

BIG DATA CORRIDOR– STAKEHOLDER ANALYSIS

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
Cabinet Member for Transparency, Openness & Equality	Endorses ERDF funding and project delivery	High	Political support	Supportive	Consult during development and provide progress reports during delivery as required	Head of Digital Birmingham
DCLG	Grant funding body for ESIF/ERDF	High	Monitoring project progress, sign off grant payments. Formal agreement of change requests.	Supportive	Contract manager in place for regular monitoring. Inform early of any changes, risks and successes.	Project Manager
GBSLEP	Demonstrate demand-led innovation, SME growth	High	General support, endorsement of the programme	Supportive	Regular progress updates to relevant working groups	Digital Birmingham Programme Managers
Local SME businesses across the GBSLEP area	Beneficiaries of Business Assist programme	High	Take up of business assist offer; share requirements for project design	Supportive based on past experience and research	Work package dedicated to SME Engagement	Project Manager and partners
Businesses agencies / networks in the Programme area	Competitor or collaborator	Low as long as not sole route to market	Refer SMEs to BDC programme and vice versa; share own approach, may want to learn from BDC results	Generally supportive	Work package for SME Engagement includes building relationships with other networks	Project Manager and partners
Growth Hub	Project Associate; creation of joined up regional	High	Marketing to and registration of SMEs into the programme	Supportive	Close cooperation with dedicated Growth Hub staff	Project Manager

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	support offer					
Catapult Centres	Subject Matter Experts	Medium	Contribute expertise re data management	Generally supportive if aligned with own objectives	Identify key contact for each Catapult, keep informed of progress and share plans, invite to cooperate where appropriate	Project Manager, Partners
Universities in the region	Beneficiaries or help with delivery	Low	Potential referral of SMEs to universities for Knowledge Transfer Programmes (KTP's)	Generally supportive if aligned with own objectives	Identify key contacts, inform via newsletter/email updates	Partners
SME Sector Forum User Group (5-10 SME representatives)	Sector advice, develop support programme that benefits them and other SMEs	Medium	Regular attendance of user group meetings to guide project	Supportive	Invite SMEs that are already involved with the partners; keep informed with regular updates	Innovation Birmingham
Project Steering and Advisory Board	Steering project so it addresses challenges that benefit their organisations	High	Regular attendance of board meetings	Supportive	Invite select list of public sector and large business representatives. Keep informed via project highlight reports. Prepare items for advice / decision.	Head of Digital Birmingham Project Manager