

## Appendix A – LCWIP Stakeholder Mapping – Level of Interest and Influence

Directly Impacted Stakeholders	Level of Interest	Level of Influence	Indirectly Impacted Stakeholders	Level of Interest	Level of Influence	Potentially Impacted Stakeholders	Level of Interest	Level of Influence
Active Walks Leaders and Participants (Borough Wide)	High	Medium	Public Transport Operators	High	Medium	Special Sporting Events	Medium	Low
Merseyside Cycling Campaign (Borough Wide)	High	Medium	Teachers/Support staff	Medium	High	Allotment Holders	Medium	Low
Brunswick Youth & Community Centre	Medium	Low	Sefton Carers Centre	Medium	Low	Fitness Groups using our Active Sefton or Green Sefton Assets	Medium	Medium
Christ Church Youth & Community Centre	Medium	Low	Taxi Drivers	Medium	Low	Sefton Carers Centre	Medium	Low
Formby Youth Centre	Medium	Low	Emergency Services	High	Medium	Local Running Groups such as Park Run / Southport Strollers etc	Medium	Medium
Gordon Youth Centre	Medium	Low	School Crossing Patrol	Medium	Low	Sefton Older Persons Forum	Medium	Medium
Linacre Mission Youth Centre	Medium	Low	Cleansing/Refuse Collection	High	Medium			
Litherland Youth & Community Centre	Medium	Low	Delivery and Servicing	High	Medium			
Melling Youth Club	Medium	Low	Southport BID	Medium	Low			
Netherton Park Community Association	Medium	Low	Care Providers	Medium	Low			
Parenting 2000 including Tyred Rides	High	High	Nursing Homes/Care Homes	Medium	Low			
Woodvale & Ainsdale Community Association	Medium	Low	Health Watch Sefton	Medium	Low			
YCP (The Youth & Community Partnership CIC)	Medium	Low	Green Sefton – Friends of Groups	High	Medium			
Ykids	High	High	Health Visitors	Medium	Low			
Wheels for All (Based at Litherland Sports Park)	High	High	Liverpool Chamber of Commerce	Medium	Low			
Disabled Ramblers Group (Borough Wide)	High	Medium	Invest Sefton	Medium	Low			
Southport Access for Everyone (Southport only)	High	High						
Sefton Advocacy Service	High	High						
People First Merseyside	High	High						
Sefton Young Advisors (Borough Wide)	Medium	High						
BikeRight (Borough Wide)	High	Medium						
Bikeability	High	High						
Southport Cycling Club	High	Medium						
Tour de Friends (Based at Waterloo Community Centre)	Medium	Low						
Southport Cycling Bells (North Sefton based)	High	Medium						
Friends of Rimrose Valley (Crosby/Waterloo/Seaforth)	High	High						
Faiths4Change   The Sefton Directory	High	High						
Merseyside Cycling Development Group	High	Medium						
Liverpool Mercury (Dolan) Cycling Club	High	Medium						
Ramblers Association Merseyside & West Cheshire Area	High	Medium						
Maghull Rambling Club	High	High						
Saturday Walks - Merseyside HF Ramblers	High	Medium						
British Horse Society	High	High						
Sefton Climate Action Group (Borough Wide)	High	Medium						
Liverpool City Region Active Travel Group	High	High						
LCR Climate Justice Coalition	High	Medium						
Merseyside Deaf Society	High	High						
RNIB	High	High						
Sefton Older Persons forum	High	High						
U3A (Groups across Sefton)	High	High						
Local Trans Pennine Trail Groups	High	High						
Unions representing Local Workers (UNISON, UNITE, GMB)	High	High						

Directly Impacted Stakeholders	Level of Interest	Level of Influence	Indirectly Impacted Stakeholders	Level of Interest	Level of Influence	Potentially Impacted Stakeholders	Level of Interest	Level of Influence
Ability + Network	High	High						
Sefton Visually Impaired Consultation Group	High	High						
Aiming High for Disabled Children	Medium	Low						
Embrace Network	High	High						
Sefton Equal Voice BME	High	High						
Gingerbread	High	High						
Maternity Action	High	High						
Merseyside Law Centre	High	High						
New Beginnings	High	High						
All Schools and Educational Establishments	High	High						
Sefton Active Travel Network	High	Medium						
Potential Landowners / farmers	High	Medium - High						
Public / Residents	High-Low	Medium-Low						
Environment Agency	High	Medium - High						
Sefton Youth Making Better Opportunities with Leaders (SYMBOL)	Medium	High						

#### Stakeholder Mapping – Level of Interest and Influence

Stakeholders who need to help make the decision work	Level of Interest	Level of Influence	Stakeholders who know about the subject	Level of Interest	Level of Influence	Stakeholders who believe they have an interest in the subject	Level of Interest	Level of Influence
Elected Officials (Cabinet, Cabinets Members, Ward Councillors and MP's)	High	High	Sustrans	High	Medium	Friends Groups	High	Low
Informal Policy Cabinet	High	High	Cycling UK	High	Medium	Sefton Climate Action	High	High
Executive Leadership Board	High	High	Living Streets	High	Medium	Friends of the Earth	High	Medium
Growth Board	High	High	Active Travel England	High	Medium	Me Cycle	High	Low
Council Sections / Departments Impacted	High	Medium	LCR Climate Justice Coalition	High	Medium	Tyred Rides	High	Low
Community Leaders and Influencers	Medium	Low	BikeRight	High	Medium	Cycling Groups	High	Medium
Youth Leaders and Influencers	Medium	Low	Wheels for All	High	Medium	Merseyside Cycling Campaign	High	Medium
Sefton Council Strategic Leadership Team	High	High	Canal and Rivers Trust	High	Medium	LCR Climate Panel	High	Medium
Sefton Council for Voluntary Service (CVS)	Medium	Medium	Sefton Climate Action	High	Medium	Eco Centre	High	Low
			UNIONS	Medium	Low	Unions	Medium	Low
			National Highways	High	Medium	RSPB at Marshside	Low	Low
			Network Rail	High	Medium	Guide Dogs	Medium	Medium
			Other Local Authorities	Medium	Low	Merseyside Environment Advisory Service	High	Medium

**Appendix B - LCWIP Stakeholder Interest and Influence Matrix**

The matrix is a 3x3 grid. The vertical axis (interest) is on the left, with levels: High Interest (green arrow), Medium Interest (yellow arrow), and Low Interest (red arrow). The horizontal axis (influence) is at the bottom, with levels: Low Influence (red arrow), Medium Influence (yellow arrow), and High Influence (green arrow).

High Interest	Public	<b>Council Sections / Departments Impacted</b> <b>Transport Bodies and Groups</b> <b>Walking and Cycling Groups / Clubs</b> <b>Public</b> <b>Environmental Interest Groups (non-statutory)</b> <b>Potential Landowners and Land Interests</b> <b>Public</b>	<b>Cabinet</b> <b>Cabinet Members</b> <b>Informal Policy Cabinet</b> <b>Executive Leadership Board</b> <b>Growth Board</b> <b>Ward Members / Elected Members</b> <b>Members of Parliament</b> <b>Potential Landowners and Land Interests</b>
Medium Interest	<b>Other Local Authorities</b> <b>Voluntary, Community and Faith (VCF) Sector</b> <b>Local Businesses</b> <b>Public</b>	<b>Public</b> <b>Seldom Heard Groups</b>	<b>Sefton Youth Leaders and Influencers</b> <b>Public</b>
Low Interest	Public	Public	Public
	Low Influence	Medium Influence	High Influence