

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
Patient and Public Groups	5	4	<ul style="list-style-type: none"> Cheshire and Merseyside Healthwatch Members of the public Previous attendees at pre-consultation sessions Patients Patient and carer support groups Wider Voluntary and Community Sector (including people under protected characteristics and hard to reach groups) 	X	X	X	X	X
NHS England	5	5	<ul style="list-style-type: none"> NHSE Managing Directors NHSE Specialist Commissioning (Cheshire, Warrington, Wirral) NHSE Medical Director NHSE Lancashire (external assurance team) 	X	X	X		
Clinical Commissioning Groups	5	5	<ul style="list-style-type: none"> NHSE Managing Directors Cheshire and Merseyside CCG Boards Cheshire and Merseyside GPs (via CCG Boards communications) members Chairs of LMCs (via CCG Boards communications) Communication and Engagement Leads 	X	X	X		

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

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