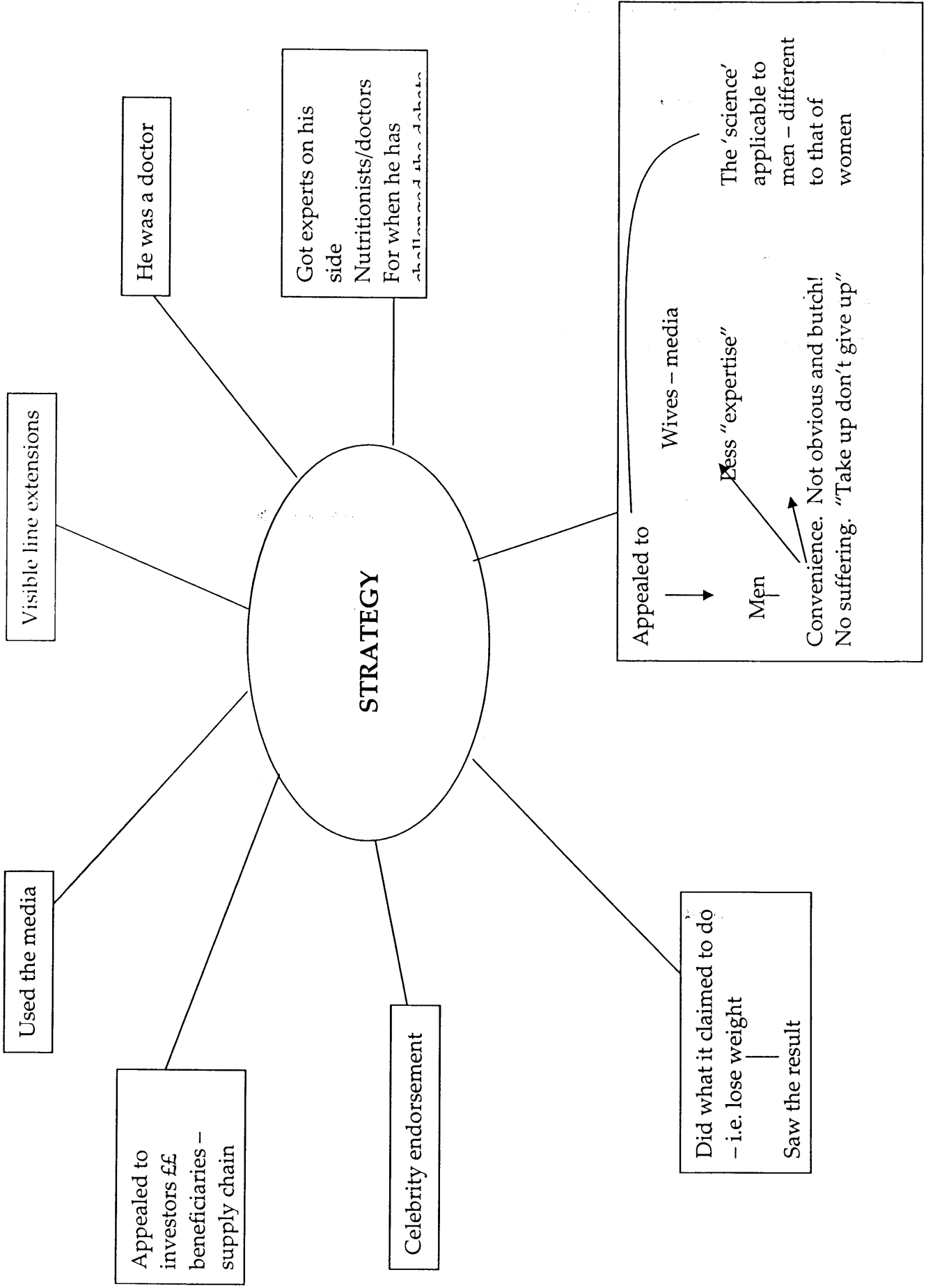


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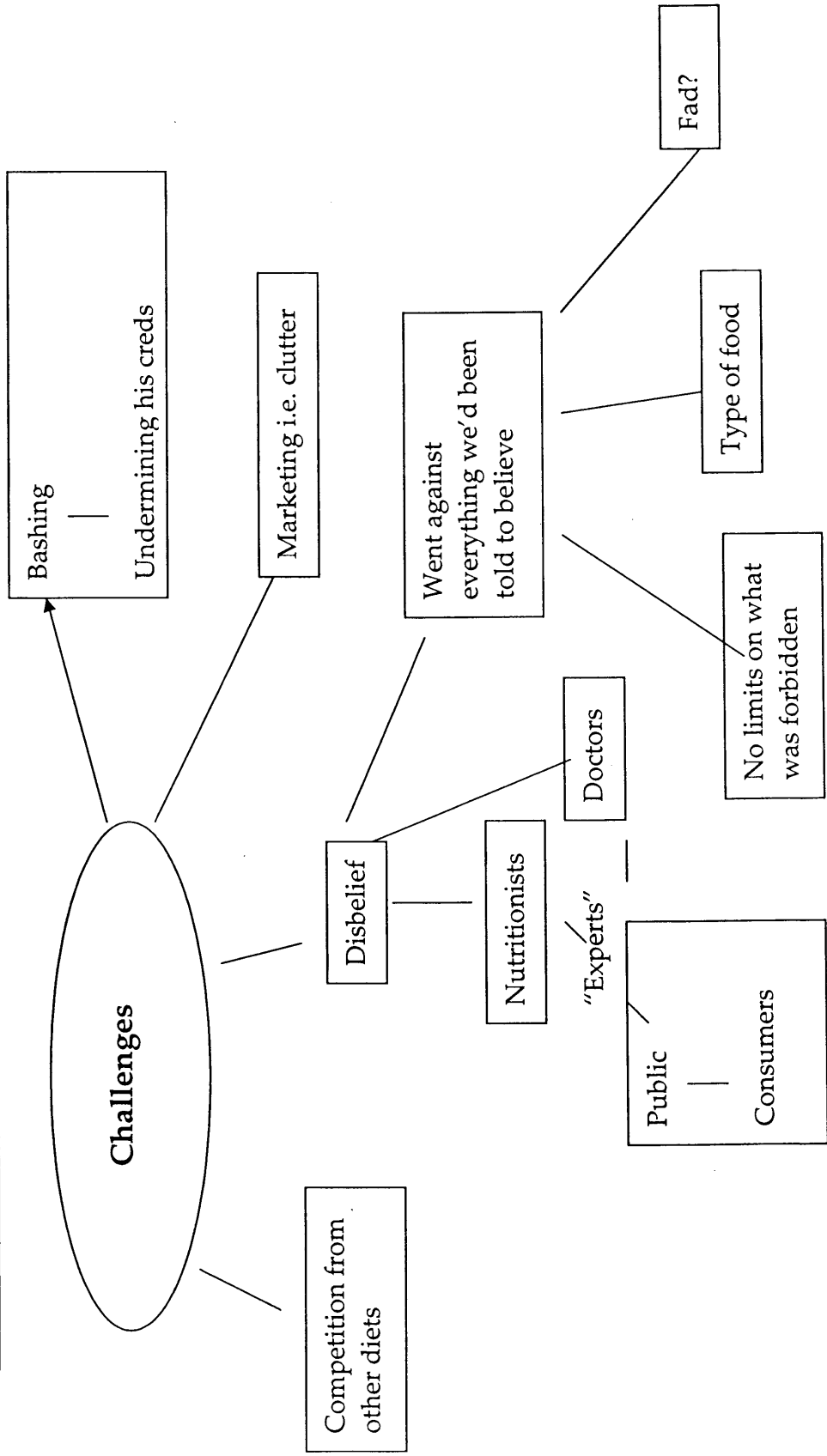


- Misc notes - [REDACTED] - 26.08.05.doc

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The Atkins Diet



Cultural Trends

- Portability – functionality
- Education – training
- Quest for work/life balance – home working
- Virtual public – the new ‘experts’
- Regeneration – second homes
- Self diagnostics - info overload in health – ‘is there a positive spin off we can use?’
- Environmental awareness/action – conservation
- Everyone has a voice and an audience
- Downshifting/self sufficiency
- Tweenies
- Positive medical spin offs from nuclear
- Always ‘on’ – obsession with being contactable
- Spending more on leisure time
- Olympics – interest in sport
- Work till you drop/older/retirement age – poorer, more dependent 20s
- Music – youth
- Short breaks – adventurous
- Medical and Nuclear
- Leisure – Olympics – supplier sponsorship
- Immigration – multiculturalism
- Global techy village – personal instant yet impersonal
- Grey pound