

# Commercial Development

## Risk Failure to meet income targets

Likelihood	H		R/G	
	M		T	
	L			
		L	M	H
	Impact			

<b>Impact Measures</b>			
<b>Risk Description</b>	Failing to achieve income targets throughout the service and commercial development		
<b>Potential Consequences</b>	Financial implications, including budgetary pressures.		
<b>Implication</b>			
<b>Risk Owners</b>	Andy Arnott; Simon McEneny		
<b>Risk Rating</b>	Medium Amber 8	<b>Last Review</b>	15/01/2021
<b>Final Risk Rating</b>	Medium Amber 8	<b>Next Review</b>	15/04/2021
<b>Target Risk Level</b>	Medium Amber 5	<b>Treatment</b>	Tolerate
<b>Path</b>	Commercial Development/Commercial Development and Economic Growth/Newcastle Under Lyme		

### Key Controls Identified

- Specific & general marketing of activities ongoing.
- Advertising, specific & general marketing of activities ongoing.
- Budget monitoring.
- Continuous monitoring of funding.
- Continuously ensure budgets reflect service requirements at estimate time.
- Cultural & Arts Strategy, in place.
- Education programmes increases income to the council.
- External funding grants.
- Development of income generation.

### Action Plans

Action Plan Description	Action Plan Type	Action Plan Owner	Due for Completion by	Comments
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