

Town Deal Board: Stakeholder engagement activity deck

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ARUP



FUTUREGOV

copper

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How to use this deck

Over the course of the Place Leadership Programme we have shared a number of resources and activities to help towns thinking about engaging local stakeholders in their work.

The TFDP have created a wide range of resources on [Communications & Engagement](#) available on the TFDP website.

This activity deck brings together a selection of practical activities for Town Deal Board Chairs and members. You may wish to revisit them at important moments in your project, or to use as you move onto the next thing as a town:

1. **Mapping your stakeholders:** this activity is about getting to grips with who is important to your project and establishing what you know/or assume about them.
2. **Matching stakeholders with engagement methods:** this activity is about recognising the different styles of engagement that are appropriate to your different audiences, and planning activities to do so.
3. **Creating a long term engagement plan:** this activity is about focusing not just on the here and now, but who you want to be engaged over the longer term and why.

Activity 1

Mapping your Town Deal Board's stakeholders

Mapping your stakeholders

Town Deal Boards intentionally bring together a range of new and different voices into decisions around regeneration and growth.

Thinking collectively about the stakeholders for your projects is an important way to draw on the different insights of members of the board, and help those new to such projects to see the range of stakeholders that will be relevant.

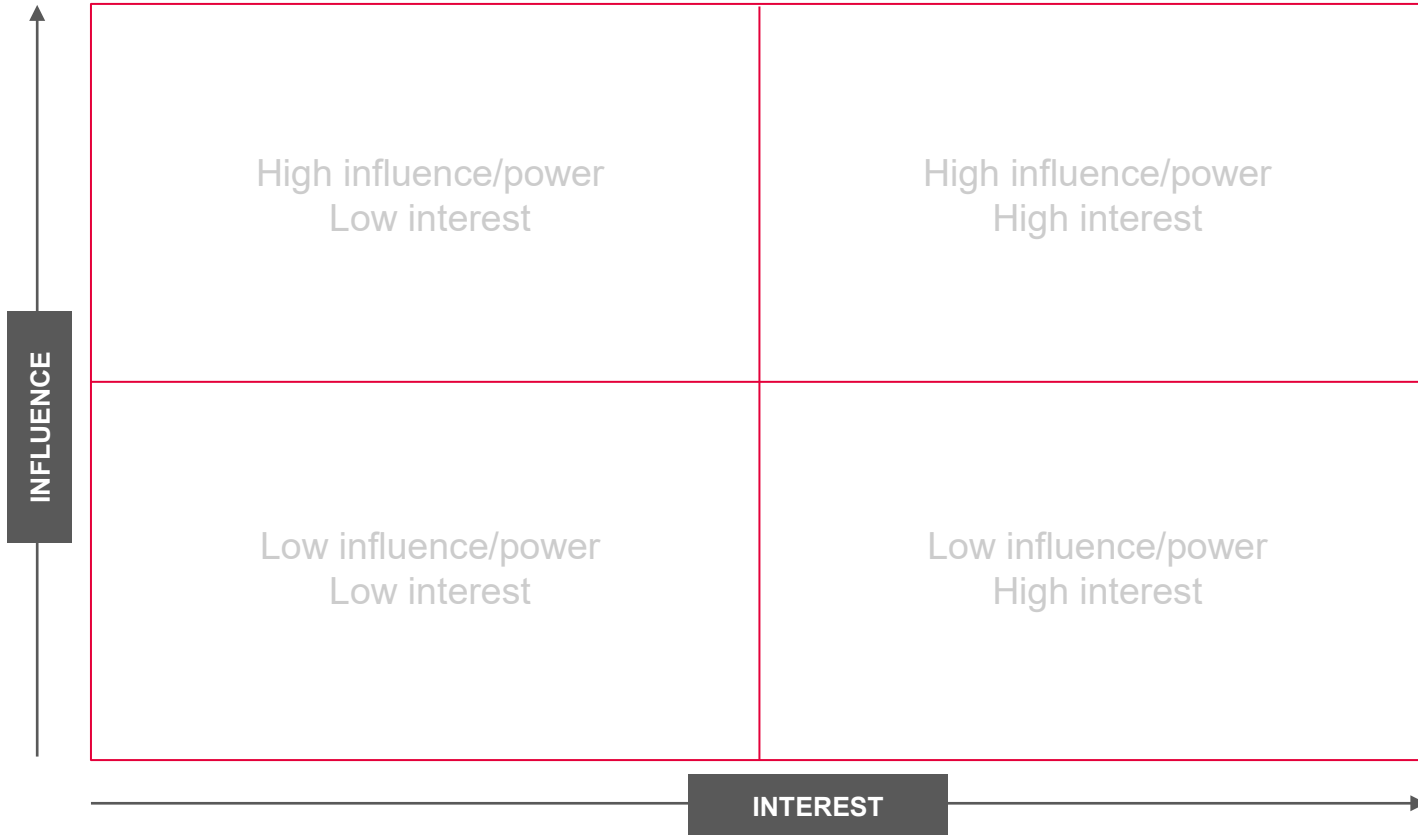
This activity is about collaboratively thinking through the range of stakeholders that will be relevant to your project. Stakeholders will vary in their level of engagement and influence. It is important to understand those dynamics to ensure that you are not just tuned in to the loudest voices.

This activity gives you some structure to think about who all those stakeholders might be, and the assumptions that you have about them. You can use it in relation to a project as a whole, or a certain aspect/phase of work.

The final template gives you some prompts to think about the specific skills or motivations that they might be bringing to the issue. Thinking about the perspectives of your stakeholders in this way can help you to develop strategies to effectively engage them.

MAPPING YOUR STAKEHOLDERS

Interest and influence



This worksheet helps you to identify those with influence of interest around your challenge.

Influence is the ability to shape decision making or action around a challenge.

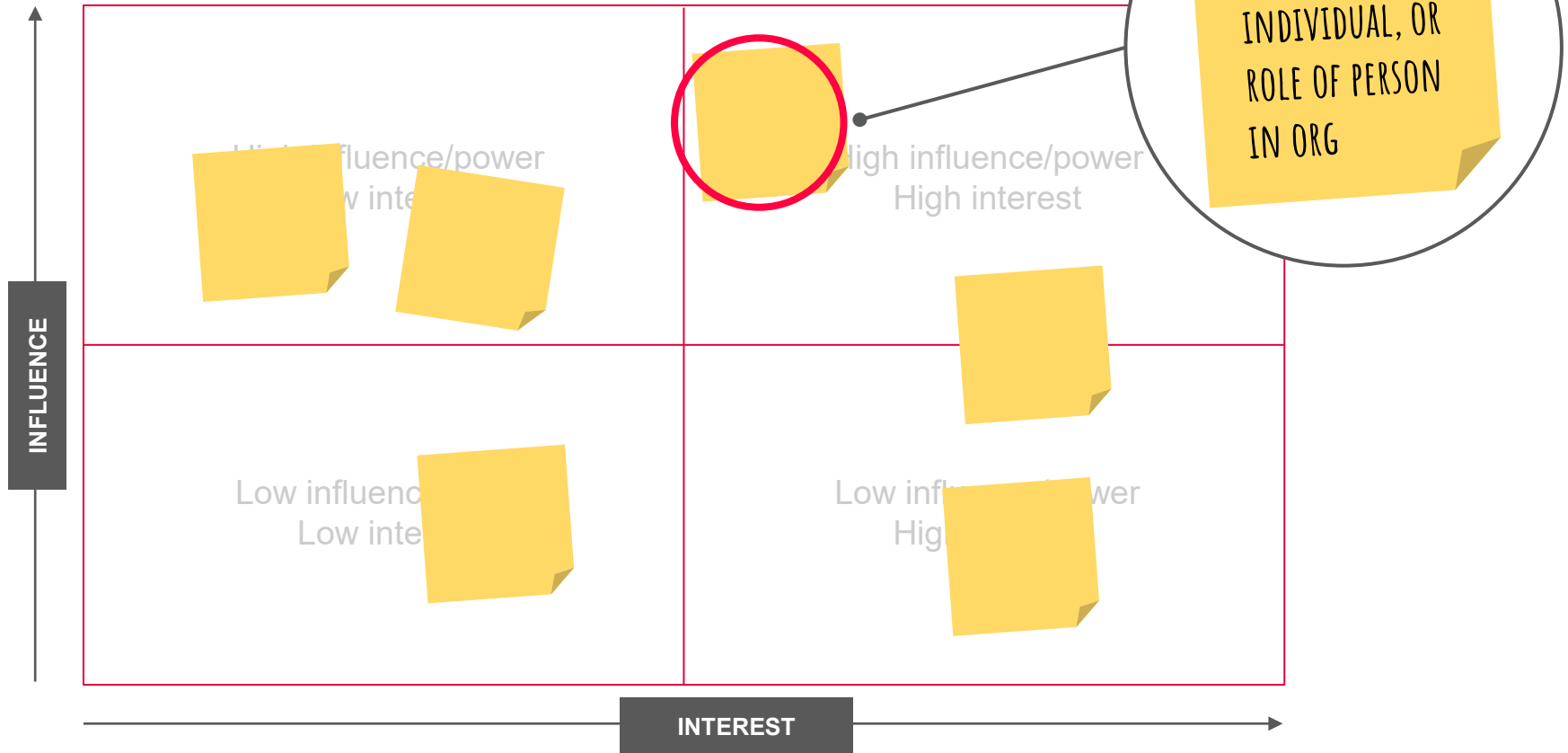
Interest is the amount a person or organisation is curious in, or affected by the challenge or outcome.

Think of as many people as you can and be as specific as possible. Individuals, or roles in organisations.

Circle the 3 people you believe would be the most critical to engage with.

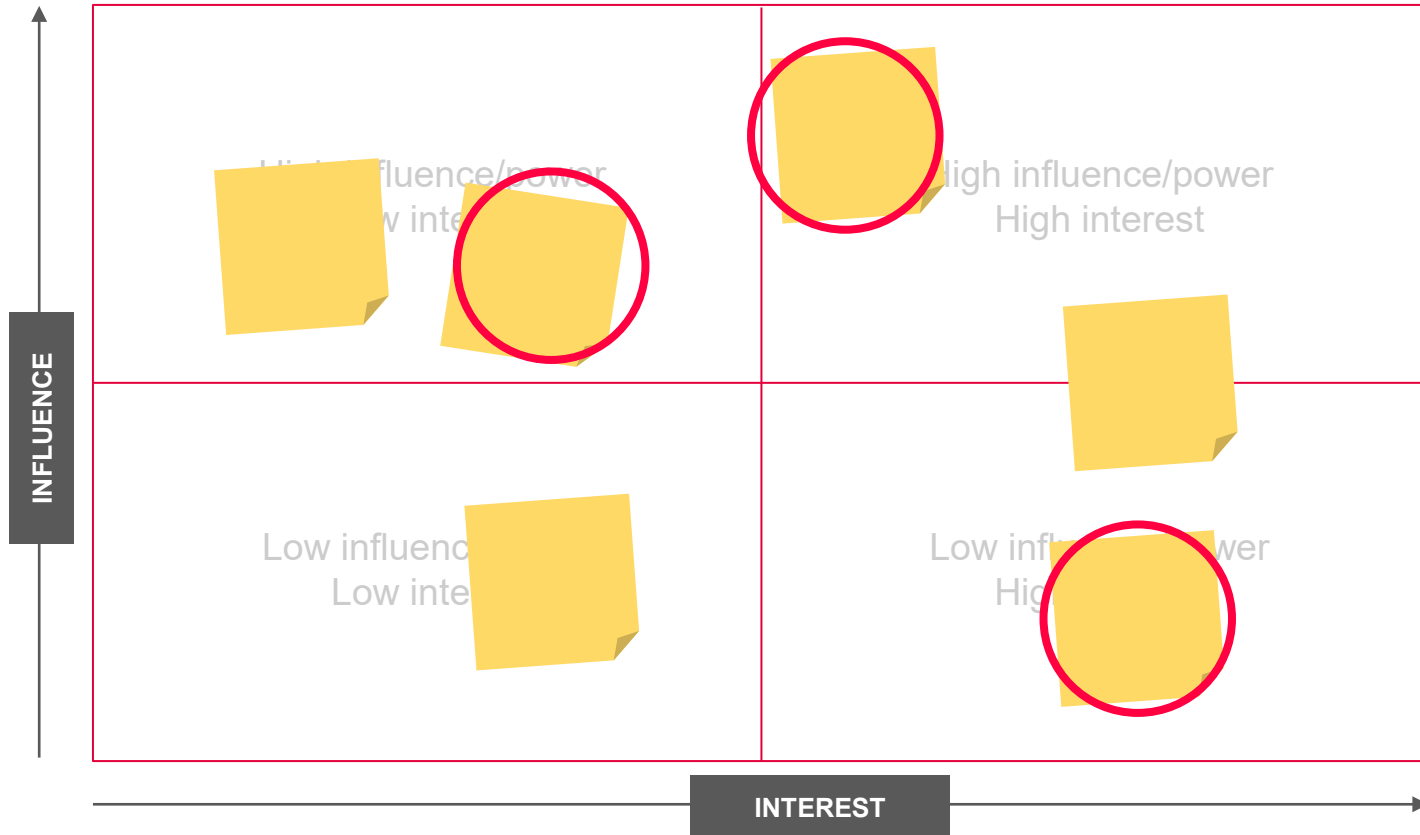
MAPPING YOUR STAKEHOLDERS

Interest and influence



MAPPING YOUR STAKEHOLDERS

Interest and influence



Circle the 3 people you believe would be the most critical to engage with.

MAPPING YOUR STAKEHOLDERS

Network Analysis

Role: Who is the key person/group?			
Motivations: Why would they be interested?			
Resources: What can they bring to the table? Money/ time/ staff/ space?			
Influence: Who or what can they change (via position, connections, credibility)			
Skills: What abilities can they bring?			
Risks: What would be the dangers of engaging with them?			
Relationship: What's your current relationship with them?			

Take those you have identified as being critical and expand on what you know or assume about them.

Are you already working closely with these actors? If not, how might you become better connected with them?

Activity 2

Matching stakeholders with engagement approaches for your Town Deal Board

Matching stakeholders with engagement approaches

Having established the key stakeholders that are important to your project, for example those that are most affected, interested, and influential, the next step is to think about how to engage them.

This activity helps you think about the different levels of engagement that might be appropriate for a given group. For example, some will be much lighter touch, informational engagement, for others it will be more appropriate to be actively making decision and shaping things together.

Establishing the method of engagement that is appropriate to each group is the first step to then determining the specific activities that you want to undertake as part of your engagement plan.

MATCHING METHODS TO STAKEHOLDERS

Discussion tool

SCENARIO:	STAKEHOLDER:
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SCENARIO:	STAKEHOLDER::
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SCENARIO:	STAKEHOLDER::
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SCENARIO:	STAKEHOLDER:
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METHODS

INFORM

CONSULT

**DECIDE
TOGETHER**

ACT TOGETHER

**SUPPORT
COMMUNITY
(COMMUNITY
LED)**

Use this table to map out the situation that you face in your town. The stakeholders that are important to that situation.

For each group, what level of engagement is appropriate or acceptable?

MATCHING METHODS TO STAKEHOLDERS

Discussion tool

SCENARIO: Reimagining the shopping centre

STAKEHOLDER: Residents

SCENARIO: Scenario

STAKEHOLDER: Stakeholderç

SCENARIO: Scenario

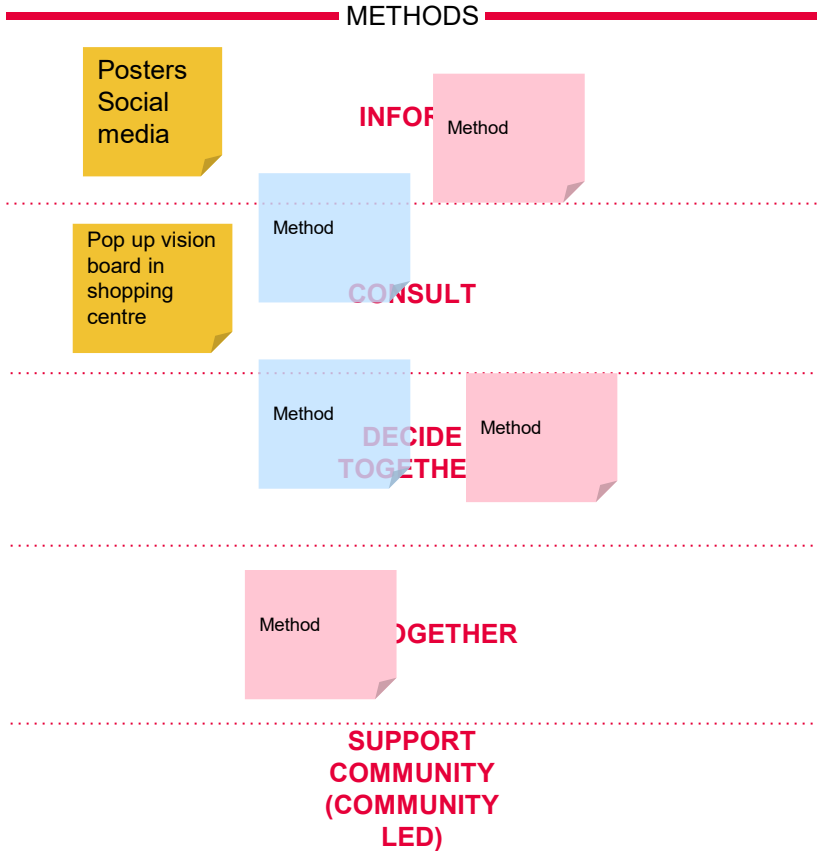
STAKEHOLDER: Stakeholderç

SCENARIO:

STAKEHOLDER::

SCENARIO:

STAKEHOLDER:



Specify the methods themselves that you will use. Ask yourselves questions like:

What specific activity might you use with with this stakeholder?

Has this been tried by anyone before?

Was is successful?

What might be the barriers (and how can you overcome them)?

Activity 3

Creating a long-term engagement plan
for your Town Deal Board

Creating a long term engagement plan for your town

Actively engaging stakeholders is often done at key decision making moments, but engaging stakeholders over time can be a critical aspect to the success of a project. For example, a new community cafe requires volunteers.

This activity prompts you to consider the stakeholders who are important to the long term success of your project. Consider what the goals of your engagement with them are, and therefore the activities that you might undertake to secure those goals.

SUSTAINING ENGAGEMENT PLAN



Stakeholder type Who do you need to stay engaged long-term?	What would successful long-term engagement look like?	How will you do this? What will you do now to ensure they remain engaged? e.g. Inform, consult, decide or act together, or support?
Project users	Project users volunteer in and shape direction of the new community cafe	Mixed approaches - coaching, involvement, joint planning for the future