

Annex 1. Stakeholder Engagement Matrix

<p>HIGH</p> <p>↑</p> <p>Importance/Influence</p> <p>↓</p> <p>LOW</p>	<p>Involve/Keep Satisfied</p> <p>Provide relevant documents and information. May require these bodies to be supportive</p>	<p>Key Players/Target Audiences</p> <p>High level of engagement. Information provided and gathered. Potential for partnerships and collaborative work. Effort targeted</p>
	<p>Monitor/Inform</p> <p>General information to public/media Aimed to increase awareness and interest Website/Newsletters/Press releases</p>	<p>Keep Informed</p> <p>Directed information, specific to area/project or group. Continue to maintain interest and trust</p>
	<p>LOW</p> <p>←</p> <p>Stakeholder Interest</p> <p>→</p> <p>HIGH</p>	

Annex 2. Methods of Engagement

<u>Individual Focused</u>	<u>Written/Printed</u>
<ul style="list-style-type: none"> • Designated contact person/representative • Informal meeting/conversation • Formal meeting • One to one briefing • Telephone call • Interview – informal or in depth • Drop in or Open Door opportunities • 'Hotline' • Visits 	<ul style="list-style-type: none"> • Letter – targeted/general • Formal reports/agenda papers/plans • Notes, minutes, summaries of meetings • Press releases • Consultation packs • Leaflets/posters • Briefings • Newsletters • Storyboards • Displays/stalls • Road shows • Survey/Questionnaire • Newspaper • FAQ's
<u>Group Focused</u>	<u>Electronic</u>
<ul style="list-style-type: none"> • Meeting other organisations – formal/informal • Committee meeting • Partners' meeting • Public meeting • Briefing – regular/special • Seminars/Presentations • Project/task/special interest groups • Focus Groups/forums/panels • Open Days/Tours/Visits 	<ul style="list-style-type: none"> • Email – Targeted/Global • Website • Webcasts/videos • Blogs/twitter • Facebook etc • E news • Web Survey • SMS Text Messaging • Film/Video • Mass Media TV/Radio