

Request reference: 1205A/24

Please can you supply a copy of any policy, guidelines, guidance, protocols, strategy and / or procedures you hold relating to the following:

a) Media/press releases and/or media engagement.

We work to the College of Policing media relations authorised professional practice (APP), and we have a service level statement for media and journalists. Both are publicly available documents which can be found respectively at the following links:

[Media relations | College of Policing](#)

[West Midlands Police Corporate Communications Department SLS](#)

b) The use of the preferred pronouns, self-identified gender or biological sex of suspects, offenders, missing persons and/or victims in media/press releases and/or media engagement.

I can advise that the [West Midlands Police identity guide](#) explains “Everything we do has the potential to make a positive impact on the course of people’s lives and to make this known at every interaction. This guide provides a framework on how to achieve this...” and the [voice tone and style](#) section explains that our voice is:

- approachable
- honest and fair
- confident and responsible
- professional but always human
- kind, caring and empathetic
- proud and passionate

The [writing policy](#) section has brief guidelines around using gender neutral language. However, we hold no further specific recorded information that might be relevant to this request.