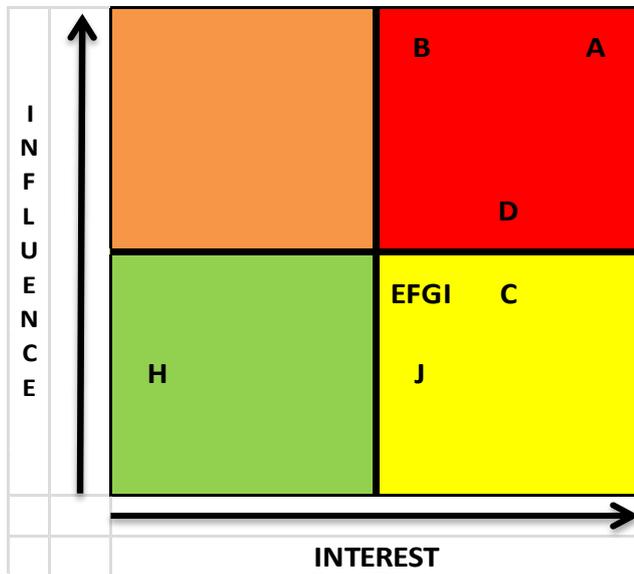


SC1 – Stakeholder Involvement

As with any project a thorough stakeholder analysis was important. In this case we found that liaising with external agencies, especially from the third sector, provided support for our consent process and helped to refine the ways that research awareness was promoted.

During the project we were in contact with local representatives from The Alzheimer’s Society, Age UK, Alzheimer’s Research UK, Southampton Voluntary Services, and The University Of The Third Age (U3A). Our stakeholder analysis (see below) shows the level of influence and interest of these groups;

Key	Organisation	Influence (1-6)	Interest (1-6)
A	Trust Research & Development Dept.	6	6
B	Trust Information Governance Dept.	6	4
C	Patients and Study Partners	3	5
D	Trust Memory Services Personnel	4	5
E	Alzheimer's Research UK	3	4
F	Alzheimer's Society - Southampton	3	4
G	Age UK - Southampton	3	4
H	Southampton Voluntary Services	2	1
I	Southern Health Governors	3	4
J	University Of The Third Age	2	4



Once the stakeholders have been identified and plotted into the matrix, the next step was to detail and agree a plan for each grouping.

Those in the red category with the most interest and influence would be involved in the work in a different way to those with influence and no interest or no interest or influence.

The stakeholder plan was then used to inform the communications and project plan. This exercise ensured that no stakeholders were forgotten and that all were involved in an appropriate way to reflect interested and influence.

Our contact with the U3A proved particularly fruitful. We wrote an article about MARC which appeared in the local U3A newsletter and this was followed up by one of MARC’s Senior Research Assistants, Becky Sussams, being invited to speak at a local U3A group about dementia research. Becky said that “One of the key things that came up at the meeting was that few people knew about the opportunities for people without a dementia diagnosis to take part in memory research”. After the meeting nine people expressed an interest in taking part in research and they are all now involved in studies. “This proves the value of meeting different groups of people and getting them involved in research”, said Becky.

