Risk	Sub No.	Sub-Risk	Impact / Consequences	Opportunity	R	ross isk G	Mitigation	1	Net Risk L N	s	Risk Manager	CLT Risk Owner	Target Date	Corporate Priority
Reputational	6а	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	1 16	Daily summary of media interest in Blackpool circulated.	4	3 1	Continue to liaise with the media to present positive news stories about Blackpool.	Head of Corporate Development, Communication and Engagement	Chief Executive	Ongoing	Communities and Economy
	6b	Residents negative image of Blackpool.	Lack of investment due to poor image of Blackpool. Lack of partner engagement. Loss of community support.	Potential to attract external investment to Blackpool. Generate local pride in Blackpool.	4 4	1 16	Different methods of engagement used such as the Council Couch. Increased use of new communication channels such as social media and newsletters. Increased commitment to one brand for the Blackpool resident.	4	3 1	Implement corporate framework for engagement supported by an engagement toolkit. Implementation of the Corporate Branding toolkit.	Head of Corporate Development, Communication and Engagement	Chief Executive	Ongoing	Communities and Economy
	6c	Visitors negative image of Blackpool.	Local economy impacted due to reduced jobs. Inability to underwrite tourism initiatives due to reduced resources.		4 4	1 16	Identification of potential external funding streams to assist with the tourism offer for Blackpool.	4	3 1	Promote a positive image of Blackpool to encourage private sector investment in the tourism industry.	Head of Visitor Economy	Director of Place	Ongoing	Communities and Economy