

Swim England Wavepower Guidelines for Printing of Names on Shirts

Wavepower, page 77 states:

“It is recommended that photographs or footage of individual children should not be kept on an organisation’s website, and certainly not with the child’s name as this could lead to the child be identified, approached and placed in a vulnerable position. The same applies to printed materials such as an organisation’s annual report or kit. Many organisations will use a child’s first name, surname or nickname only, with parental consent, so as not to identify them fully.

Parental consent may be withdrawn at any time and the organisation should take all reasonable steps to respect the wishes of the parent/carer.”

In practice many clubs will make the decision about name on kits with the parents/carers of the children so they have their view point. Some of our clubs will also engage with the young swimmers themselves to get their views on this area (hence the suggestion for nicknames as this came from young people). Engaging this way is a helpful approach as it means the club makes a decision with everyone fully informed/involved and able to give their view point before decisions have been made.

We have had cases historically where children have been approached by name because they can be identified by name due to the kit and that is the concern and the reason for the recommendation we give in Wavepower but ultimately it is a club decision, but in making that decision it would be advisable to engage with others as above.

The club will know already whether they have any young people subject to orders that protect their identity and in such cases there would need to be a direct discussion about their kit with the parent/carer on what is going to work in those cases.

We would recommend if names as above are being used on kit then the back of the kit is used so as to prevent names appearing in photographs.

Kind regards, Amanda Miles, Swim England Legal Team