

Hopethorpe: A Case Study on Stakeholders

Hopethorpe is a medium sized seaside resort in northeast England. Every year 50,000 people visit the resort. Some come just for the day while others stay in the numerous guesthouses and hotels in the resort. Others stay at the campsite at the edge of the resort. A theme park is in the process of being built on the waste ground on the edge of the resort and there is talk of a multi screen cinema being built in the same area.



Hopethorpe has been attracting tourists for over a century. In Victorian times tourists would walk on the promenade and paddle in the sea. Tourists still come to Hopethorpe for those reasons but also for a number of other attractions including a bowling alley, children's paddling pool, arcades. Laser quest, Sea life Centre, open top bus tours, pubs and nightclubs, Ernie Becket's world famous fish restaurant and donkey rides on the beach.

Mrs Keilty, 59, Hopethorpe resident



'I have lived in Hopethorpe all my life. It's okay in the winter when the tourists aren't here and occasionally I come to the sea front in the summer for a walk or to watch the grandchildren in the paddling pool. I don't really like it here in the summer anymore though. Those awful tourists leave litter everywhere and are just so noisy. When my son comes to visit me from Sheffield he cannot park as the tourists take up all the spaces.'

John Cooper, 57, Mayor of Hopethorpe

'Most of the residents of our town are very pleased with the way it is developing. I am proud to have been elected mayor of this great town. We have numerous attractions available for use by tourists and visitors and are lucky to have a new theme park being built at the edge of the resort that will bring more jobs to the area.'



Charlotte, 18, Hopethorpe resident



'I am quite pleased that I live in Hopethorpe. I use the leisure centre a lot and go out in the pubs and some of the nightclubs. When I was younger my Mum used to take me to the paddling pool and the Sealife Centre. Now I'm older I get a job every summer. Last year I worked in a post card shop and this year I work in an arcade. In the winter it's much harder to get work though.

The only complaint I'd have about the tourists it the problems parking. Also there are quite a lot of lads come for weekends and they can sometimes get too drunk and noisy. A gang of them beat up my boyfriend last month. They just come and think they can do whatever they like.'

Katy, 37, from Bolton

'Hi, I'm here for three days with my three kids Toby, 2, Cheryl who's 7 and Peter who is 10. We're having a great time and are staying in one of the guesthouses. Today we've been to the Sea life Centre and as long as it stays sunny will build sand castles on the beach. Although we do enjoy spending time here I'm thinking about taking the kids to Spain next year as the British weather can be a bit dodgy.'



ACTIVITY

Sheila Conway has been granted permission to build large theme park at the edge of Hopethorpe. It is estimated that the turnover of the theme park would be 5 million pounds a year. Sheila plans to bring in big rides and have a number of fast food outlets within the park. The building of the park would create a number of jobs.

- A. Who would be the stakeholders in the new theme park?
- B. Why and how would each of the stakeholders be affected?

Present the answers to these questions in whichever method you think most appropriate.