

SEP– STAKEHOLDER ANALYSIS

APPENDIX 1 ANNEX 2

Stakeholder	Stakeholder’s Interest	Influence Impact	What does the project board expect from the stakeholder	Perceived attitudes and/or risks	Stakeholder management strategy	Responsible
Leader	Endorses ESF Funding and proposal.	High	Political support	Supportive	Consult during development and provide progress reports during delivery as required	Head of Business Development and Innovation and Business Enterprise Manager
Deputy Leader	Endorses ESF Funding and proposal.	High	Political support	Supportive	Consult during development and provide progress reports during delivery as required	Head of Business Development and Innovation and Business Enterprise Manager
Cabinet Members for Jobs and Skills	Endorses ESF Funding and proposal.	High	Political support	Supportive	Consult during development and provide progress reports during delivery as required	Head of Business Development and Innovation and Business Enterprise Manager
GBSLEP Partners and other partners: GSBSLEP Skills and Growth Hubs, Birmingham Chamber Group, and trade Organisations.	Provision of support to Businesses across the GBSLEP area	High	General support, Endorsement of the Programme and access point to programme.	Supportive	Full consultation and engagement, regular progress updates, meetings and Project Board and Investment Board involvement.	Head of Business Development and Innovation and Business Enterprise Manager

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DWP	Approves ESF funding, due diligence process, agrees offer letter, process claims and monitoring of programme.	High	Due Diligence, agreement of Offer letter and performance monitoring of project, payment of claims.	Supportive	Monthly claims, regular monitoring reports and contact as appropriate	Head of Business Development and Innovation, Business Enterprise Manager and lead project officers
Local SME businesses across the GBSLEP areas	Potential recipients of grant support.	Low	Applications for programme support element	Supportive based on past experience and research	Programme launch, development of an effective marketing strategy and materials to raise awareness and promote programme support	Project lead officers and LEP partners
Businesses agencies / networks in the Programme area	Identification and referral source of suitable business applications	Low as long as not sole route to market	Referrals of suitable businesses into the programme	Supportive	Formal launch of programme and development of marketing strategy to ensure agencies and networks are engaged effectively in each LEP area and fully understand programme offer / opportunities. Follow-up workshops as necessary.	Project lead officers and LEP partner authorities