



PHOTOGRAPHING AND FILMING CHILDREN/YOUNG PEOPLE IN SPORT

Introduction

Archery GB is committed to providing a safe environment for children and young people. It is essential to ensure that all necessary steps are taken to protect children and young people from the inappropriate use of their images in resource and media publications, on the internet and elsewhere.

Parents/Carers often want to be able to celebrate the achievements of their children and young people when taking part in sporting activities through taking photographs or films. Archery GB wants to promote their activities to encourage increased participation. Archery GB does not advocate the banning of photography or the use of images of children and young people, but recommends that appropriate and proportionate safeguards should be in place to ensure a safe archery environment for children and young people. This guidance will help to ensure that all necessary steps are taken to protect children and young people from the inappropriate use of their images in resources and media publications, on the internet and elsewhere. The guidance applies whether images are taken using cameras, mobile phones or any other equipment.

What are the potential concerns?

There have been concerns about the risks posed directly and indirectly to children and young people through the use of photographs and videos on sports websites and other publications. Images can be used as a means of identifying children and young people when associated with personal information, e.g. this is X who lives at Y; is a member of the Z Club and who likes a certain music group. This information can make a child or young person vulnerable to an individual who may wish to start to contact and start to “groom” that child or young person for abuse – online (e.g. through websites or social networking), or through direct contact in the off-line, “real” world. Information placed on the internet has also been used by estranged parents (e.g. in adoption or domestic violence circumstances) to identify, trace and cause significant difficulties for children and young people. Also, the content of a photograph can itself be inappropriate, or be used or adapted for inappropriate use. There is evidence of inappropriate or adapted material finding its way onto sites showing child and young people abuse images, and of inappropriate images being shared between groups of offenders.

Archery GB Organisations (Club/County/Region/Academy/Tournaments) should develop a policy in relation to the use of images of children and young people on their websites and in other publications. The Organisation should make decisions about the type of images they consider suitable and that appropriately represent the organisation, without putting children and young people at increased risk. The Organisation should ensure that parents/carers, children, young people and others understand and support their policy. When assessing the potential risks in the use of images of children and young people, the most important factor is the potential of inappropriate use of the images of children and young people.

By being aware of the potential risks and taking appropriate steps, the potential for misuse of images can be reduced.

Archery GB advises everyone to adopt the following principles:

- The interests and welfare of Children and Young People is paramount;
- Children, Young People and their Parents/Carers have a right to decide whether their images are taken and how these may be used;
- Children, Young People and their Parents/Carers must provide written consent for their images to be taken and used;
- Consent is only meaningful when the organisation ensures that children, young people and their parents/carers understand the nature of potential risks associated with the intended type, use and distribution of the images.

Easy rules to remember:

- Where possible do not include the name of the child/young person whose image is being used;
- If naming a child/young person or a group of children in an image, only use their first names, as this will reduce the risk of inappropriate, unsolicited attention from people within and outside of archery;
- Avoid the inclusion of other detailed information about individual children/young people;
- Ask for the child/young person's permission to use their image. This ensures that they are aware of the way the image is to be used to represent archery. A Photography and Filming Consent form is one way of achieving this. (Form SCF 05, see www.archerygb.org);
- Ask for parental permission to use an image of a child/young person. This ensures that parents are aware of where and how the image of their child/young person will be used to represent archery, (e.g. in a sports magazine, on a website, on Facebook, etc). A Photography and Filming Consent form is one way of achieving this. (Form SCF 05, see www.archerygb.org). Ensure parents/carers understand the nature of the potential risks associated with the intended use of the image/s.
- Be clear about how and for how long images will be securely stored (including how access to the images, associated consents and other information will be controlled);
- Only use images of children and young people in suitable dress/kit (including required or recommended safety wear) to reduce the risk of inappropriate use;
- Images should positively reflect children and young people's involvement in archery (e.g. showing smiling participants rather than anxious or unhappy ones) and promote the best aspects of archery;
- With regard to the actual content it is difficult to specify exactly what is appropriate given the wide diversity of sports. However, there may be some sports activities (e.g. gymnastics or swimming) where the risk of potential misuse is much greater than for other sports. With these sports the content of the photograph should focus on the activity rather than on a particular child/young person and should avoid full face and body shots. So for example, shots of children/young people in a pool would be appropriate or, if poolside, waist or shoulder up;
- Create and publicise a procedure for reporting the use of inappropriate images or the use of inappropriate images, to reduce the risks to children/young people. Follow the Archery GB procedures, ensuring Archery GB Membership Services (Child Protection Officer) is informed.

First steps and things to think about:

- Establish the type of images that appropriately represent archery for the web and other media;
- Think about the level of consideration you give to the use of images of children and young people in other publications, for example, the processes involved in choosing appropriate images for the newsletter or magazine. Apply an increased level of consideration to the images of children and young people used in the web site.

Guidelines for Use of Photographic Filming Equipment at Sporting Events

- Provide a clear brief about what is considered appropriate in terms of content and behaviour;
- Issue the photographer with identification which must be worn at all times;
- Inform children, young people and parents/carers that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs which feature and clearly identify their child/young person (e.g. close ups, small group and team photographs);
- At many events, organisers and others will reasonably wish to take wide angle, more general photographs of the event sites, opening and closing ceremonies, etc. Separate to the issue of contents for 'identifying' photographs/footage of individual participants (as above) parent/carers and children/young people should at least understand that these type of images will be taken during, or at specific points in the event, e.g. information could be included on the parental consent form. It is not reasonable, practical or proportionate to require parental consents for taking these general types of images, or to preclude it on the basis of the concerns or a small number of parents/carers;
- Do not allow unsupervised access to children/young people or one to one photographic sessions at events;
- Do not approve/allow photographic sessions outside the event or at a child's/young person's home;
- Children, young people, parents/carers and others should be informed that if they have concerns they can report these to the organiser;
- If parents/carers or other spectators are intending to photograph or video at an event they should also be made aware of your expectations;
- Spectators should be asked to register at an event if they wish to use photographic equipment;
- Concerns regarding inappropriate or intrusive photography should be reported to the event organiser or official and recorded in the same manner as any other child protection concern;
- Clarify issues of ownership, retention and access (by event staff, participants and parents/carers to the images);

Other Professional Photographers/Filming/Video Operators wishing to record the event should seek accreditation with the Event Organiser by producing their professional identification for the details to be recorded. Ideally, this should be provided before the event takes place.

Students or Amateur Photographers/Film/Video Operators wishing to record the event should seek accreditation with the Event Organiser by producing their student or club registration card and a letter from the Club/Educational Establishment outlining their motive for attending the event and planned use of the material.

Accreditation procedure

A system should be established. Professionals should register prior to the event and their identification details be recorded. Ideally they should be:

- Name and address of the person using the camera;
- Names of subjects (if specific);
- The reason or use of the images are being or intended to be put to;
- Signed declaration that the information provided is valid and that the images will only be used for the reasons given.

Ideally, identification details should be checked with the issuing authority prior to the event. On registering, promoters of events could consider issuing a coloured identification label on the day which can serve to highlight those who have accreditation, but they must ensure that where events occur regularly, the colour and or type of identifying label is changed to prevent unofficial replication.

A clear brief about what is considered appropriate in terms of content and behaviour should be issued. It may include a list of any areas where photographic and recording equipment including mobile phones, is forbidden under all circumstances (e.g. changing rooms, toilet areas). Unsupervised access to children/young people or one to one photographic sessions at event or photographic sessions outside the events or at a child's/young person's home should not be approved/allowed.

Guidelines for Use of Photographic Filming Equipment by Parents/Guardians/Spectators/Participants at Sporting Events

- If parents/carers or other spectators are intending to photograph or video at an event they should also be made aware of your organisation's expectations;
- Anyone who is intending to use photographic filming equipment should be asked to register at an event and copies of the Register should be retained for five years;
- It is helpful for the event organisers to provide some indication e.g. a sticker for each registered camera, or badge to be displayed by the spectator to help others recognise those who have registered, and respond to those who do not appear to have registered;

Public information: the specific details concerning photographic/video and filming equipment registration should, wherever possible, be published prominently in event programmes and must be announced over the public address system, prior to the start of the event.

The recommended wording is:

In line with the recommendation in the Archery GB Safeguarding Children and Young People Policy, the promoters of this event request that any person wishing to engage in any video, zoom or close range photography should register their details with Event Organiser/Club Official at the spectator desk before carrying out any such photography. If parents/carers have any particular concern about their child/young person being photographed or filmed they should notify the organisers

The promoter reserves the right to decline entry to any person unable to meet or abide by the promoter's conditions.

If you are concerned about any photography taking place at this event, please contact the Event Organiser/Club Official who will be pleased to discuss this matter with you.

At all Sessions:

At all times there is no intention to prevent Coaches and Teachers using videoing as a legitimate coaching aid. However, children/young people and their parents/carers should be aware that this is part of the coaching programme and consent to it. Care should be taken in the secure storage of such materials and films. If anyone has concerns that someone they do not know is using their sessions for photography or filming purposes, they should ask them to leave and contact their Governing Body or (depending on the nature of the concerns) the police for further advice.

Photography and Filming Consent form (Form SCF 005, see www.archerygb.org);

Images of Elite Young Athletes:

As young athletes progress higher up the competitive ladder within their sport, elite level events are increasingly likely to take place in a public arena. Archery GB and Event organisers will quite reasonably seek publicity to positively promote their sport, and elite young athletes receiving endorsements or sponsorship may well welcome positive media coverage on a local, regional or national level. Archery GB and Organisers retain their duty of care to these athletes and a responsibility to safeguard them. In respect of some elite young athletes aspects of the more general guidance around the use of images detailed above (for example avoiding the inclusion of names and some other personal details alongside photographs) are neither practical nor desirable.

It is important that other aspects of this guidance (for example about the nature, content and use of images; and about ensuring that photography sessions are supervised) are considered and applied. It is important for the athletes; their parents and media representatives to be clear about appropriate arrangements and ground rules for interviews, filming and photo sessions. Young elite athletes and their parents should be supported by the sports organisation and prepared to manage these and a range of other issues (including safeguarding concerns) that may arise as a result of their sporting success and increased public profile.

Many sports governing bodies already provide information, guidance and support to help athletes manage the media, for example in planning for media interviews.



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