



**GOOD PRACTICE GUIDELINES:  
MEDIA ACTIVITIES**



You can download this document at [www.candt.org](http://www.candt.org)

Copies can also be obtained from:

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- 01905 855436
- [info@candt.org](mailto:info@candt.org)

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# GOOD PRACTICE GUIDELINES: MEDIA ACTIVITIES

The following good practice guidelines have been designed for use by members of C&T staff when working with children and vulnerable adults on media or promotional activities. C&T is committed to ensuring that all publications, resources and media represent participants appropriately and with due respect.

## General Principles

The overall aims of these guidelines are:

- to reduce the opportunities for unscrupulous individuals to gain access to, or information about, children or young people taking part or featuring in C&T publicity;
- to protect children and young people wherever photographs or recorded images are taken and stored.

When working with children and vulnerable adults C&T will:

- confer the same rights to children as adults, i.e. treat them in the same way as we would treat company members taking part in publicity
- gain permission from the child, their parent/guardian or school
- keep the child informed about the use of the resulting material
- ensure that the media work is representative and accurate
- ensure that participants are comfortable with the work that they are being asked to undertake
- monitor and evaluate the work

## Consent

An individual who poses for a photograph has, in effect, given their consent for that photograph to be taken, however they may not fully understand how their image is going to be used.

Parents/carers of children and young people who work with C&T will be asked to sign a form giving consent for photographs/video footage to be taken and they have the right not to give that consent.

Many of C&T's projects involve schools or youth groups using C&T websites for creative and educational purposes without C&T staff being present. Under the terms of these distance learning projects, the onus on gaining parental/carer consent is the responsibility of the school/group management team. Contracts between C&T and these organisations make this responsibility clear.

## General Guidelines for recording visual images

- Photographs and video footage should be representative, accurate and sensitive to religious and cultural beliefs
- Particular care must be taken when it is known that a child/young person is particularly vulnerable (e.g. the subject of a child protection issue). Individuals with physical, learning and communication/language disability may be over 18 years and still fall under the scope of Child Protection Guidelines.
- Any member of C&T staff and/or photographers or other members of the media must follow the C&T Child Protection Guidelines when working in schools.
- It is particularly important that any relevant procedures required by schools or community groups are followed, for example, most schools will expect visitors to sign in on arrival and some require visitors to wear ID badges, to ensure that no unauthorised adults enter the premises.
- Parents/guardians, photographers, film-makers and other participants intending to photograph or video an education event should be made aware of C&T's guidelines and, where relevant, any school guidelines concerning media coverage. As stated above, schools and/or individual parents/carers have the right to refuse permission for photography or videoing to take place. If permission has been refused, C&T will ensure that no photos or videos are taken. If permission has been given by parents/carers, anyone wishing to take photos or video at an education event (including parents/carers of participants) will be required to register by completing a form providing their name and address (see appendix 3).

### **Guidelines for publishing images**

- If a photograph is used, avoid naming the young person or use their first name only. If the name of the child's school is given, never use the child's name. C&T avoids giving details that may lead to a personal identification of a child. Personal details such as email address, home address and telephone numbers must never be released.
- Use photographs that represent the broad range of children/young people involved.
- It is recommended that photographs used specifically for publicity material such as leaflets and posters are not continuously re-used. Images should be used in conjunction with the project they relate to and should be reviewed following a period of three years.
- Any third party organisation that requests images from C&T must only use the images for the purpose that they were requested.
- Further consent should be gained from parents/carers to use photographs/video footage for a different purpose than originally intended.

### **Commissioning Photography**

When commissioning professional photographers or inviting the press to watch a C&T event or activity, it is important to ensure they are clear about your expectations of them in relation to Child Protection.

- Provide photographers with a clear brief about what is considered appropriate in terms of content and behaviour. Aim to seek assurances from the photographer that photographs will not be sold on or made available to any other inappropriate organisation or individuals.
- Photographers are not to be left unsupervised when working with children. A member of C&T should be present at all times.
- Parents and carers should be informed that a photographer will be present at an event, and must give written consent for both the taking and publication of film or photographs (appendix 2).
- Photographers employed by C&T are to be issued with a set of C&T media good practice guidelines.
- Issue the photographer with identification, which must be worn at all times.

### **Storage**

C&T commissions and stores photographs involving children in relation to:

- Drama/education work
- Performances

Images are stored securely and many are stored on disk or hard drive. Access is limited to appropriate members of C&T.

### **Visual images and the Internet**

Photographs and video footage placed on the Internet are subject to stricter rules as this type of personal data becomes available worldwide to countries which have no data protection legislation in place to protect an individual.

Photographs/video footage placed on the Internet require explicit written consent from parents/carers if the image is sufficiently close-up to enable the individual to be recognised (Appendix 1).

# Appendix 1

## Permission Form for parents/carers and young people, for the taking and use of photographs and recorded images

This form should be signed by the legal guardian (usually the parent/carer) of a child or young person under the age of 18, together with the child or young person. Please note that if you have more than one child under the age of 18 taking part you will need to complete a separate form for each young person.

C&T has clear guidelines for the use of images of children and young people, a copy of which is attached.

C&T recognises the need to ensure the welfare and safety of all the young people we work with. As part of our commitment to ensure their safety we will not permit photographs, video or other images of young people to be taken or used without the consent of the parents/carers and the young person themselves.

C&T will take all necessary steps to ensure that images taken are used solely for the purpose they are intended, which is the promotion of the Company. If you become aware that these images are being used inappropriately you should inform C&T immediately.

### For the Parent or Carer

I .....(insert parent/carer full name) consent to C&T photographing or videoing ..... (name of child/young person) in line with the company's guidelines, and I confirm that I am legally entitled to give this consent. I also confirm that this named person is not under a court order.

Signed .....

Date .....

### For the Child or Young Person

I ..... (insert full name of child) consent to C&T photographing or videoing my involvement in a C&T activity in line with the company's guidelines.

Signed .....

Date .....

Please return this form to:

C&T  
University of Worcester,  
Henwick Grove  
Worcester  
WR2 6AJ

## Appendix 2

### Photography at C&T events: Registration Form

Name and date of event: .....

Name: .....

Address: .....

.....

Tel No: .....

I wish to take photographs or record images at this event. I agree to abide by the event organiser's guidelines and confirm that the photographs or recorded images will only be used appropriately.

Signed: .....

Date: .....

Please complete this registration form and return to C&T

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Signed: .....

Date: .....

Please complete this registration form and return to C&T