

For Distribution to CPs

West Midlands Police Communications Matrix

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1																	
2																	
3																	
4																	
5																	
6																	
7																	
8	Risk of adverse media or														Potential for maximising		
9	Guaranteed adverse media	5	5	6	6	7	7	8	8	9	9	10	10	5	5	5	Guaranteed positive
10	Very serious risk of adverse	4	4	5	6	7	7	8	8	9	9	10	6	5	4	4	Excellent positive publicity
11	Serious risk of adverse	3	3	4	5	6	7	7	8	8	9	6	5	4	3	3	Very good positive
12	Significant risk of adverse	2	2	3	4	5	6	7	7	8	6	5	4	3	2	2	Good opportunity of
13	Some risk of adverse media	1	1	2	3	4	5	6	7	6	5	4	3	2	1	1	Some opportunity for
14	No risk of adverse media &	0	0	1	2	3	4	5	6	5	4	3	2	1	0	0	No opportunity for positive
15			0	1	2	3	4	5	4	3	2	1	0				
16		Key	None	Fear/Distress (criminal damage,	Loss (burglary, acquisitive crime,	Injury (robbery, assault, injury road	Serious Injury (DA, sexual offences,	Death (murder, manslaughter, road	Serious Injury (DA, sexual offences,	Injury (robbery, assault, injury road	Loss (burglary, acquisitive crime,	Fear/Distress (criminal damage,	None				
17																	
18			What harm will this communication address?														
19																	
20																	
21																	
22																	
23																	

All communications activity will be prioritised in accordance with its score until such time as capacity is reached.