

Appendix 2

**Communication Plan Stakeholder Mapping**

<b>Influence</b>	High	<b>Keep Satisfied</b> 18	5	1,7	<b>Key Players</b> face to face
	Medium	20	16	2,4,11	3,9,10
	Low	written 8 <b>Watching Brief</b> 14,15,17	12,13	6	<b>Keep Informed</b>
		Low	Medium	High	<b>Interest</b>

**Group**

- |                       |                                    |
|-----------------------|------------------------------------|
| 1 P&R Committee       | 11 SO Steering Committee           |
| 2 TRDC Councillors    | 12 Carpenders Park & Oxhey Hall RA |
| 3 Existing Retailers  | 13 South Oxhey RA                  |
| 4 Thrive Homes        | 14 Other Exg. Retailers            |
| 5 Herts CC            | 15 Local Schools                   |
| 6 Potential Investors | 16 Media                           |
| 7 Senior Management   | 17 GPs Surgeries                   |
| 8 Council Staff       | 18 HCA                             |
| 9 Thrive Tenants      | 19 Prospective Developers          |
| 10 Leaseholders       | 20 LEP                             |