

SBCD Communications Stakeholder Power & Interest Matrix

	Keep Satisfied (High Power & Low Interest)	Manage Closely (High Power and High Interest)
High Power	<ul style="list-style-type: none"> Regional Local Authority Cabinet Members Regional Council Members (All) Regional AMs and MPs BBC Wales Today ITV Wales BBC Radio Wales BBC Radio Cymru BBC Newyddion BBC Wales newsgathering UK national media Tata Steel Other major regional employers Milford Haven Port Authority Wales European Funding Office Farmers Union for Wales National Farmers Union 	<ul style="list-style-type: none"> Joint Committee Members Programme Board Members Economic Strategy Board Members & specialist advisors Welsh Government SBCD officials UK Government SBCD officials UKG Secretary of State for Wales UKG Parliamentary Under Secretary of State for Wales WG Minister for Economy and Transport WG Minister for Finance WG Deputy Minister for Economy and Transport Wales Online BBC Online South Wales Evening Post Western Mail Private sector project backers Regional business community Local Authority Ward Members in project locations

	Monitor (Low Interest and Low Power)	Keep Informed (High Interest and Low Power)
Low Power	<p>Regional bloggers</p> <p>Yr Egin tenants</p> <p>South Wales Guardian</p> <p>Towyside Advertiser</p> <p>Tenby Observer</p> <p>Carmarthenshire Times</p> <p>Llanelli Standard</p> <p>Swansea Civic Society</p> <p>Business Wales</p> <p>Carmarthenshire Tourism Association,</p> <p>Carmarthenshire Council economic development team</p> <p>Neath Port Talbot Council business development team</p> <p>Swansea Council economic development team.</p> <p>Pembrokeshire Council business development team</p> <p>Antur Teifi</p> <p>Discover Carmarthenshire</p> <p>Pembrokeshire Tourism</p> <p>Institute of Welsh Affairs</p> <p>Tourism Swansea Bay</p> <p>Visit Swansea Bay</p> <p>Visit Wales</p> <p>Visit Neath Port Talbot</p> <p>Pembrokeshire Coastal Forum</p> <p>National Trust</p> <p>Regional MEPs</p> <p>Construction Futures Wales</p>	<p>Specialist media</p> <p>Business News Wales</p> <p>Wales 247</p> <p>Swansea Bay Radio</p> <p>Wales Business Insider</p> <p>Carmarthen Journal</p> <p>Llanelli Star</p> <p>Swansea Bay Business Life</p> <p>Western Telegraph</p> <p>Milford Mercury</p> <p>The Wave & Swansea Sound</p> <p>Heart FM</p> <p>Radio Carmarthenshire</p> <p>Radio Pembrokeshire</p> <p>Herald newspapers</p> <p>4 The Region</p> <p>Regional Business Improvement Districts</p> <p>SBCD project leads</p> <p>South Wales Chamber of Commerce</p> <p>Federation of Small Businesses</p> <p>Swansea Bay Business Club</p> <p>SA1 Waterfront Business Club</p> <p>South West and Mid Wales Regional Learning and Skills Partnership</p> <p>Lions and Rotary Clubs across the region</p> <p>Marine Energy Wales</p> <p>Regional supply chain businesses</p> <p>Regional Town and Community Councils</p> <p>Cardiff Capital Region City Deal</p> <p>North Wales Growth Deal</p>

		Regional Local Authorities (Staff) Regional universities (Staff and students) Regional health boards (Staff) Regional school pupils Oriel Science SWIC (South Wales Industrial Cluster) Welsh Government Energy Service
	Low Interest	High Interest