

Stakeholder communication plan

Guidance note

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If you have any feedback on the content of these resources, or additional questions that you'd like to discuss, please contact the SGA:
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Reviewed: January 2022 Date of next review: January 2023

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Key considerations

Who do we need to communicate with?

- Who are our key stakeholders?
- Have all stakeholders been prioritised by their interest and influence? (See Table 2)
- What is the nature of our relationship with each stakeholder?
- What are the principal concerns of each stakeholder?
- How frequently are stakeholders mapped?

High level communication objectives

- What do we want to achieve by communicating?

Key messages and themes

- What is the top level information that needs to be communicated?
- What are we going to say to our stakeholders?
- What are the general messages and what are specific to certain stakeholders?
- Is this general communication or relating to a particular topic?

Key communication success measures

- How will we measure the success of communicating?
 - An action takes place?
 - Key insights gained?
 - Relationship improves?
- How is the feedback received fed into our decision making and planning?

Communication/Stakeholder Risks and Issues

- What are the key risks and issues?
- How will these be mitigated?
- What assumptions are being made with regard to each stakeholder?

Table 1 - Communication plan

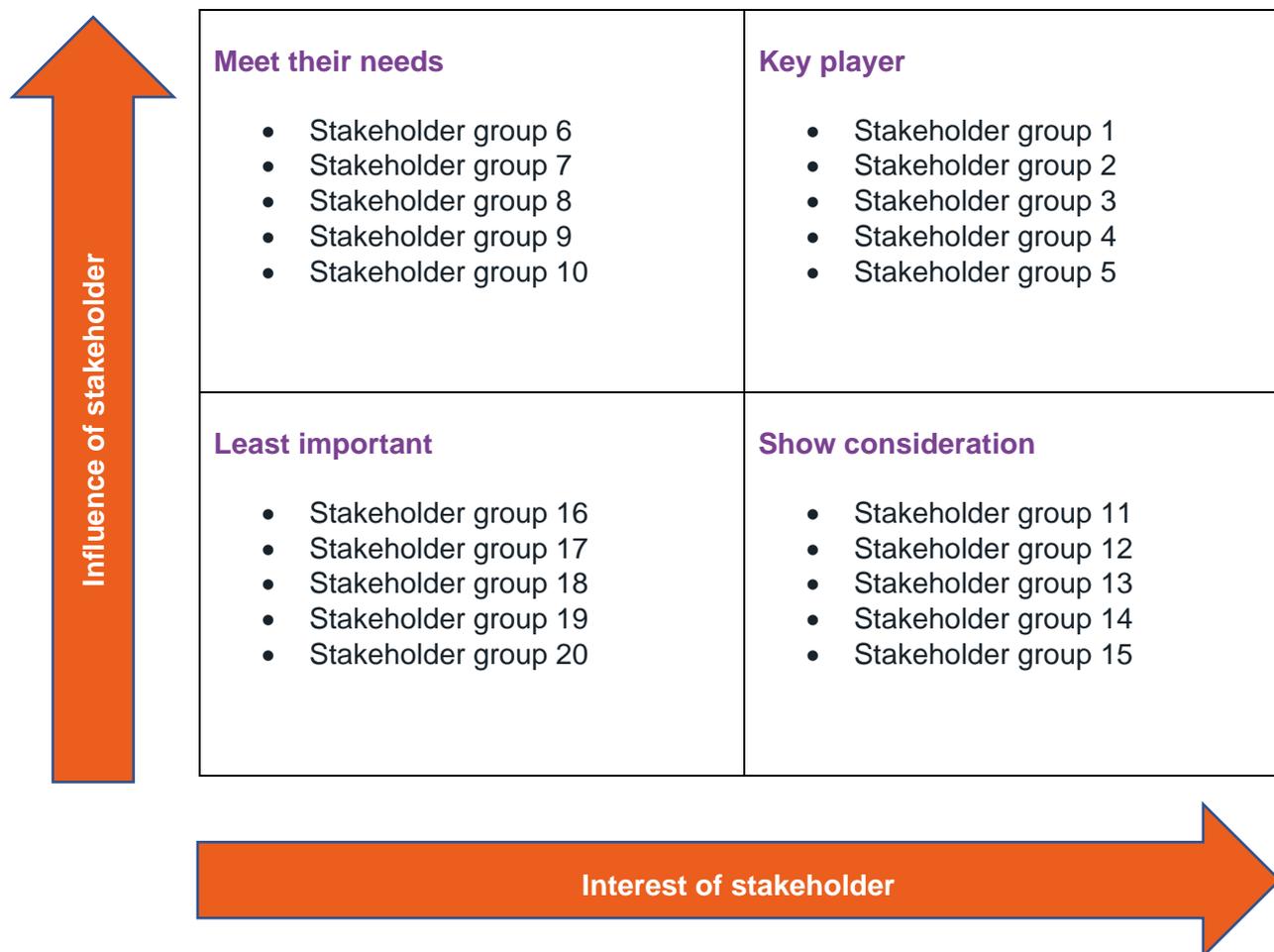
(Note: Stakeholders identified are for illustrative purposes only. Some groups given as bullet points may warrant their own category.)

Stakeholder/ audience	Influence /interest (ranked by priority)	Key messages	Comms methods	Frequency of comms	Mechanism for utilising feedback gained	Person responsible	Deadlines/ timing	Date completed
Internal stakeholders <ul style="list-style-type: none"> • Members • Participants • Elite athletes • Council • Coaches • Officials 								
Staff/ volunteers								
Funders <ul style="list-style-type: none"> • Sports councils • Other investors 								
Commercial partners/sponsors								

Stakeholder/ audience	Influence /interest (ranked by priority)	Key messages	Comms methods	Frequency of comms	Mechanism for utilising feedback gained	Person responsible	Deadlines/ timing	Date completed
Suppliers <ul style="list-style-type: none"> • Venues • Equipment providers • Event organisation • Catering 								
Government/ local authorities								
Regulators <ul style="list-style-type: none"> • Companies House • Charity Commission 								
Local community								
Press/media <ul style="list-style-type: none"> • National • Local • Sport specific • International 								

Stakeholder/ audience	Influence /interest (ranked by priority)	Key messages	Comms methods	Frequency of comms	Mechanism for utilising feedback gained	Person responsible	Deadlines/ timing	Date completed
Sporting hierarchy <ul style="list-style-type: none"> • Clubs • Regions • NGB • International federation 								
Date of plan approval:				Date of next review:				

Table 2 – Prioritising Stakeholders



Date of approval

January 2022

Date of next review

January 2023