

Reputational impact assessed as if the risk materialised

Extremely High - Lasting or permanent national/local brand damage resulting from adverse comments in national press and media. High chance of Councillors/PCC staff forced to resign.

High - National/local brand damage lasting up to two years from coverage in national, regional and/or local press/media. Councillors/PCC staff potentially forced to resign.

Moderate Temporary local brand damage lasting up to one year from extensive coverage in regional and / or local press/ media.

Low Temporary local brand damage lasting up to a few weeks may be possible from minor adverse comments in local press/social media.

Extremely Low Negligible local brand damage from limited adverse comments with minimal press/social media.

Financial impact assessment

Each risk is assessed for the potential range of capital and/or revenue loss to the Council if the risk materialised.

Band 8 Loss over £20 million

Band 7 Loss between £10 million and £20 million

Band 6 Loss between £5 million and £10 million

Band 5 Loss between £3 million and £5 million

Band 4 Loss between £1 million and £3 million

Band 3 Loss between £100,000 and £1 million

Band 2 Loss between £50,000 and £100,000

Band 1 Loss under £50,000

Band 0 No financial loss

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