

Guide to doing a Stakeholder analysis



What or who is a stakeholder?

This is a person, group or organisation who have an interest in or will be affected by your project/plan.

Why do an analysis?

- It helps you to identify your stakeholders for your plan or project
- It helps you to work out the most appropriate and effective ways of communicating with diverse groups and individuals
- It helps you identify people who will support your project or who are likely to oppose it
- It also helps you to work out the most appropriate time in any process to involve people or groups

It can be updated as you go along and added to as necessary.

1. First step is to identify your stakeholders

It is hard to think of all the people and groups so it's best done as a group activity because different people will think of different groups and sets of people so hopefully you will get a fuller picture between you.

You can identify stakeholders by either:

- **Sector** (public, private, voluntary, community)
- **Function** (user, service provider, regulator, landowner, decision-maker)
- **Geography** (living within postal district, flood risk area, etc.)
- **Socio-economic** (income, gender, age, length of time living in area)

Here are some of the possible groups/organisations you might get by using sectors:

Public sector - Organisations wholly funded through government money.
Local authorities, Clinical Commissioning Groups, Natural England, Police.

Private sector- Wholly funded through private enterprise which includes everything from multi-national companies to single traders. There are also 'social enterprises' – businesses that make a profit but which are run for social / environmental benefit, where any profit is reinvested within the company e.g. a community shop.

Voluntary Sector - (Also known as the Third Sector, and Non-Governmental Organisations) Funded through grants, charitable donations, membership subscriptions etc. It includes national and local branches of charities.

Community Sector - Private individuals, community groups with no paid staff, including sports clubs, hobby clubs, social groups and local campaigning groups that are entirely self-managed.

2. Doing the actual analysis.

1. Pick a categorisation that works for the project
2. Assign each category of stakeholders a different colour of card/post-it note e.g. Community Sector – green, Public sector – blue and so on
3. Think of as many stakeholders as you can in the various categories (you can keep adding more as you think of them)
4. Write the name of each stakeholder on each card and be specific e.g. “The Planning Department SCDC”, or “SCC Highways” because the local authorities in particular have lots of departments.

Once you have your cards/post-it notes the next step is to think about each stakeholder and about how interested and influential they are **to your project**. This will help you to keep them informed or involved in the most appropriate way.

The axis method

Put your chosen criteria on each axis on a large piece of paper, as shown in the diagram, divide it into quarters and label each of them as shown. This example uses “interest” and ‘influence’ criteria (you can use other criteria if it’s more appropriate to what you are doing).

Take each of your stakeholder cards and think as a group where you think the appropriate position on the chart is for them. You can always move them if you have second thoughts.

- **Influence** – how much influence do they have on the direction/development of the project?
- **Interested** - how interested are they in the project and its outcomes?

It might help in deciding where to place each card to think about:

- How much will the project affect them, will it be a lot or not at all? Certain groups may think it will affect them more or less than it actually will.
- Are they likely to support the project or be opposed to it? Does that affect how interested they might be and perhaps their influence?

High interest/high influence

Anyone in this group is a priority and you need to keep them fully informed, consulted and engaged.

The District Planners and anyone who votes in the referendum are important to you if you are doing a Neighbourhood Plan.

High interest/low influence

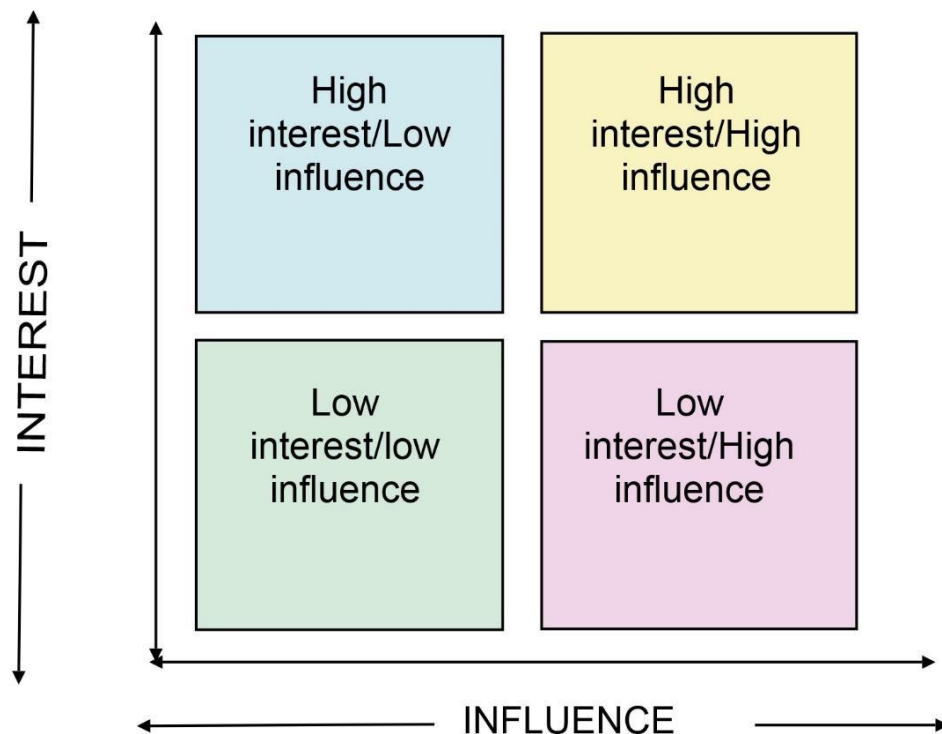
The people in this group are interested so keep them in touch but don't expect them to be fully involved.

Low interest/high influence

The people or more likely organisations in this group may be useful to your project at certain stages so keep them informed enough so they can help if needed.

Low interest/low influence

Organisations and people in this group you may wish to keep informed with occasional briefings, a newsletter or via social media/website.



Following on from this exercise it would be helpful to then look at a communications strategy to decide on the best ways of keeping the variety of stakeholders informed/involved at suitable levels for their interest and influence.

High interest/high influence

- Questionnaires
- Drop ins
- Leaflets
- Newsletter
- Informal consultations
- Website
- Social media
- Use community events to publicise and keep people fully informed

High interest/low influence

- Newsletter
- Website

Low interest/high influence

- Questionnaires
- Informal consultations (visit groups, stand at the shops, bus stop etc)
- Newsletter
- Leaflets (hand out at a stand at events, shops etc.)

Low interest/low influence

- Website
- Newsletter

These are ideas for methods you can use but depending on your project you may do some rather than all and it is not exhaustive you may be able to add things that work for your community/project.

For further information, please contact:

Communities Team: Communities@eastsoffolk.gov.uk