

Stakeholder Mapping & Communications Plan Template

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1 Stakeholder Mapping & Responsibilities

1.1 Identifying and grouping stakeholders

The first step of the stakeholder mapping exercise is to identify all of the stakeholders impacted by your fostering recruitment support hub. The second step of the stakeholder mapping process assembles the stakeholders into groups based on the type of organisation and communication need.

Figure 1 – Example stakeholder groupings

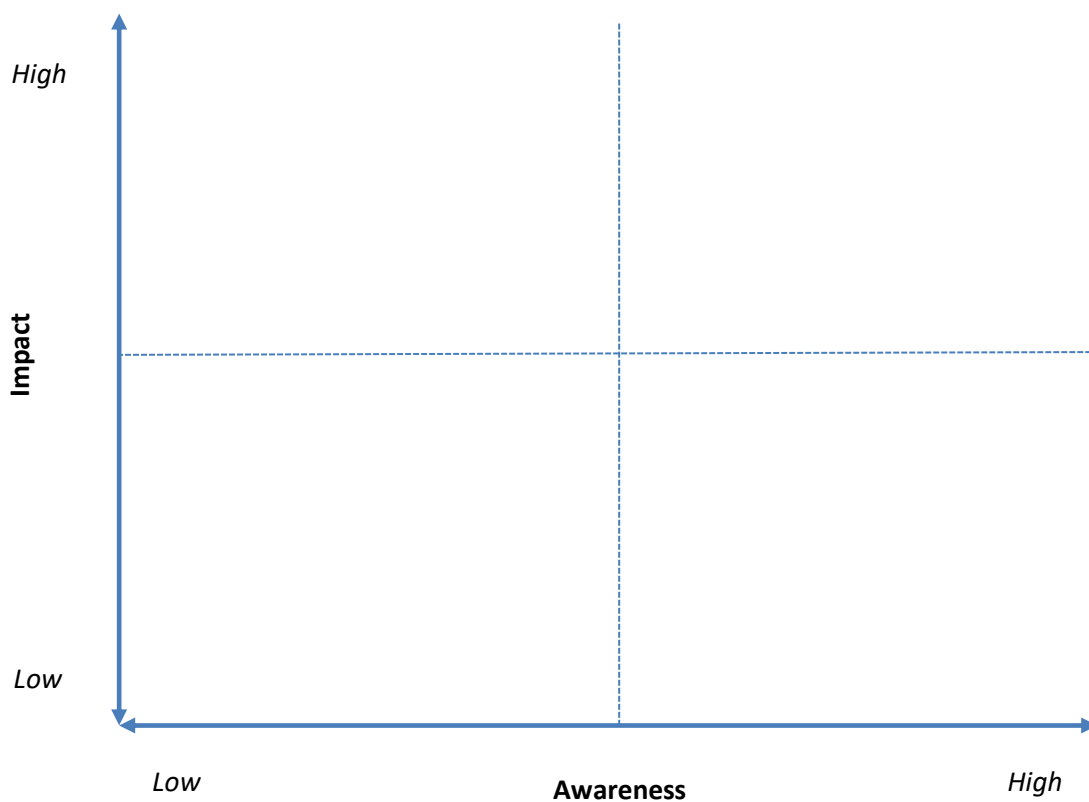
| Stakeholder Group | Stakeholders |
|---|--|
| Directors of Children’s Services | [Lead DCS who is Project Sponsor] [The DCS of each LA in the cluster] |
| Local Authority Cabinets | Cabinet members |
| Council Senior Officers | Wider Leadership Team |
| Chief Executives | |
| Directors of Finance | |
| Heads of Legal | |
| Recruitment Support Hub staff | All staff members of the Recruitment Support Hub. |
| Local Authority fostering staff | Staff that will remain in the Council but continue working on fostering recruitment and retention, preparation and assessment. This includes Fostering Managers. |
| Staff working in children’s services | Wider children’s services workforce including adoption, residential care, and early help. |
| Staff working in the LA outside of children’s services | Staff working in Finance, Legal, Marketing & Communications, Commissioning, Information governance, Human Resources, IT, Data and Performance |
| Fostering Panel | Panel members |
| Existing foster carers | |
| Prospective foster carers | |
| Care experienced young people | |
| Other public service professionals | Ofsted GPs |
| Media | Regional media outlets |
| Partners | Independent Fostering Agencies Other local voluntary sector groups |

1.2 Stakeholder mapping exercise

Once the groupings of the stakeholders have been identified, an exercise to understand each group’s communications requirements can be undertaken. A technique for understanding stakeholder engagement is to consider their impact in terms of influence on the programme and their current awareness of the change and map it on a matrix. It may also be useful to consider attitude in addition to awareness if there is concern over stakeholder’s favourability towards the proposed change.

Map the stakeholder groups to the matrix below. The level of impact and current awareness determines the type of engagement the team should undertake with them and the priority stakeholders for communication.

Figure 2: Stakeholder matrix



1.3 Stakeholder analysis

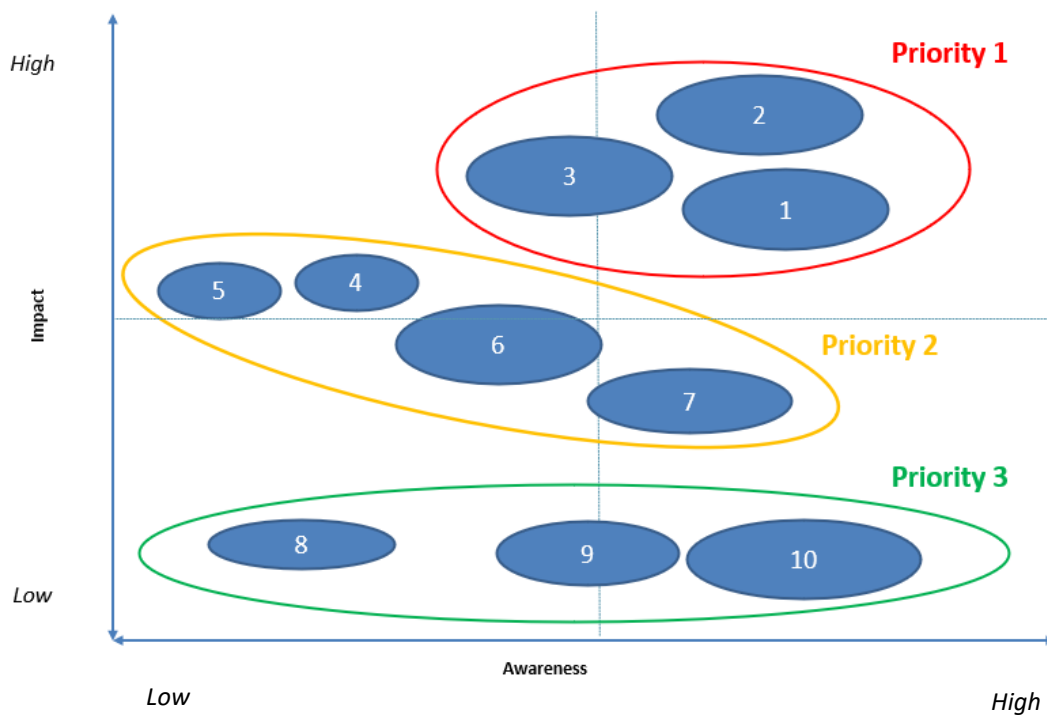
Figure 3 below shows how your stakeholder groups can be separated out into priority one, two and three.

RED: Priority 1 communications. These stakeholder groups are highly influential to the success of the proposed change. They may be unaware of the change (or currently have an unfavourable view). They require focused and timely communications.

AMBER: Priority 2 communications. These stakeholders have some level of awareness and are somewhat important to the success of the proposed change. They are likely to require less frequent and less focused communications.

GREEN: Priority 3 communications. The green stakeholder group is less critical to the success of the proposed change and might have varying levels of awareness. They will require some informative communications, possibly just an initial message.

Figure 3: Prioritised stakeholder matrix



2 Communications Plan

Once the communication priorities are understood, you can start to develop an outline communications plan. There is a wide range of possible communication channels and activities that can be utilised to reach the audiences across the community.

Priority 1

| Who? (Stakeholder group) | What? (Key messages) | How? (Channel) | When? | Responsible Person |
|--------------------------|----------------------|----------------|-------|--------------------|
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Priority Two

| Who? (Stakeholder group) | What? (Key messages) | How? (Channel) | When? | Responsible Person |
|--------------------------|----------------------|----------------|-------|--------------------|
| | | | | |
| | | | | |
| | | | | |

Priority Three

| Who? (Stakeholder group) | What? (Key messages) | How? (Channel) | When? | Responsible Person |
|--------------------------|----------------------|----------------|-------|--------------------|
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