

Engagement Plan Example



INITIAL RESEARCH

- **REVIEW EXISTING RESEARCH**
REPORTS, STRATEGIES, PAPERS, STUDIES, EVENTS
- **ENGAGE WITH CLIENT AND KEY STAKEHOLDERS**
MEET THE GCPP, MICRO STRATEGY OWNERS,
GCC STRATEGIC PARTNERS
- **STAKEHOLDER MAPPING**
 - WHO - THE PEOPLE MOVING AROUND
 - WHERE - THE PLACE THEY ARE GOING
 - WHY - THE PURPOSE FOR GOING THERE
 - WHAT - THE PATH THEY USE TO GET THERE
- **ACTIVITY MAPPING**
WHAT ELSE IS HAPPENING IN THIS SPACE?
- **DATA ANALYSIS**
WHAT INSIGHT IS THE DATA GIVING US?
- **GSOA RESEARCH PROJECT**

WE ARE HERE —

ENGAGEMENT STRATEGY

- **ANALYSE INITIAL RESEARCH**
IDENTIFY KEY THEMES AND POTENTIAL CHALLENGES
- **ANALYSE DATA INSIGHTS**
GAIN INSIGHT TO SUPPORT OR CONTRADICT INITIAL FINDINGS
- **IDENTIFY AND LINK WITH PRIORITY STAKEHOLDER GROUPS**
- **CIVIC ENGAGEMENT**
MEET WITH OUR SOCIALLY ISOLATED CITIZENS AND THE ORGANISATIONS WHO WORK WITH THEM.
 - FIND OUT HOW THEY MOVE AROUND THE CITY.
 - WHAT ARE THEIR ISSUES WHEN THEY ARE DOING THIS?
 - WHAT WORKS WELL FOR THEM?
 - WHAT WOULD IMPROVE THE SERVICE OR ENCOURAGE THEM TO USE PUBLIC TRANSPORT MORE?
- **ENGAGE WITH SERVICE PROVIDERS.**
 - FIND OUT THEIR ISSUES.
 - WHAT WORKS WELL FOR THEM?
 - SHARE INSIGHT FROM CIVIC ENGAGEMENT.
- **ENGAGE WITH GCC FAMILY STAKEHOLDERS**
 - FIND OUT THEIR ISSUES.
 - WHAT WORKS WELL FOR THEM?
 - SHARE INSIGHT FROM CIVIC ENGAGEMENT.
 - SHARE INSIGHT FROM SERVICE PROVIDER ENGAGEMENT
- **ANALYSE FINDINGS**
DRIVES CONTINUED ENGAGEMENT WITH STAKEHOLDERS
- **IDENTIFY POTENTIAL CHALLENGES**
- **LIAISE WITH GCPP**
INVESTIGATE/ DEVELOP/ CONFIRM CHALLENGES
- **LIAISE WITH STAKEHOLDERS**
INVESTIGATE/ DEVELOP/ CONFIRM CHALLENGES