

## How to Create a Stakeholder Engagement Plan



### About this tool

From our research, nearly two thirds of Counties and Regions identified they needed support and guidance on creating a stakeholder engagement plan. A stakeholder engagement plan is a very simple and useful exercise where a committee lists the range of groups and organisations who are affected by their decisions or would like to be more connected to and outlines steps to manage those relationships over time.

### Why is it important?

Having a stakeholder engagement plan in place is a crucial first step in good governance and should be conducted before County or Regional planning so that you can include the right feedback in your plan. The benefits of completing this simple activity are huge:

- Greater understanding of the local netball community
- Raising the profile of the good work you do
- Ensuring the committee does not become out of touch with the sport
- Reaching new individuals who could become future committee members
- Broadening your support including increasing membership numbers
- Promoting your good reputation
- The committee can plan to lead the whole netball community rather than work in isolation

### Top Tips

- We recommend conducting your stakeholder engagement plan first
- Use the [Region and County Strategic Planning Guidance](#) to build your plan based on your findings
- If you arrange a strategic planning day do invite a wide range of stakeholders as well as committee members
- Talk to each of your stakeholders to find out how they expect to work together over time
- Look ahead, e.g. is there a chance a new SuperLeague Club may appear in your Region in the next few years etc.

For more information about how to influence stakeholders and engage in effective marketing visit the [Club Matters](#) website.

### **How does this link to the Governance Code?**

Having a stakeholder engagement plan in place is a key element of Mandatory Requirement 1 of [Tier 1 of the Code for Sports Governance](#).

*“The organisation is properly constituted, has a clear purpose and, if membership based, is inclusive and accessible.”*

This is because the stakeholder engagement plan ensures the committee are inclusive and accessible and can ensure the voices of members and other key stakeholders are involved in setting your purpose. Once this is in place you will be able to tick the corresponding box on your Annual Governance Health Check.

“The best thing about the role is getting to meet new people,  
and support the development of women in sport”

Vice Chair Merseyside

## Template Committee Stakeholder Engagement Plan

Stakeholder	Lead Contact	2020 Activity	2021 Activity	2022 Activity	Who?	When?
Community Sports Partnership	CEO Jane Smith	<p>Arrange a meeting to share our successes and find out more</p> <p>Ask about the profile of netball locally compared to other sports</p> <p>Invite to AGM</p>	<p>Invite to Goalden Globes</p> <p>Apply for funding</p> <p>Seek help in promoting netball membership</p> <p>Seek help in advertising for a new Treasurer when ours steps down in July 2020.</p>	Invite to Goalden Globes	Marketing TSG Lead	Short update every meeting. Rolling agenda item.
England Netball	Regional Coordinator / NDOs / Partnership Managers / Governance Manager	<p>Attend AGM and meet other volunteers and staff</p> <p>Ask Chair to feed back all key messages from Regional Chairs Forum Nationally</p> <p>Invite Key staff to our meetings to share our successes and ask for any</p>	<p>Understand and share all World Cup Legacy activity and make sure our Region has a high profile in the event legacy.</p> <p>Aim to support the RCO in receiving 40+ Goalden Globes nominations</p>	Invite to Goalden Globes	Chair	Monthly email / meeting to catch up. NDO report to every meeting to share EN data, successes locally.

		<i>support needed.</i>				
<i>Local Schools</i>	<i>Local Education Authority</i>	<i>Use their website to find out about all schools in the area where netball is taught.</i>  <i>Encourage EN Schools membership</i>	<i>Advertise local courses to PE teachers</i>  <i>Ensure schools are invited to AGM</i>	<i>Support more girls to access local leagues after they finish school</i>  <i>Volunteer recruitment drive targeted to parents</i>	<i>Coaching and Performance TSG</i>	<i>Termly keeping in touch email or blog</i>
<i>Local Clubs</i>						
<i>Local Leagues</i>						
<i>Officials</i>						
<i>Coaches</i>						
<i>Universities</i>						
<i>SuperLeague Club</i>						