

Confidential

Leap Stakeholder Management Plan 2018/19 (transition)

Introduction

Stakeholder engagement through strategic networking is implicit to Leap. From a resource perspective, the per capita investment from Sport England of approx. 72p for Buckinghamshire and Milton Keynes would alone struggle to have any meaningful impact in achieving our shared objectives of reducing inactivity and increasing and sustaining levels of sport and physical activity. For this reason it is vital that strategic networking is integral to our work, and through finding the common ground with other local investors we can influence their investment into sport and activity, either to or through Leap.

Our approach is multi-dimensional led by Leap's strategic advisory board, all of who are equipped to promote the benefits of sport and physical activity. Board recruitment is key to ensuring that not only are the requirements of governance and accountability met, but also board members are strategically networked, and utilise their positions to create synergy and collaborations between Leap and relevant partners.

The Leap team is clear on the strategic outcomes the organisation is looking to achieve. The Strategic Framework (15-18) sets the parameters for the outcomes over the 3 year lifespan of the strategy. The annual operational plan, allows for the review of work from the previous year, and sets out priorities for the coming year; this is further broken down into work programmes which are reported through a quarterly dashboard, and monthly updates to Board members.

The nub of the Leap approach to stakeholder engagement and strategic networking is simply about being visible and being relevant. This not only requires a flexible and dynamic approach to align best with partners objectives, but also requires effort and perseverance as often relationship are first built between people, and then built between organisations.

On the way to Leap's QUEST 'Excellence' rating the organisation was reviewed in 2016, and the following highlighted:

"Partnerships have clearly influenced the way the service is delivered in education and physical activity in particular, as well as work with NGBs. The influence of other strategic partners is evident in plans for the services and good use made of local knowledge and national research to develop good working relationships and establish the platform for collaboration".

Exec summary

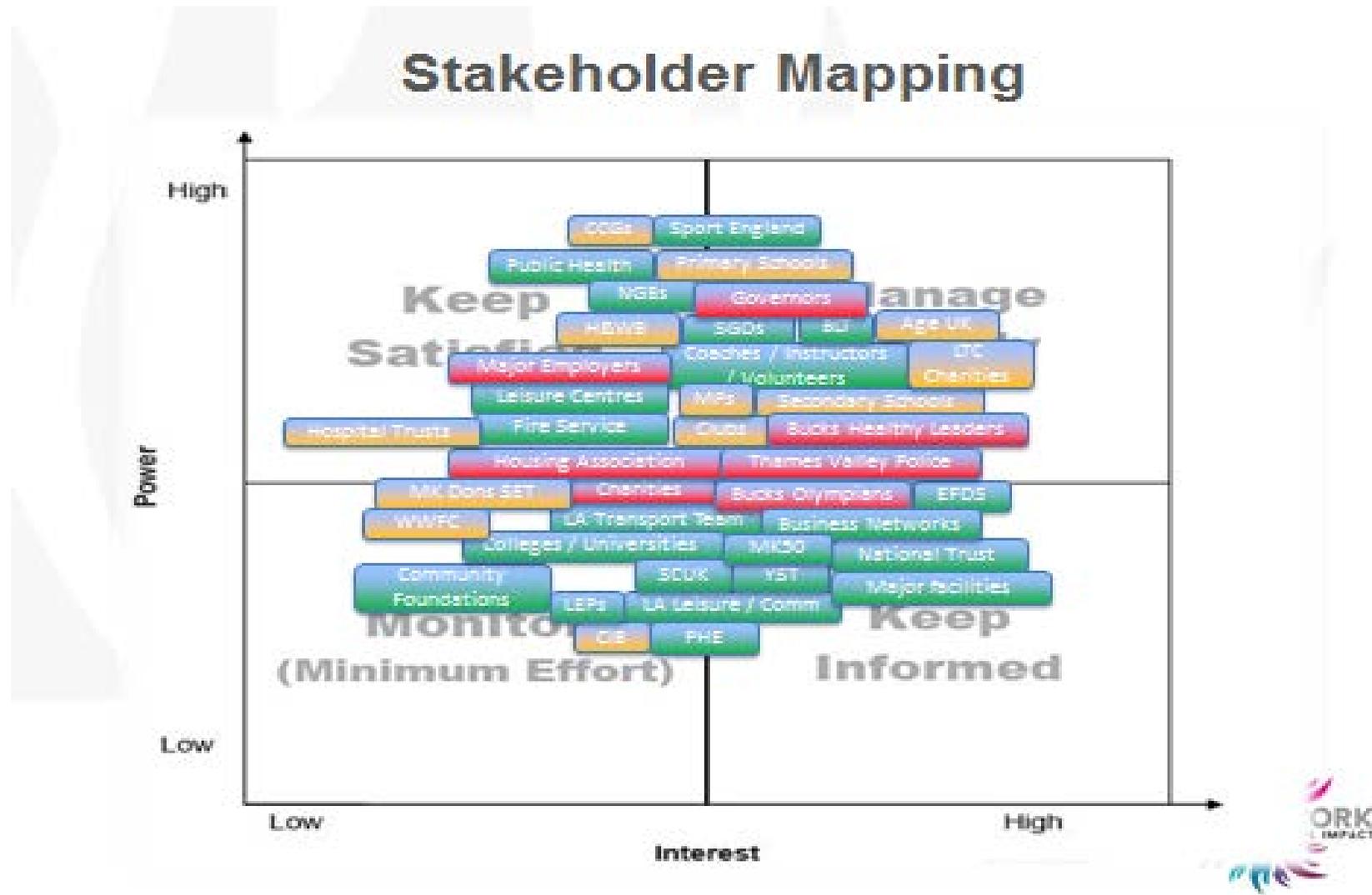
We approach stakeholder management on a number of levels reflecting the maturity of the relationship and the scale of the outcome we are looking to achieve. Because of this we have different approaches with existing stakeholders (maintenance), and new stakeholders (development). Leap Board members led an exercise on stakeholder mapping (Diag 1) we have identified the following stakeholders to develop and maintain relationships with over the next 6/12 months:

Top 3 priority partners that we need to engage with/influence over the next 6/12 months and why

1. Sport England - the future role of Leap (maintenance)
2. School Governors – Bucks (MK) school offer with BLT (development)
3. Local Authorities (maintenance)
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4. Age UK – SE inactivity funding bid (development)
5. Leisure operators - 4Global data harvesting (maintenance)
6. Housing Associations – Engaging the inactive (development)
7. Thames Valley Police – Wider social value of sport and PA, stronger, safer communities (development)
8. NGBs and Clubs – Supporting the core market (maintenance)
9. Major Employers – Leap business offer and sponsorship (maintenance)
10. Bucks & MK Olympians and Paralympians – support for Leap events (maintenance)
11. MP engagement (maintenance)

- NB the public are the most important stakeholder in achieving the shared objectives of Leap and Sport England. We do not classify them as stakeholders within this plan but as customers.

Stakeholder analysis / prioritisation models – Diagram 1



Leap strategic outcomes	Partners that can support this	Influence of partner on outcome (1 to 5)	Quality of relationship (1 to 5)
1. Creating a pathway to an active life for children and young people.	Bucks Learning Trust	3	4
	Sport England	4	5
	School Games Organisers	4	3
	Primary Schools (PE co-ordinators)	5	3
	Secondary Schools (HOPE)	5	4
	Governors	5	1
	FE	3	4
	HE	3	4
	Pro Clubs	3	3
YST	3	4	
2. Closing the gap to increase physical activity and reduce physical inactivity.	Sport England	4	5
	Public Health	5	5
	Age UK	4	2
	NGB	3	4
	H&WB	4	3
	CCG	5	3
	Housing Associations	4	2
	TV Police	4	1
	Bucks Fire Service	3	4
	Transport Teams	5	4
LTC Charities	4	2	
3. Creating an excellent community sport delivery system.	Clubs	5	2
	Leisure Centres/operators	5	4
	Coaches Leaders & Volunteers	5	4
	Community Foundations	4	4
	SCUK	3	4
	National Trust	3	3

Leap strategic outcomes	Partners that can support this	Influence of partner on outcome (1 to 5)	Quality of relationship (1 to 5)
4. Paralympic legacy – creating lasting opportunities for disability sports.	EFDS	4	5
	Charities	5	3
	Bucks and MK Paralympians	4	2
	Hospital Trust	3	3
5. Diversifying our revenue streams to reduce our reliance on Sport England funding.	Bucks Legacy Board	3	5
	Major Employers	4	2
	Business Networks	4	4
	LEPs (Public health partners)	3 3	4 5
6. Supporting and delivering the legacy from major sporting events	Major Facilities	5	3
	Bucks and MK Olympians	4	2
	New Facilities	3	3
	MK50	2	4
FUNDAMENTALS			
Business Development	InnovEd (physical literacy)	4	5
Insight, Impact and Performance Management	Public Health Data Team	5	2
	MK Community Foundation	5	4
	Data Hub	4	5
Marketing and Communication	MK Citizen	3	2
	MK News	3	2
	Buck Herald	3	4
	Bucks Free Press	3	4
	Bucks Examiner	3	4
	BBC 3 counties	3	4
	Mix96	3	4

Leap strategic outcomes	Partners that can support this	Influence of partner on outcome (1 to 5)	Quality of relationship (1 to 5)
	BBC TV	3	2