

STAKEHOLDER ANALYSIS BRIEFING NOTE

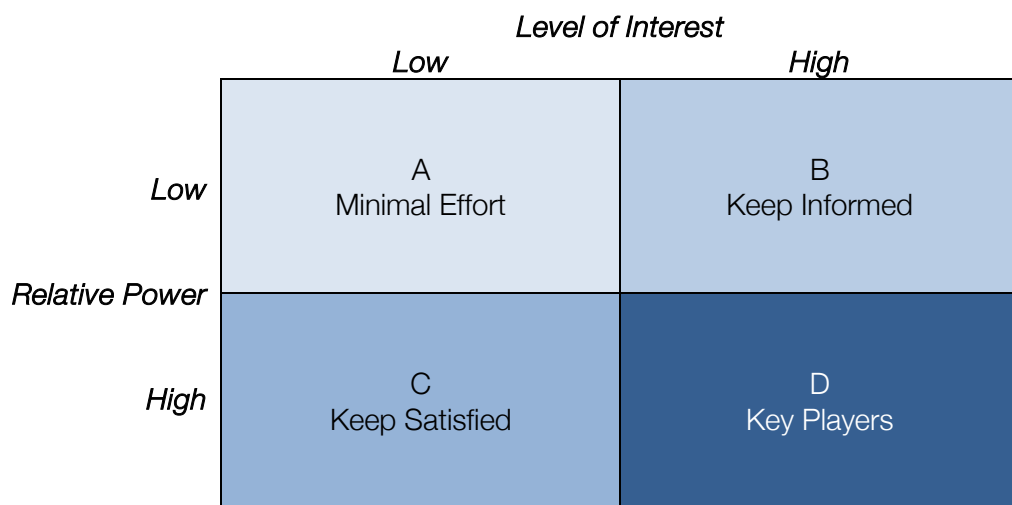
KETTERING CENTRAL NEIGHBOURHOOD PLAN: JANUARY 2025

Purpose

A tool to enable project clients to assess:

- How likely each stakeholder is to impress its expectations on the project
- The ability of each stakeholder to exert influence on the project
- The likely impact of the influence of each stakeholder on the project

Matrix Tool



Source: A. Mendelow from Johnson & Scholes, 1993

Method

1. Identify stakeholders (organisations, groups and/or individuals as relevant)
2. Use client understanding of the goals, motivations and resources of each stakeholder to map them on to the matrix as of now, not where they would like them to be ...
3. ... note any shift the client would like to encourage a stakeholder to make from one position to another during the project (usually shifting a C to D and an A to a B)

Actions

- Agree strategies for engaging with key players (D) and devote a majority of resource towards them, noting how to avoid them becoming key project blockers and instead become visible project supporters
- Agree how to manage stakeholders that need to be kept satisfied (C) to avoid too much resource been invested, noting some stakeholders may start passive but may gain greater influence (shifting to D) as the project makes progress
- Agree how to keep informed stakeholders (B) that may become important project supporters with their own influence over players
- Ensure that all statutory obligations are met in using enough effort to reach and encourage all other stakeholders (A) to engage

Stakeholder Examples

- NNC members (by functional oversight and ward representatives)
- NNC planning policy officers (by seniority)
- NNC other officers (relevant to project scope)
- Local Amenity Societies (relevant to project scope)
- Local Interest Groups (relevant to project scope)
- Local public sector organisations/operators
- Prominent land and property owners/managers/agents
- National statutory consultees (relevant to project scope)
- Resident and business associations
- Informal community associations or prominent opinion formers (online and offline)
- Community and faith groups
- General public in NP area
- Business operators in the NP area (by type, e.g. national, independent, new, old)
- General public outside NP area but town centre users/non-users