| **Stage/Report** | **Communications & Stakeholder Engagement Plan** | **Project ID No.** |  |
| --- | --- | --- | --- |
| **Project Title** | **[Title of Project]** | | |
| **Version** |  | | |
| **Sponsor** |  | | |
| **Project Manager** |  | | |
| **Communications Business Partner** |  | | |

**Purpose**

The purpose of this document is to identify all project stakeholders and the purpose, means and frequency of communication and engagement between them and the project.

This includes, internal and external communications, reporting and governance communications, media communications and any participative or consultation activity.

This plan is completed alongside the PID during the planning stage of the project lifecycle.

**Ownership**

The Project Executive/Sponsor is accountable for ensuring that the communication plan is appropriate, fit for purpose and deliverable.

The Project Manager is responsible for producing the Project Communication Plan and for ensuring that it is delivered. They must actively engage with key stakeholders, e.g. checking their comms needs, expectations and delivery preferences.

If no specific project resource has been identified and allocated for project communications the Project Manager will have responsibility for delivering the communication action plan.

As well as planning outbound project communications, it is also important to ensure complete clarity about roles and responsibilities for undertaking these tasks within the project team - who is planning, writing, sending the communications, who will arrange and deliver briefings, who is responsible for user / stakeholder engagement activities, etc.

**Communications Business Partner**

A Marketing and Communications Directorate Business Partner will be assigned to all major projects, but the level of involvement will be proportionate to the size of the project and the communication needs. The Project Manager is responsible for initiating this discussion and it helps to start this as early as possible.

# Vision

*[With reference to the project objectives and benefits (and any overarching aims if there is a parent programme) state a compelling vision for the changes that the project will deliver. This will form the basis of your key messages and project communication. Try to keep this to a succinct and memorable message].*

# Stakeholder Mapping

*[Define the project stakeholders - their interest, influence and most appropriate communication methods. Insert stakeholder map or grid if applicable]. [See Project Toolkit for guidance on stakeholder mapping].*

| ***Stakeholder*** | ***Interest***  ***(H/M/L)*** | ***Influence***  ***(H/M/L)*** | ***Preferred method and frequency of communication*** | ***Key messages / topics of interest*** |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |

# Communications & Engagement Plan

*[Based on the stakeholder analysis above, and key milestones in the project plan, set out how communications activity will be planned and managed within the project].*

*[What information will be provided, when, by whom, to whom, and what are the key messages].*

*[Check out the* [*Internal Communications Toolkit*](https://www.brookes.ac.uk/staff/communications/toolkit/) *for further information, including comms channels, social media guidelines, writing guides, and Comms Plan template example].*

*[Check out the* [*Change Management Checklist*](https://www.brookes.ac.uk/Documents/OCSLD/Your-development/Change-checklist-for-managers-September-2016/) *if your project involves significant change for users, this easy-to-use guide provides useful prompts throughout the journey].*

# 4 Communication Budget

*[Consider any additional costs that may be incurred by these communication & engagement activities - e.g. external room bookings, advertising costs, materials for events, etc., and make sure this is budgeted].*

# 5 Monitoring & Evaluation

*[Outline how you will assess impact/effectiveness of communications. For e.g. media monitoring, feedback surveys, website counters, feedback meetings with stakeholders. This feedback loop is extremely important to ensure stakeholders are aware and on board with the changes. Don’t assume anything!]*