

Good Practice Guide Appendices Appendix 29

Channels and Approaches for Wider Stakeholder Communication and Engagement

A wide range of local stakeholders will have interest and/or influence that affects the potential for success of the cluster. This may include local politicians (e.g. AMs, MPs, local authority councillors), town and community councils, regulators, community and voluntary organisations, businesses, national & regional bodies, businesses and supply chains, commissioned organisations (e.g. NHS Trusts, neighbouring Health Boards, neighbouring organisations in England), local public service partners (e.g. Police, Fire Service, Local Authority) etc.

In terms of engaging **external local stakeholders**, it is important to:

- Identify key stakeholders from the outset
- Agree clear accountabilities and reporting structures with other institutional stakeholders
- Ensure that statutory duties around consultation are appropriately met (e.g. engaging with Public Service Boards in the development of proposals for changes to health services)