

# Activity Alliance Photography, Image, and filming guidelines



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## Guidelines and procedures for taking images at events/activities.

### Professional photographers

Professional photographers / filming / imaging / video operators wishing to record at an event should seek permission for a media accreditation with the event/activity organiser prior to the event/activity, filling in the appropriate paperwork, along with providing identification. This should be done no later than 5 working days prior to an event/activity. (NB. Depending on the event/activity this timeline may differ)

### Students or amateur photographers

Students or amateur photographers / filming / imaging / video operators wishing to record the event/activity should seek permission for an accreditation with the event/activity organiser by providing identification and providing an outline and motive for attending the event/activity. This should be done no later than 5 working days prior to an event/activity. (NB. Depending on the event/activity this timeline may be different)

### All other spectators

Spectators, Staff, volunteers, participants, and the general public are permitted to use cameras and mobiles phones appropriately, security staff and appointed stewards will be doing checks to ensure that anyone using their personal equipment to take photographs or filming is doing so in an appropriate manor. There is evidence that certain individuals will visit sporting events to take inappropriate photographs or video footage of young and disabled sports people. Any concerns during an event should be reported to the Safeguarding Officer or an appropriate member of the organising team via the registration desk.

## Accreditation procedures at events/activities

### Professional photographers, students, and amateurs

Pre-arranged and approved accreditations should be available for collection at a specific designated area, along with a clear briefing note and information identifying any specific media rules and regulations. If needed an official media bib should be allocated.

The specific details concerning photographic / imaging / video equipment registration should, where possible, be published prominently in any event/activity programme, at the registration desk and should be announced over the PA system prior to the start of the event/activity. The recommended wording is: **“In line with recommendations in the Activity Alliance Safeguarding Policies, the promoters of this event are aware that there is evidence that certain individuals will visit sporting events to take inappropriate photographs or video footage of young and disabled sports people. Any concerns during an event should be reported to the Safeguarding Officer or an appropriate member of the organising team via the registration desk.”** This should be repeated throughout the event/activity where possible but definitely at the start of every session.

### Photography and/or filming for Activity Alliances use.

We recognise that our participants, volunteers, spectators, deliverers may use photography and filming as an aid in activities such as coaching and promotion. However, this should only be done with Activity Alliances permission. Children, young people, parents, and carers must also be made aware that photography and filming is part of the event or 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:

- providing the photographer with a clear brief about appropriate content and behaviour

- ensuring the photographer wears identification at all times
- informing children, their parents, and carers that a photographer will be at the event and ensuring they give written consent to images which feature their child being taken and shared.
- not allowing the photographer to have unsupervised access to children.
- not allowing the photographer to conduct sessions outside the event or at a child's home.
- reporting concerns regarding inappropriate or intrusive photography following our child protection procedures.

We 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 the photographer is easily identifiable, for example by issuing them with a coloured bib. If we 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 our child protection procedures.

If consent to take photographs is not given If children, parents and/or carers do not consent to photographs being taken, we will respect their wishes. We will agree in advance how they would like to be identified so the photographer knows not to take pictures of them and ensure this is done in a way that does not single out the child or make them feel isolated. We will never exclude a child from an activity because we do not have consent to take their photograph.

### Photography and/or filming for personal use

When children themselves, parents, carers, or spectators are taking photographs or filming at our events and the images are for personal use, we will publish guidance 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 [name of group/organisation] to take and use their images.
- asking for photos taken during the event not to be shared on social media or asking people to gain permission from children, their parents, and 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.

For more information, please contact [info@activityalliance.org.uk](mailto:info@activityalliance.org.uk) or call 01509 227750.

[www.activityalliance.org.uk](http://www.activityalliance.org.uk)