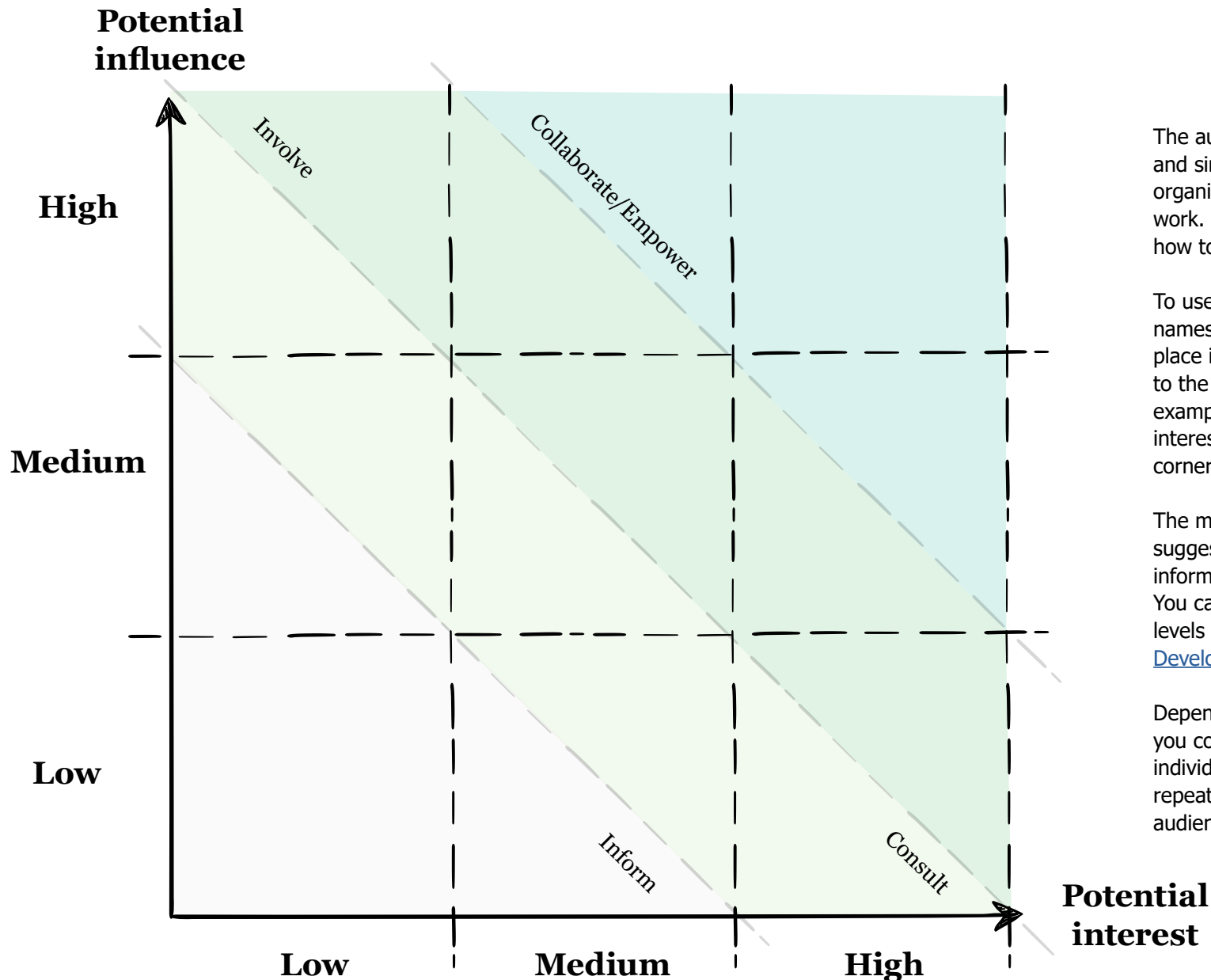


Audience prioritisation template



The audience prioritisation matrix is a quick and simple way to prioritise the teams, groups, organisations or individuals with a relationship to your work. It will help you to develop a clearer picture of how to engage them.

To use the template, make up post it notes with the names of relevant audiences you mapped earlier. Then place individual post-its onto the matrix according to the audiences level of interest and influence. For example, on the top right corner add those with high interest and high influence, and on the bottom left corner those with low interest and low influence.

The matrix is split into four diagonal bands that suggest different levels of engagement (keep informed, consult, involve or collaborate/empower). You can find out more about the different engagement levels here: [Effective Community Engagement in Local Development Planning Guidance](#)

Depending on the scale of place you are considering, you could choose to complete one overall matrix, or individual ones for broad groups or sectors. You can repeat this process at later stages to prioritise key audiences for specific local areas.