

# Appendix 4(a)

No	Risk	Sub No.	Sub-Risk	% Overall Weighting	Impact / Consequences	Opportunity	Gross Risk Score			Controls and Mitigation	Nett Risk Score			New / Developing Controls	Risk Manager	CLT Risk Owner	Target Date	Corporate Priority		
							I	L	GS		I	L	NS							
8	Reputational Damage	8a	Visitors negative image of Blackpool.	40%	Local economy impacted due to reduced jobs.		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	Communities and Economy		
					Community Safety Team in place.					Continue to explore retail and leisure opportunities to improve the offer available in Blackpool.				Strategic Head of Growing Places						
					Inability to underwrite tourism initiatives due to reduced resources.									Continue enforcement activity to reduce the number of beggars and street drinking evident in the town.	Head of Public Protection	Director of Community and Environmental				
		8b	Residents negative image of Blackpool.	40%	Lack of investment due to poor image of Blackpool.	Potential to attract external investment to Blackpool.	4	4	16	Different methods of engagement used.	4	3	12	Finalise and implement the new framework for community engagement.	Community Engagement Team	Director of Public Health	Ongoing	Communities and Economy		
					Lack of partner engagement.	Generate local pride in Blackpool.				Increased use of new communication channels such as social media and newsletters.				Ensure that all Council services follow the corporate brand guidelines to ensure that customers are clear that they are receiving a service from the Council.					Head of Corporate Delivery Unit	Chief Executive
					Loss of community support.	Increased commitment to one brand for the Blackpool resident.				Increased commitment to one brand for the Blackpool resident.				Explore the potential of shared services for communications with other public sector bodies in Blackpool.						
<b>Overall Nett Risk Score</b>											<b>12.0</b>									