

**ANNEX A**

**EXTERNAL REVIEW OF PICKERING AND HELMSLEY MARKETS - RISK MATRIX**

<b>Issue/Risk</b>	<b>Consequences if allowed to happen</b>	<b>Likelihood</b>	<b>Impact</b>	<b>Mitigation</b>	<b>Mitigated Likelihood</b>	<b>Mitigated Impact</b>
Risk that the Markets will deteriorate and loose traders and attract less business.	Downward spiral or reduced traders, less trade and less visitors. Impact as a tourist draw and affect on town businesses	<b>2</b>	<b>D</b>	Markets continue to be healthy. Improved information on the website, continue marketing, improve signage. Be aware of market offer. Investigate legal implications of Market Rights	<b>2</b>	<b>B</b>

<b>Score</b>	<b>Likelihood</b>	<b>Score</b>	<b>Impact</b>
1	Very Low	A	Low
2	Not Likely	B	Minor
3	Likely	C	Medium
4	Very Likely	D	Major
5	Almost Certain	E	Disaster