



**Appendix 4(a)**

**Strategic Risk Register Progress Report**

<b>Sub-Risk: Visitors negative image of Blackpool (weighting 50%)</b>		<b>Gross Risk Score</b>	<b>Nett Risk Score</b>
		<b>20</b>	<b>12</b>
<i>Risk Score in 2017/18</i>		<b>16</b>	<b>12</b>
<b>Risk Owner: Director of Communications and Regeneration / Director of Community and Environmental Services</b>			
<b>Existing Controls in Place:</b>			
<ul style="list-style-type: none"> <li>• Identification of potential external funding streams to assist with the tourism offer for Blackpool.</li> <li>• Community Safety Team in place.</li> <li>• Successful event programme including the Illuminations.</li> <li>• Advertising campaigns possible through strong links with partners across Blackpool.</li> </ul>			
<b>Actions:</b>			
<b>Actions</b>	<b>Risk Manager</b>	<b>Current Position</b>	<b>Outcomes / Results</b>
Promote a positive image of Blackpool to encourage private sector investment in the tourism industry. A refreshed Destination Management Plan to be published in March 2019 will support this.  (Target Date: March 2019)	Head of Tourism and Communication	<ul style="list-style-type: none"> <li>• A Destination Management Plan is in draft form and will be taken to the Corporate Leadership Team for consideration.</li> </ul>	<ul style="list-style-type: none"> <li>• Visitor satisfaction is measured through a survey three times a year. The results from this show that visitor satisfaction is usually over 90%.</li> </ul>
Commission a survey in people's attitudes towards Blackpool to help inform future marketing strategies.  (Target Date: March 2020)	Growth and Prosperity Programme Director	<ul style="list-style-type: none"> <li>• A gap that was identified was that the Council did not survey people who did not visit Blackpool.</li> <li>• Therefore, a marketing company were appointed who carried out a piece of work to understand people's attitudes to Blackpool.</li> </ul>	<ul style="list-style-type: none"> <li>• The output of the exercise will be used to develop a robust marketing strategy for Blackpool.</li> </ul>

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		<ul style="list-style-type: none"><li>• The data collected as part of this exercise will be used to develop future marketing strategies.</li></ul>	
Reshape Illuminations show and how this is funded to increase sustainability.  (Target Date: March 2020)	Head of Tourism and Communication	<ul style="list-style-type: none"><li>• It is recognised that there is a need to make the Illuminations sustainable.</li><li>• A number of options are being considered including funding models and also the potential modernisation of the Illuminations.</li><li>• A consultation exercise is planned to take place to identify what people want from the Illuminations and to understand the scope for maintaining the tradition / nostalgia or modernisation of the show.</li></ul>	<ul style="list-style-type: none"><li>• The identification of a sustainable model of delivery.</li></ul>
Continue enforcement activity to reduce the number of beggars and street drinking evident in the town.  (Target Date: March 2019)	Head of Public Protection	<ul style="list-style-type: none"><li>• Through the hard work of the Trading Standards Team the Council recovers Proceeds of Crime money which is reinvested in crime reduction initiatives.</li><li>• This money is being invested in funding for two dedicated town centre police officers who should be in post this financial year.</li><li>• The police officers will work with the Public Protection Team and other key services and partner agencies to take a multi-agency approach to tackling the issues.</li></ul>	<ul style="list-style-type: none"><li>• A multi-agency approach to reducing anti-social behaviour in the town centre.</li></ul>

<b>Sub-Risk: Residents negative image of Blackpool (weighting 50%)</b>		<b>Gross Risk Score</b>	<b>Nett Risk Score</b>
		16	12
		<i>Risk Score in 2017/18</i>	12
<b>Risk Owner: Director of Communications and Regeneration</b>			
<b>Existing Controls in Place:</b>			
<ul style="list-style-type: none"> <li>Increased use of new communication channels such as social media and newsletters.</li> <li>Increased commitment to one brand for the Blackpool resident.</li> </ul>			
<b>Actions:</b>			
<b>Actions</b>	<b>Risk Manager</b>	<b>Current Position</b>	<b>Outcomes / Results</b>
Full implementation of the Corporate Communications Peer Review recommendations.  (Target Date: March 2019)	Head of Tourism and Communication	<ul style="list-style-type: none"> <li>Key changes have taken place including the appointment of a Director responsible for communications and a revised structure for delivering the service.</li> <li>The delivery of further actions identified in the review needs to be undertaken however these are restricted in part due to the resource available.</li> </ul>	<ul style="list-style-type: none"> <li>A residents survey has been undertaken and the results of this will be used to inform future plans in terms of communications.</li> <li>The implementation of the recommendations from the peer review will help ensure that the Council has a robust approach to communication.</li> </ul>
Review the funding strategy for a potential museum in Blackpool to share heritage and foster local pride.  (Target Date: March 2019)	Head of Economic Development	<ul style="list-style-type: none"> <li>All funding applications for the project have been submitted.</li> <li>The outcome of these applications will be known by the end of the calendar year which will determine the future of the museum.</li> </ul>	<ul style="list-style-type: none"> <li>Successful funding bids will contribute to the delivery of a Blackpool museum.</li> </ul>