

Audience mapping resource

Audience mapping is a quick and simple way to help you visualise the teams, groups, organisations or individuals with a relationship or involvement to your work.

A list is provided here to get you started. It is not definitive. Be sure to think broadly about people and organisations unique to your place. Supplement your list with knowledge gained through conversations with colleagues and with others through workshops.

Local authority

- Natural environment and climate change
- Heritage and archaeology
- Parks and greenspace
- Community planning
- Education
- Economic development
- Housing
- Transport
- Marine planning
- Town centres and regeneration
- Community education
- Elected members
- Heads of service
- Wider planning service, including Development Management

Community

- Local communities
- Community councils
- Relevant communities of interest
- Children and young people (school pupils, youth councillors, youth parliament representatives)
- Older people
- Disabled people
- Gypsies and Travellers
- Third sector and voluntary organisations
- New residents
- Community planning partnerships
- Local businesses
- Parents and carers

Key agencies

- Historic Environment Scotland
- NatureScot
- Scottish Environmental Protection Agency
- Scottish Water
- Scottish Enterprise
- Highlands and Islands Enterprise
- South of Scotland Enterprise
- Regional Transport Partnerships
- Crofting Commission
- Architecture and Design Scotland
- SportScotland
- Health Boards
- Transport Scotland
- Scottish Forestry
- Marine Scotland

Market

- Development community (landowners, land managers, developers)
- House-builders
- Leaders and officers of housing associations
- Infrastructure and service providers
- Businesses and investors
- Representatives from the creative sector

Find out more here: [Local development planning guidance](#)