

Stakeholder Mapping for the Ribble Pilot



Northwest England, closest city: Preston, location: river Ribble

category	scale	duration
<input type="checkbox"/> activity	<input checked="" type="checkbox"/> local	from: June 2003
<input type="checkbox"/> measure	<input checked="" type="checkbox"/> regional	to: February 2004
<input checked="" type="checkbox"/> tool	<input checked="" type="checkbox"/> national	duration: 8 months

background

When the Ribble Pilot project proposed to test public participation, the Mersey Basin Campaign saw that there was a need to identify stakeholders in the Ribble river basin and volunteered to undertake this work. The methodology was based on United Utilities' procedure for stakeholder mapping, and developed by Caroline Riley, who is on secondment to the Mersey Basin Campaign from United Utilities. The approach has been developed specifically to meet the needs of the Water Framework Directive for the Ribble river basin but the principles could easily be applied elsewhere.

objectives

- to identify the relevant stakeholders
- to categorise the stakeholders according to set criteria such as location, interests and willingness to be involved
- to use the data to select appropriate stakeholders for visioning workshops on the Water Framework Directive pilot project on the river Ribble

key players

Mersey Basin Campaign (MBC) , United Utilities, Environment Agency (EA)

implementation

1. Categorise and sub-categorise the stakeholder groups at the various levels.
2. Identify a contact within each organisation. Some stakeholders referred details of other contacts to be included in the stakeholder map, thus spreading the mapping.
3. Send a questionnaire, along with an explanatory letter and information leaflet to the contacts identified. The questions were designed to determine the stakeholders' geographical area of interest in terms of rivers, size of group, interests, desired level of involvement and preferred method of communication.

4. Design and develop a database to map the stakeholders. Data input forms were designed which mirrored the questionnaire to make data input easier.
5. Analyse the results. 35% of questionnaires sent out were returned.

financing

The cost was minimal, only requiring postage on 400 letters. A full-time manager was required to oversee the initiative and this was provided by United Utilities.

challenges

A confidentiality check was included on the questionnaire to ensure that contacts of the MBC were happy to share their details and the information they supplied with the EA in order to comply with the Data Protection Act. The CIS guidance on public participation was considered when developing the approach and many of its recommendations have been used. For example, the level of interest of stakeholders has been captured by distinguishing those who wish to be: actively involved/consulted/informed.

Stakeholder type	Stakeholder group	Scale			Interests										Area				Factors
		National	Regional	Local	Diffuse pollution	Climate change	Flooding	Landscape	Protected areas	Land quality	Regeneration	Heritage	Rural economy	Water costs	Involving people	River Ribble	River Hodder	Lakes/reservoirs	Coastal waters
Government	EA	x	x		x	x	x	x	x	x				x	x	x	x	x	8000
	DTI	x				x					x		x	x	x	x	x	x	15000
	Local Authorities						x	x	x	x	x	x	x	x	x	x	x	x	12000
NGOs	Wildlife Trusts		x				x	x	x	x				x	x	x	x	x	59
	NFU	x			x		x	x		x		x	x						13790
Partnership Bodies	E. Lancs P'ship									x		x		x	x				250
	Coastal Forum						x	x					x				x		78
Community Groups	Anglers			x	x		x	x	x					x	x	x	x	x	28000
	Boating groups			x			x	x							x		x	x	450
Industry Organisations	CBI	x										x	x		x	x	x	x	480
	CIA	x			x							x	x	x	x	x	x	x	148
Businesses	ICI	x		x	x		x	x	x			x	x		x	x			800
	BAe	x		x					x			x	x		x				5000

benefits

The Water Framework Directive is aiming at improving the region's waters with a River Basin Management Plan that takes account of stakeholders' views. Identifying the stakeholders is the first step in involving them.

contact

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