

Stakeholders

Stakeholder name	Power	Influence	Impact of	Communications approach	Key interests and issues	key messages for group	Current status
Community groups							
Older people's reference group	low	medium	high	Events, individual letters, leaflets, survey	Impact of capital	decision to charge already made ,main home not used as capital , protection of those with lower income, benefits maximisation	Event booked
Health watch	low	medium	high	Events, individual letters, leaflets, survey	impact on residents with low income	decision to charge already made ,main home not used as capital , protection of those with lower income, benefits maximisation	Event booked
Health watch mental health group	low	medium	high	Events, individual letters, leaflets, survey	impact on residents with low income	decision to charge already made ,main home not used as capital , protection of those with lower income, benefits maximisation	Event booked
Local voices	low	medium	high	Events, individual letters, leaflets, survey	Impact on individuals	decision to charge already made ,main home not used as capital , protection of those with lower income, benefits maximisation	Event booked
Have your say	low	medium	high	Events, individual letters, leaflets, survey	Impact on individuals	decision to charge already made ,main home not used as capital , protection of those with lower income, benefits maximisation	Event booked

Carers	low	medium	high	Event,leaflets	Impact on those they care for	decision to charge already made ,main home not used as capital , protection of those with lower income, benefits maximisation	Event booked
peoples reference group (commissioned befriending service	low	medium	high	Event,leaflets	General impact of changes	decision to charge already made , protection of those with lower income	Event booked
Day centre for Somali elders (Mayfield House ,council owned and run)	Medium	medium	high	leaflets	General impact of changes	decision to charge already made , protection of those with lower income	leaflets being distirbuted
Bengali day centre for frail/elderly older people (Sonali gardens)	low	low	high	leaflets	General impact of changes	decision to charge already made , protection of those with lower income	leaflets being distirbuted
Day centres - Riverside Day Centre,Day Opportunities Centre, Pritchard's Road Day Centre, Russia Lane,, Sonali Gardens, Sundial Day Centre, St Hilda's Weekend Day Centre, Create Day Centre,	Medium	medium	high	leaflets	Impact on attending day centres	services not being changed ,decision to charge already made ,main home not used as capital , protection of those with lower income, benefits maximisation	leaflets being distirbuted
LinkAge Plus	low	low	low	leaflets	General impact of changes	decision to charge already made , protection of those with lower income	leaflets being distirbuted

Idea Stores	low	low	low	leaflets	General impact of changes	decision to charge already made , protection of those with lower income	leaflets being distirbuted
Public							
Service users in receipt of dom care, transport, daycare/homecare (excluded ECH and meals as these are already charged for)	low	mediun	high	individual letters, leaflets ,survey	Personal impact of changes	decision to charge already made ,main home not used as capital , protection of those with lower income, benefits maximisation	letters,leaflets and surveys being distirbuted
Internal staff							
SW team	low	low	medium	e mail to managers to cascade , briefings if requested , leafelt	General impact of changes	decision to charge already made , protection of those with lower income	2 events held, 3 booked in and further being arranged as requested 7/7/16
Assessment and intervent	low	low	medium	e mail to managers to cascade , briefings if requested , leafelt	General impact of changes	decision to charge already made , protection of those with lower income	briefing being arranged as per request 7/7/16
Quality and monitoring team	low	low	medium	e mail to managers to cascade, briefings proposed, leafelt	General impact of changes	services not being changed ,decision to charge already made ,main home not used as capital , protection of those with lower income, benefits maximisation	Meeting 8/7/16 to discuss approach with Service head
Housing benefits	low	low	low	contact as required	General impact of changes		contact as required
Finance	low	low	low	Contact as required	impact on savings	impact on savings	contact as required
Legal	low	low	low	Contact as required	compliance of changes	compliance of changes	contact as required

Advice agencies (internal)	low	low	medium	leaflets	General impact of changes	decision to charge already made ,main home not used as capital , protection of those with lower income, benefits maximisation	leaflets being distirbuted
HR	low	low	low	copy of leaflet and details of comms approach	impact on staff of changes	impact on staff of changes	e mail sent with copy of leaflet
Unions	low	low	low	copy of leaflet and details of comms approach	impact on staff of changes	impact on staff of changes	e mail sent with copy of leaflet
External agencies							
Commission 9 providers (low	low	medium	leaflets	Potential to impact their business as people reduce or don't access care	decision to charge already made ,main home not used as capital , protection of those with lower income, benefits maximisation	leaflets being distirbuted
Carers centre	low	low	high	event/leaflets	General impact of changes	services not being changed ,decision to charge already made ,main home not used as capital , protection of those with lower income, benefits maximisation	Event booked
Provider forums	low	low	medium	leaflets	Potential to impact their business as people reduce or don't access care	decision to charge already made ,main home not used as capital , protection of those with lower	Event booked
voluntary sector	low	low	low	leaflets	General impact of changes	decision to charge already made ,main home not used as capital , protection of those with lower income, benefits maximisation	leaflets being distirbuted / contact made with lead for voluntary sector
Press	low	medium	low	Press releases	General impact of changes	decision to charge already made ,main home not used as capital ,	Press release issued

Tower hamlets Community	low	low	medium	Leaflets	General impact of changes	services not being changed ,decision to charge already made ,main home not used as capital ,	contact made with lead for voluntary sector
Councillors							
Councillors	high	high	high	copies of everything that is going out, extra examples to show impact , briefings , all comms going through lead member Amy Whitelock Gibbs	impact on those on a low income , reduction in numbers of people accessign care	protection of those with lower income, benefits maximisation	Briefings have been held , all documents in MAB report