

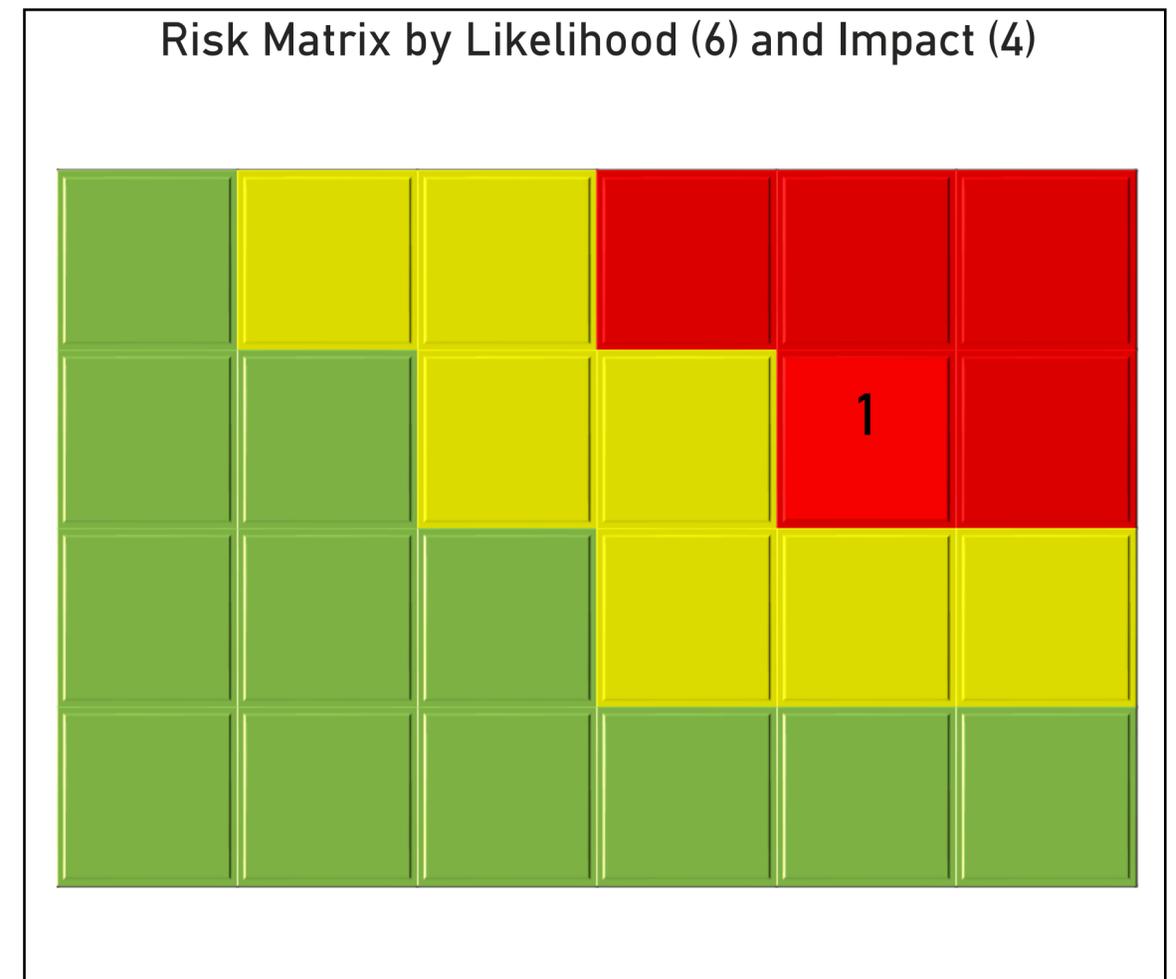


City Growth Services Risk Register

CURRENT CLUSTER RISKS	CURRENT RISK SCORE
Perception of Place	15

Number of Cluster Risks

1



FUNCTION	CLUSTER	RISK OWNER	RISK LEAD
Commissioning	City Growth	Richard Sweetnam	Julie Wood

RISK TITLE	RISK DESCRIPTION	CONTROL ACTIONS	TARGET RISK SCORE	CURRENT RISK SCORE	CURRENT LIKELIHOOD	CURRENT IMPACT	TARGET COMPLETION DATE
Perception of Place	<p>There is a risk that Aberdeen's image as an attractive place to live or relocate may be negatively impacted due to the influence of concurrent economic events in recent years. This unfavourable perception has the potential to hinder the region's ability to achieve inclusive economic growth</p>	<p>Regional Economic Strategy (RES) –Programmes Outcomes</p> <p>Programme 1: A thriving economy Maintaining and growing reputation of being a global innovation hub. Supporting the internationalisation of key growth sectors, in order to maintain North East Scotland’s share of overall Scottish exports. Creating an investment environment where businesses can flourish. Maintaining levels of inward investment into the region</p> <p>Programme 2: An outstanding natural Environment Increasing the number of businesses in the region with accredited net zero credentials Being recognised as a leading visitor destination by 2030 Protecting the natural capital and landscape of the region Delivering a step change in the number and take up of active travel schemes.</p> <p>Programme 3 – A healthy and skilled population – Improving our citizens’ self-reported wellbeing Reducing the % of employers with a skills gap to o <5% Narrowing disability, racial and gender-based inequalities Ensuring people achieve higher level qualifications. Delivering a just transition by reducing the proportion of income deprived households. Improving levels of healthy life expectancy</p> <p>Programme 4 – A strong community and cultural identity Fostering a strong sense of cultural identity and belonging in the region Increasing the number of assets held by communities across the region. Creating a clearer/ stronger identity and cultural narrative Increasing the number of jobs in the creative industries</p>	3	15	5	3	30 March 2028