

Photography and filming policy statement

(September 2024)

The purpose and scope of this policy statement:

Gateshead School Sport Partnership (GSSP) & Schools Health & Wellbeing Service (SHWBS) work with children and schools as part of their activities. These include: sports competitions and participation festivals, sports leadership camps, award presentations, training opportunities and celebration events etc.

The purpose of this policy statement is to:

- protect children and young people who engage with these services, events and activities, specifically those where photographs and video recordings may be taken.
- set out the overarching principles that guide our approach to photographs/videos being taken of children and young people during our events and activities.
- to ensure that we operate in line with our values and within the law when creating, using and sharing images of children and young people.
- this policy statement applies to all staff, volunteers and other adults associated with GSSP & SHWBS.

Legal framework:

This policy has been drawn up on the basis of legislation, policy and guidance that seeks to protect children in England. Summaries of key legislation and guidance are available on:

- [Online Abuse](#)
- [Child Protection](#)

We believe that:

- children and young people should never experience abuse of any kind.
- we have a responsibility to promote the welfare of all children and young people and to take, share and use images of children safely.

We recognise that:

- the welfare of the children and young people taking part in our activities is paramount.
- children and their parents/carers have a right to decide whether their images are taken and how these may be used, regardless of age, disability, gender reassignment, race, religion or belief, sex or sexual orientation.
- consent to take images of children is only meaningful when the children and their parents/carers understand the potential risks associated with the use and distribution of these images.
- there are potential risks associated with sharing images of children online.

More information about this is available via the [NSPCC](#).

We will seek to keep children and young people safe by:

- ensuring no photograph, video clip or other image of a **young person at risk** involved in any aspect of the GSSP or SHWBS is published whether in print or electronically (e.g. on a website) without written, informed consent from their parent or carer.
- always asking for written consent from a child and their parents or carers before taking and using an individual child's image.
- not using the individual name(s) of children whose images are being used in our published material whenever possible (and only using first names if we do need to identify them).
- never publishing personal information about individual children.

- making sure children, their parents and carers understand how images of children will be securely stored and for how long (including how we will control access to the images and their associated information).
- reducing the risk of images being copied and used inappropriately by:
 - only using images of children in appropriate clothing (including safety wear if necessary).
 - avoiding full face and body shots of children taking part in activities such as swimming where there may be a heightened risk of images being misused.
- using images that positively reflect young people's involvement in the activity.
- identifying those that do not want to be photographed and providing clear and obvious accreditation procedures with all relevant staff being fully informed of these procedures.
- identifying any instance, use or publication of inappropriate images of young people involved in the activities of either service and if necessary informing the Designated Safeguarding Lead (Appendix 1).

We will also develop a procedure for reporting the abuse or misuse of images of children as part of our child protection procedures. We will ensure everyone involved in our organisation knows the procedures to follow to keep children safe.

General images of events:

At many GSSP & SHWBS events we will want to take wide-angle, more general images of the event, the site, opening and closing ceremonies, and so on.

It's usually not reasonable, practical or proportionate to secure consent for every participating child in order to take such images, or to preclude such photography on the basis of the concerns of a small number of parents.

In these circumstances the GSSP or SHWBS will make it clear to all participants and parents that these kinds of images will be taken, and for what purposes.

Procedures when parental consent is not given:

GSSP will put in place arrangements to ensure that any official or professional photographers can identify (or be informed about) which children should not be subject to close-up photography.

The GSSP will provide a recognisable sticker and accreditation system for photographers to register with the activity organiser to ensure it is clear which groups or individuals should not feature in images.

Photography and/or filming for personal use:

Although parental consent is **not** required for photography by the public, GSSP will make the photography policy clear to all participants and parents ahead of the event.

The GSSP will aim to minimise the risks by:

- deciding on a spectator photography policy during the planning stages of each event using the following premises as a basis:
 - a total ban on any photography,
 - registration of individuals who intend to take photos,
 - no overall public photography ban for the event,
 - the event venue is a public area, so no ban is possible.
- clarifying and promoting the photography rules for the event to all staff, volunteers, spectators, parents and young participants.
 - in these rules, we will include any areas where photography is banned.

- warning parents and spectators that there can be negative consequences to sharing images linked to information about their own or other people’s children on social media (Facebook, X, Instagram etc) – and care should be taken about ‘tagging’.
- establishing procedures to respond to and manage any concerns arising, including clear reporting structures and a system to contact police when necessary (refer to Appendix 1).

When children themselves, parents/carers or spectators are taking photographs or filming at our events and the images are for personal use, guidance will be provided about image sharing in the event programmes and/or announce details of our photography policy before the start of the event.

This includes:

- reminding parents/carers and children that they need to give consent for Gateshead School Sport Partnership to take and use images of children.
- asking for photographs taken during the event not to be shared on social media *or* asking people to gain permission from children and their parents/carers before sharing photographs and videos that include them.
- recommending that people check the privacy settings of their social media account to understand who else will be able to view any images they share.
- reminding children, parents and carers who they can talk to if they have any concerns about images being shared.

Photography and/or filming for GSSP or GSHWS use:

We recognise that our group leaders may use photography and filming as an aid in the sports activities we deliver. However, children/young people and their parents/carers must be made aware that this is part of the programme and give written consent.

If we hire a photographer for one of our events, we will seek to keep children and young people safe by:

- inform parents and children that a photographer will be in attendance,
- ensure parents and children consent to both the taking and publication of films or photos,
- check the photographer’s identity, the validity of their role, and the purpose and use of the images to be taken,
- issue the photographer with identification, which must be worn at all times,
- provide the photographer with a clear brief about what is considered appropriate in terms of image content and their behaviour,
- clarify areas where all photography is prohibited (toilets, changing areas, first aid areas, and so on),
- inform the photographer about how to identify – and avoid taking images of – children without the required parental consent for photography,
- don’t allow unsupervised access to children or one-to-one photo sessions at events,
- don’t allow photo sessions away from the event – for instance, at a young person’s home,
- clarify issues about ownership of and access to all images, and for how long they’ll be retained and/or used providing the photographer with a clear brief about appropriate content and behaviour,
- reporting concerns regarding inappropriate or intrusive photography following Gateshead Council’s child protection procedures.

Getting the message across

The GSSP & SHWBS will use a range of ways to inform stakeholders about our photography policy, including:

- pre-event registration, consent or information forms,
- packs and leaflets for all event staff and volunteers, participants and parents,
- pre-event induction or training for staff and volunteers,

- event programmes,
- posters and signage around the venue,
- statements available via our [websites](#),
- public-address announcements during the event.

Responding to concerns:

All staff, volunteers, children and parents should be informed that if they have any concerns regarding inappropriate or intrusive photography (in terms of the way, by whom, or where photography is being undertaken), these should be reported to the Event Manager or another official in the first instance. If deemed necessary, this will then be escalated to the Event Safety Officer.

GSSP & SHWBS will follow the safeguarding procedure in place in the Gateshead Council (Education, Schools & inclusion) to ensure that reported concerns are dealt with in the same way as any other child-protection issue.

Ensure that the Event Manager and Designated Safeguarding Lead officer is informed. Concerns about professional photographers will also be reported to their employers.

Should there be concerns or suspicions about potentially criminal behaviour this will include referral to the police.

Photography and/or filming for wider use:

If people such as local journalists, professional photographers (not hired by either GSSP or SHWBS) or students wish to record one of our events and share the images professionally or in the wider world, they should seek permission in advance. They should provide:

- the name and address of the person using the camera,
- the names of children they wish to take images of (if possible),
- the reason for taking the images and/or what the images will be used for,
- a signed declaration that the information provided is valid and that the images will only be used for the reasons given.

GSSP/SHWBS will verify these details and decide whether to grant permission for photographs/films to be taken. We will seek consent from the children who are the intended subjects of the images and their parents and inform the photographer of anyone who does not give consent.

At the event we will inform children, parents and carers that an external photographer is present and ensure they are easily identifiable, for example by using them with a coloured identification badge.

If GSSP/SHWBS are concerned that someone unknown to us is using their sessions for photography or filming purposes, we will ask them to leave and (depending on the nature of the concerns) follow Gateshead Council's child protection procedures.

Storing images:

We will store photographs and videos of children securely, in accordance with Gateshead Council's safeguarding policy and data protection law.

We will keep hard copies of images in a locked drawer and electronic images in a protected folder with restricted access. Images will be stored for a period of 2 years.

We will never store images of children on unencrypted portable equipment such as laptops, memory sticks and mobile phones.

GSSP/SHWBS does not permit staff and volunteers to using any personal equipment to take photos and recordings of children. Only cameras or devices belonging to the GSSP/SHWBS should be used.

Related policies and procedures:

This policy statement should be read alongside our organisational policies and procedures, including:

- Gateshead Council, Education Schools & Inclusion, Safeguarding Policy.
- Procedures for responding to concerns about a child or young person's wellbeing.
- Code of conduct for staff and volunteers.
- Online safety policy and procedures for responding to concerns about online abuse.

Contact details

Photography and images co-ordinator

Phone/email: 0191 4960026 ext 249 or schoolsportspartnership@gateshead.gov.uk

Designated Safeguarding Lead

Name: Kevin Hay

Phone/email: 0191 4960026 ext 249

NSPCC Helpline

0808 800 5000

We are committed to reviewing our policy and good practice **annually**.

This policy was last reviewed on: 02/09/2024

Safeguarding Reporting Matrix - Safeguarding Line -0191 4338796

	Incident Level	Report to	Then Report to	Report to	Evidence	
1	Immediate Danger	Emergency Services 999	LS Safeguarding Lead -	Parent or Carer	<ul style="list-style-type: none"> • Complete Safeguarding Incident Form • Preserve evidence • Gain written witness statement • Preserve evidence and gain written statement 	
2	Illegal Activity	Safeguarding Lead	Police Non -Emergency Services 101 - Safeguarding lead to phone (Staff member suspected perpetrator tel HR)	Parent or Carer		
3	Child or Vulnerable Person Protection issue	Safeguarding Lead	Young Person - Referral and Assessment Team or Outside of Hours Social Work Team (OHSWT) Vulnerable Adult – Adult Social Care Direct or (OHSWT) Staff member suspected perpetrator tel HR	Parent or Carer if not the perpetrator		
4	Prevent – anti Radicalisation Issue	Safeguarding Deputy (Your Manager)	Northumbria Police Prevent Team (Staff member involved tel HR)	Parent or Carer		
5	Bullying & Harassment	Safeguarding Deputy	See Anti-Bullying Policy			
6	e-Safety Issue	<ul style="list-style-type: none"> • Illegal - Unplug Machine – Safeguarding Lead • Inappropriate Safeguarding Deputy 	(Staff member suspected perpetrator tel HR) Illegal – Police Inappropriate - Behaviour Management	Contact ICT Services Helpline to block site, or AssytNET to put in a request		Illegal - Preserve evidence
7	Behaviour Management	Safeguarding Deputy	See Behaviour Management Policy			

Useful Tel Numbers

Emergency Services	999	Safeguarding Adults	0191 4333361
Police Non-Emergency	101	Domestic Violence Safer Families Team	0191 4335600
LADO-Nicholas Leon	0191 433 3554		
Young Person Referral Assessment Team (<18)	0191 4332349	Northumbria Police Prevent Team (preventmailbox@northumbria.pnn.police.uk	101 ext. 62957 / 62778
Young Person and Adults Outside of Hours Social Work Team (OHSWT)	0191 4770844	(HR)Gateshead Council Human Resources Michael Walton	0191 4332260
Adult Social Care Direct (19+)	0191 4337033	ICT Services Helpline	0191 4333771