

APPENDIX 2 – CLATTERBRIDGE CANCER CENTRE STAKEHOLDER MAXTRIX MODEL

Stakeholder Group	Level of Interest (1-5)	Level of Influence (1-5)	Communications / Engagement Channels	Methods of Communication/Engagement				
				Meetings	Forums / Events	Briefings / Email / Letter	Newsletter	Local Media
<b>Patient and Public Groups</b>	5	4	• Cheshire and Merseyside Healthwatch	X	X	X	X	X
			• Members of the public		X	X	X	X
			• Previous attendees at pre-consultation sessions		X	X		X
			• Patients	X	X	X	X	X
			• Patient and carer support groups	X	X	X	X	X
			• Wider Voluntary and Community Sector (including people under protected characteristics and hard to reach groups)	X	X	X	X	X
<b>NHS England</b>	5	5	• NHSE Managing Directors	X	X	X		
			• NHSE Specialist Commissioning (Cheshire, Warrington, Wirral)	X	X	X		
			• NHSE Medical Director	X	X	X		
			• NHSE Lancashire (external assurance team)	X	X	X		
<b>Clinical Commissioning Groups</b>	5	5	• NHSE Managing Directors	X	X	X		
			• Cheshire and Merseyside CCG Boards	X	X	X		
			• Cheshire and Merseyside GPs (via CCG Boards communications) members	X	X			
			• Chairs of LMCs (via CCG Boards communications)	X	X	X		
			• Communication and Engagement Leads	X	X	X		

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<b>Hospital Trusts</b>	5	4	<ul style="list-style-type: none"> <li>• Chief Executive Officers</li> <li>• Members of Strategic Overview Group</li> <li>• Clinicians</li> <li>• Non-medical professionals</li> <li>• Senior Operational Managers</li> <li>• Trust Governors</li> <li>• Trust Non Executive Directors</li> <li>• Trust Members</li> <li>• Patient Reference Group</li> <li>Members</li> <li>• Staff members</li> <li>• Trade Union representatives</li> </ul>	X	X	X		
<b>Political Leaders/ Local Authorities</b>	5	5	<ul style="list-style-type: none"> <li>• Constituent MPs</li> <li>• Overview and Scrutiny Panels</li> <li>• Elected members</li> <li>• Chief Executive Officers</li> <li>• Health and Wellbeing Boards</li> <li>• Directors of Public Health</li> </ul>	X	X	X	X	
<b>NHS Specialist Commissioners</b>	5	5	<ul style="list-style-type: none"> <li>• NHS England Cheshire, Warrington &amp; Wirral</li> <li>• NHSE England Lancashire Area Team (external assurance)</li> </ul>	X	X	X		
<b>Other</b>	4	4	<ul style="list-style-type: none"> <li>• NHS Gateway</li> <li>• North West Ambulance Service</li> <li>• Strategic Clinical Network</li> <li>• Merseyside and Cheshire Cancer Network</li> <li>• Universities</li> <li>• Charities</li> </ul>	X				

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			<ul style="list-style-type: none"> <li>• Hospices</li> </ul>					
<b>Communication Channels</b>	5	3	<ul style="list-style-type: none"> <li>• Local press releases/other proactive media</li> <li>• Radio</li> <li>• Event advertisements</li> <li>• Posters in clinical and community facilities</li> <li>• Hospital Trust and Commissioning Support Unit network</li> </ul>					<p>X X X X X X</p>