

**PROPERTY INVESTMENT PROGRAMME (PIP) – STAKEHOLDER ANALYSIS
(ANNEX 2 OF APPENDIX 1)**

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 of the Council Cabinet Member Value for Money and Efficiency Cabinet Member for Jobs and Skills	Endorses PIP Project Funding (ERDF)	High	Political support	Supportive	Consult during development and provide progress reports during delivery as required	Assistant Director Planning and Regeneration
GBSLEP Partners	Provision of support to Businesses across the Greater Birmingham and Solihull LEP area	High	General support, Endorsement of the Programme and participation in delivery active as partners	Supportive	Full consultation and engagement, regular progress updates, meetings and Project Board GBSLEP will part of the Regional Stakeholder Group	Project Delivery Manager
DCLG	Approves ERDF funding for GBSLEP	High	Acknowledgement of SME challenges and solutions when putting out future funding calls	Supportive	Yearly updates on project as part of Regional Stakeholder Group	Project Delivery Manager
Local SME businesses across the Greater Birmingham and Solihull LEP area	Potential recipients of the grant	High	Participation in transformation of business support offer	Supportive based on past experience and research	Innovation Survey to identify key challenges for SMEs in acquiring public sector grants	Project Delivery Manager
Businesses agencies / networks in the programme area	Identification and referral source of suitable business applications	Low as long as not sole route to market	To identify specific challenges to obtaining public funding streams. To identify potential solutions.	Generally supportive	Formal launch of programme and initial survey to identify key challenges and how public sector can help support business requirements.	Project Delivery Manager and GBSLEP (Regional Stakeholder Group)
Growth Hub	Identification of support to SMEs	High	To identify specific challenges to obtaining public sector funding streams. To be part of potential solution.	Supportive	Promote PIP project	Project Delivery Manager and GBSLEP (Regional Stakeholder Group)