

# Workstream Stakeholder Engagement

## Background

Stakeholder engagement started right from the launch of the programme in March 2009 – during which our strategy had been to adopt a scattergun approach to identifying stakeholders. This was mostly through newsletters, targeted emails, events and workshops.

In the second year of the programme, three prominent clusters of key stakeholders were focused on from the larger group of about a thousand potential partners. These groups were divided into three workstreams: Schools, Workplaces and Destinations.

## Key deliverables

### General

- Launch event, introducing the programme and gauging interest from key stakeholders, getting commitment for future engagement
- Launch of a quarterly electronic and print newsletter with updates for key stakeholders and opportunities to get involved
- Two stakeholder workshops in September 2009 aimed at gaining customer insight, identifying barriers and creating solutions to progressing STR

### Schools

- A three week electronic campaign that shared targeted cycling information with School Travel Champions and parents (through the pupils), using emails. The content communicated was based on research which showed a lack of awareness among teachers and parents about who to contact for cycle related information.

### Businesses

- A targeted event which, for the first time, would involve the travel planners having one to one sessions with businesses at the tipping point between stage three and four of the travel planning process.

**“Travel planning is vital to our business and workshops such as these help us to focus on the opportunities for efficient transport. Thank you”**

David Mitchel, Bluebird Care

## Challenges

- Keeping a balance – between sharing timely information and over-communicating
- Managing expectations – there is a risk in asking people what they want because for valid reasons if you are unable to deliver, you can lose face
- Economic climate – continuing with the same level of engagement was no longer possible and the programme strategy had to be revisited to better align with Council priorities

