

Stakeholder management plan – 2017/18

A proactive plan that seeks to raise the profile of Active Essex in order to engage and influence at Tier 1 and 2 levels – strategically, politically and at funding levels across Greater Essex, and to mirror this activity locally through our 14 Active Networks.

This plan is refreshed annually with the Board to ensure alignment with the 4 year strategy.

High

Influence

Low

KEEP SATISFIED

- Activity Providers county wide
- Community / Sports Development orgs
- Leisure Operators/ Trusts
- ECC Highways & Travel
- ECC Skills & Employability
- Police & Fire services
- Community Safety Partnerships
- Funding bodies/corporate sponsors

MANAGE CLOSELY

- Essex Health & Wellbeing Board
- Sport England
- ECC Public Health
- CSPN
- Health Improvement Officers
- Active Essex employees and apprentices
- Active Essex Networks
- TGC & AT ambassadors
- CCGs
- 3rd Sector / CVS/ EFDS /
- Physical Activity Providers
- Charity / community partners & orgs
- Housing providers/associations

- Community Sports Trusts
- Children & Young People projects
- Parks & Open spaces providers
- Women in Sports partners
- Salvation Army
- Talented athletes
- Community Sports Groups

- NGBs
- ECC Portfolio Holders
- Education providers county-wide
- Essex Association of Planning Officers
- Active Essex Board
- Local Economic Partnership
- Chamber of Commerce/local businesses
- MPs
- School Games Organisers
- EFDS

MONITOR

KEEP INFORMED

Low

Interest

High

Stakeholder Channels

INDUSTRY EVENTS

- Speaker platforms
- Networking
- Exhibitions
- Forums

EMAIL COMMUNICATIONS

- Quarterly stakeholder Newsletters
- Customer newsletters

ACTIVE ESSEX EVENTS

- Regular network meets
- Annual sports awards
- 'Staged' events – e.g. coaching celebration
- Delivery partner forums

MEDIA ENGAGEMENT

- Proactive campaigns
- News and comment

INDIVIDUAL MEETINGS

WITH:

- NGBs
- Public sector health representatives/groups
- Sporting bodies
- Ambassadors
- Health & wellbeing groups

INTERNAL COMMUNICATIONS

- Team meetings
- Staff briefings

Frequent, planned events, meetings and interactive forums provide multiple platforms for engagement with a wide range of stakeholders