

Risk	Sub No	Sub Risk	Impact / Consequences	Opportunity	Gross Risk Score			Controls and Mitigation	Net Risk Score			New Developing Controls	Risk Manager	CLT Risk Owner	Target Date	Corporate Priority
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Reputational Damage	6a	Ineffective measurement of the reputation of the Council and Blackpool.	Perception of poor reputation is not quantified / supported.	Rebuilding reputation can suggest a high achieving organisation and generate momentum.	4	4	16	Daily summary of media interest in Blackpool circulated.	4	3	12	Undertake and feedback on the outcomes of resident satisfaction surveys to help inform the development of the Council plan.	Head of Corporate Development, Communication and Engagement	Deputy Chief Executive	Sept 2015	Deliver quality services
	6b	Residents negative image of Blackpool.	Lack of investment due to poor image of Blackpool.	Potential to attract external investment to Blackpool.	4	4	16	Different methods of engagement used such as the Council Couch.	4	3	12	Implement corporate framework for engagement supported by an engagement toolkit.	Head of Corporate Development, Communication and Engagement	Deputy Chief Executive	March 2016	Attracting suitable investment
			Lack of partner engagement.	Generate local pride in Blackpool.				Increased use of new communication channels such as social media and newsletters.				Implementation of the Corporate Branding toolkit.				
			Loss of community support.					Increased commitment to one brand for the Blackpool resident.								
	6c	Visitors negative image of Blackpool.	Local economy impacted due to reduced jobs Inability to underwrite tourism initiatives due to reduced resources.		4	4	16	Identification of potential external funding streams to assist with the tourism offer for Blackpool.	4	3	12	Promote a positive image of Blackpool to encourage private sector investment in the tourism industry.	Head of Visitor Economy	Director of Place	Ongoing	Expanding and promoting tourism, arts, heritage and cultural offer