

Risk Management Record

Serial	7	Risk Category	Reputational
Date Identified	13 March 2025	Live / Archived	Live
Risk Description			
PC criticised for not responding to Parish members concerns raised on social media channels.			
Risk Impact			
PC attracts negative comments which leads to reputation damage, and takes up valuable time to address.			
Likelihood	Severity	Risk Score	
2. 25% likely	4. Negative publicity	8	
Mitigation Measures			
Ensure that the social media accounts associated with the village indicate the correct method for raising issues with the Parish Council, namely through the Clerk on the appropriate email: clerk@westderehamparishcouncil.uk and phone number.			
Associated Social Media Sites are:			
<ul style="list-style-type: none"> • Facebook: West Dereham Parish Council (website and email included) 56 Followers • Facebook: West Dereham Noticeboard (private members group) 228 Members • Facebook: West Dereham Community Group (used as open advertising for a wide part of Norfolk – limited controls in place by admins) 2.7k Members • Facebook: West Dereham Village Hall Events (public group specifically for the Village Hall Charity) 351 Members • Facebook West Dereham Heritage Group (private group) 302 Members • Facebook West Dereham Village Page (legacy and deleted) 6 Followers 			
Post Mitigation Likelihood	Post Mitigation Severity	Post Mitigation Risk Score	
1. Unlikely	1. Negative questions	1	
Post Mitigation Management Statement			
Parish Councillors should not engage in online discussions with members of the Parish. The Parish Council Facebook page is an information channel that does not allow the public to comment. All other Facebook pages allow comments to be made. To ensure all PC responses to the public are coherent, all correspondence should be routed through the Clerk and to Council for comment and where appropriate, action.			
Management Decision			
Accept Risk with clear signposting of how to contact the Clerk.			
Responsible	Clerk		
Accountable	PC		
Consulted	N/A		
Informed	Parish		
Review Date	Annually		

Last updated: 9 Jan 26

**West Dereham Parish Council
Risk Management Data**

Risk category	Likelihood	Severity
Safety	1. Unlikely 2. 25% likely 3. 50% likely 4. 75% likely 5. Certain	1. Minor injury 2. Requires treatment 3. Major injury 4. Single fatality 5. Multiple fatalities
Financial	1. Unlikely 2. 25% likely 3. 50% likely 4. 75% likely 5. Certain	1. £100 Risk 2. £1000 Risk 3. £5,000 Risk 4. £50,000 Risk 5. £100,000 Risk
Reputational	1. Unlikely 2. 25% likely 3. 50% likely 4. 75% likely 5. Certain	1. Negative questions 2. Written complaints 3. Complaints to BC 4. Negative publicity 5. Legal implications

Likelihood	5	5	10	15	20	25
	4	4	8	12	16	20
	3	3	6	9	12	15
	2	2	4	5	8	10
	1	1	2	3	4	5
		1	2	3	4	5
		Severity				

Decisions

- Accept
- Transfer
- Escalate
- Avoid