

**Boldmere**

S W I M M I N G C L U B

# Photographic Policy

## 2010-2011

BSC • EST 1895 •

[www.boldmereswimmingclub.co.uk](http://www.boldmereswimmingclub.co.uk)



## Why Have a Policy?

This Policy applies to all photographs taken on film or digital camera (including mobile phones) and all sorts of moving pictures including video recordings (and video streaming). The terms “child” or “children” include anyone under the age of 18 years.

There has been much talk about whether it is safe to have images taken of children participating in sport.

Whilst the great majority of images are appropriate and are taken in good faith, it is a fact that images can be misused and children can be put at risk if common-sense procedures are not observed.

To set out such procedures, Boldmere SC has adopted this Policy which has been prepared by the ASA.

The ASA acknowledges the assistance of the Premier League and is grateful for their consent to the reproduction of elements of the Premier League Code of Practice “Images of Children’s participating in Activities at Premier League Clubs” within this Policy.

### Aims of this policy

First, as in all matters concerned with the safeguarding of children, the ASA aims to help clubs establish and develop good practice.

Boldmere SC aims to avoid three potential sources of child abuse:

- a. The use, adaptation, or copying of images for child abuse, either on the Internet or in print.
- b. The possible identification of a child when an image is accompanied by significant personal information, which can lead to the child being ‘groomed’.
- c. The identification and locating of children where there are safeguarding children concerns. Such cases would include, for example, children who could be compromised by an image because:
  - They are removed from their family for their own safety.
  - There are restrictions on their contact with one parent following a parental separation.
  - They are a witness in criminal proceedings.

Boldmere SC is aware of cases where the photographing of swimmers has been used for illicit purposes. Such illicit photos are taken by persons purporting to be official photographers, hence the ruling that no one unconnected with an event, (i.e. not a parent/carer) can take photos unless they are a suitably approved photographer - and have the consent of the meet manager.

### Boldmere SC Recommended best practice:

1. The publishing of a photograph of a swimmer under 18Yrs - on a notice board, in a published article, or in video recording (including video streaming) of swimming competitions (“Publication”), should only be done with parents’ consent and in line with ASA guidelines.
2. A parent or guardian has a right to refuse to have children photographed. The exercise of this right of refusal will not be used as grounds for refusing entry into a Boldmere SC swimming competition. Therefore, no photo will be sent to the press or displayed on a notice board, without the parent/carer’s prior consent.
3. At Boldmere SC events, only the Boldmere SC Official Club Photographer and/or appointed Official Photographer (CRB accredited) will be permitted to take photographs.
4. In the case of Boldmere SC open meets, all parents attending will be made aware of point number 3 above. If photos are to be published anywhere, the individual parent will be given the opportunity to withhold their consent. Their right to do so will be specifically drawn to their attention. Boldmere SC have adopted the ASA guidelines on photos for publication as follows.

All photographs must observe generally accepted standards of decency in particular:

- Action shots should be a celebration of the sporting activity and not a sexualised image in a sporting context.
- Action shots should not be taken or retained where the photograph reveals a torn or displaced swimming costume.
- Poolside shots of children should normally be above the waist only in a swimming costume, though full length tracksuit shots are approved.
- Photographs should not be taken from behind swimming blocks at the start of a race or exhibit young swimmers climbing out of the swimming pool.

Published photographs may identify the swimmer by name and club but will not state the swimmer’s place of residence or school attended. Boldmere SC wish to safeguard children and therefore at their “moments of glory” only the official photographer will be permitted to take photos at Boldmere SC events.

### The official photographer

The aim of the Boldmere official photographer will be to help celebrate and promote swimming. When taking an image they will be asked to:

- Focus on the activity rather than the individual child.
- Include groups of children rather than individuals if possible.
- Ensure all those featured are appropriately dressed.
- Represent the broad range of youngsters participating in swimming - boys and girls, children with disabilities, members of minority ethnic communities.
- Boldmere SC will screen the official photographer for their suitability (just as they would check any other member of staff or volunteer working with children) and then provide training for them in the club's Safeguarding Children policies and procedures.

The Boldmere SC official photographer (whether a professional photographer or member of the club staff) will receive clear instructions, preferably in writing, from the club at an early stage.

- Boldmere SC will provide the Official Photographer with a copy of this Policy and a clear brief about what is appropriate in terms of content - images will not be allowed to be taken outside the activity being covered.
- Boldmere SC will determine who will hold the images recorded and what is to be done with them.

### Policy on videoing children during club sessions

Boldmere SC do not currently permit the activity of videoing children during club sessions or at galas/meets. However, this part of the policy is currently under review and maybe updated in the near future as Boldmere SC are aware this maybe a useful tool for swimmers stroke development. Any videos that are taken would have to be justified by the club as to why this video has been made, (e.g. to assist in swimming stroke development).

Assuming a video is taken then prior written consent will be required from the parents/carers of the children involved. Such parents/carers will be invited to attend the filming and subsequent viewing of the video.

If any parent/carer expresses any concern, the filming will cease and the recording will be destroyed. Unless the keeping of a video recording can be justified – and approval gained from the parents/carers of all swimmers involved – all such recordings will be destroyed once they have served their purpose.

Additionally, the person operating the video camera should be extremely careful in selecting the content of the video.

### Mobile phones

Boldmere SC does not support the banning of phones, as children need them to keep in touch with parents, particularly in emergencies but Boldmere SC does not permit, and actively discourages the use of mobile phone cameras on poolside or changing rooms.

### Association of names of children with photographs on the club website

Boldmere SC will not keep individualised photographs on the Boldmere SC club website. The same applies to a club's printed materials such as the club's annual report.

The only exception to this policy is where the child's parent or carer provides specific written consent to the club publishing such photographs.

This consent may be withdrawn at any time and Boldmere SC will take all reasonable steps to respect the wishes of the parent/carer.

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The Committee of Boldmere SC will review this policy at regular intervals to ensure that it is effective and is achieving its stated objectives.