

# Strategic Stakeholder Mapping, Influence and Engagement Planning Framework

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## 1. Project and Engagement Overview

- Project / Programme Title
- Purpose of Engagement
- Lead Organisation
- Lead Officer
- Supporting Teams
- Project Start Date
- Project End Date
- Review Cycle
- Version Control

## 2. Purpose of Stakeholder Mapping

- Identify all relevant stakeholders
- Understand stakeholder influence and interest
- Recognise stakeholder expectations and concerns
- Improve communication planning
- Strengthen customer influence
- Support governance and decision-making
- Reduce risk and resistance
- Improve transparency and accountability

## 3. Strategic and Regulatory Alignment

- Transparency, Influence and Accountability Standard
- Tenant Satisfaction Measures (TSMs)
- Housing Ombudsman Complaint Handling Code
- Consumer Standards
- Equality, Diversity and Inclusion Standards
- Corporate Plan Priorities
- Community Investment Objectives
- Service Improvement Strategies



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## 4. Stakeholder Categories

- Residents
- Leaseholders
- Shared Owners
- Resident Groups and Panels
- Young People
- Older Residents
- Disabled Customers
- Community Organisations
- Ward Councillors
- Local Authorities
- Contractors and Suppliers
- Staff Teams
- Regulators
- Partner Agencies
- Voluntary Sector Organisations

## 5. Stakeholder Identification Register

No.	Stakeholder / Group	Role / Interest	Influence Level	Interest Level	Relationship Status	Key Risks / Opportunities	Lead Contact
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### 6. Influence and Interest Matrix Guidance

- High Influence / High Interest – Engage Closely
- High Influence / Low Interest – Keep Satisfied
- Low Influence / High Interest – Keep Informed
- Low Influence / Low Interest – Monitor

### 7. Stakeholder Analysis Criteria

- Level of influence over outcomes
- Level of interest in the project
- Ability to impact delivery
- Potential support or resistance
- Knowledge and expertise
- Community influence
- Reputational impact
- Political sensitivity
- Operational impact

### 8. Detailed Stakeholder Analysis Worksheet

Stakeholder	Reason for Interest	Main Concerns	Opportunities for Collaboration	Preferred Communication Method	Engagement Frequency	Actions Required




### 9. Equality, Diversity and Inclusion Considerations

- Underrepresented voices
- Accessibility requirements
- Translation needs
- Digital inclusion support
- Protected characteristic monitoring
- Community representation gaps
- Barriers to participation

### 10. Communication and Engagement Planning

- Resident meetings
- Digital engagement
- Surveys and consultations
- Focus groups
- One-to-one discussions
- Community events
- Resident panels
- Stakeholder workshops
- Newsletters and updates

### 11. Stakeholder Communication Plan

Stakeholder	Communication Method	Frequency	Lead Officer	Key Messages	Outcome / Feedback




**12. Stakeholder Risks and Mitigation**

- Resistance to change
- Lack of engagement
- Consultation fatigue
- Political sensitivities
- Conflicting priorities
- Misinformation
- Accessibility barriers
- Reputational concerns

**13. Resident Influence and Accountability Tracking**

- What stakeholders said
- Actions agreed
- Decisions influenced
- Feedback provided
- Evidence of impact
- You Said, We Did reporting

**14. Partnership and Collaboration Opportunities**

- Cross-sector collaboration
- Resident co-design opportunities
- Community partnerships
- Local authority partnerships
- Supplier collaboration
- Voluntary sector involvement



## 15. Monitoring, Review and Continuous Improvement

- Review stakeholder positions regularly
- Monitor engagement effectiveness
- Track communication outcomes
- Review stakeholder satisfaction
- Capture lessons learned
- Update engagement approaches

## 16. Stakeholder Influence Dashboard

Stakeholder	Influence Rating	Interest Rating	Current Relationship	Priority Level	Action Required

## 17. Good Practice Principles

Effective stakeholder mapping should be dynamic, inclusive and evidence-based. Organisations should actively identify who is affected by decisions, whose voice may be missing and how relationships can be strengthened through meaningful communication, transparency and collaborative engagement.