



LONDON YOUTH GAMES FOUNDATION

MEDIA POLICY

THE PURPOSE AND SCOPE OF THIS POLICY

London Youth Games aims to use the power of sport and physical activity to create life-changing opportunities for young Londoners, engaging all 33 borough communities with inclusive participation at all levels and for all abilities. London Youth Games wants all children and young people to have a positive and enjoyable experience of sport in a safe and young person-centred environment.

The purpose of this policy statement is to:

- protect children and young people who take part in London Youth Games' services, events, and activities, specifically those where photographs and videos may be taken.
- set out the overarching principles that guide our approach to photographs/videos being taken of children and young people during our events and activities.
- to ensure that we operate in line with our values and within the law when creating, using, and sharing images of children and young people.

This policy statement applies to all staff, volunteers and other adults associated with London Youth Games.

WE BELIEVE THAT:

- children and young people should never experience abuse of any kind.
- we have a responsibility to promote the welfare of all children and young people and to take, share and use images of children safely.

WE RECOGNISE THAT:

- sharing photographs and films of our activities can help us celebrate the successes and achievements of our children and young people, provide a record of our activities and raise awareness of our organisation.
- the safety and welfare of the children and young people taking part in our activities is paramount.
- children, their parents, and carers have the right to decide whether their images are taken and how these may be used, regardless of age, ability or disability, gender identity, race, religion or belief, sexual orientation, socio-economic background.
- consent to take images of children is only meaningful when children, their parents and carers understand how the images will be used and stored and are fully aware of the potential risks associated with the use and distribution of these images.
- there are potential risks associated with sharing images of children online.



SUPPORTING DOCUMENTS

This policy statement should be read alongside our organisational policies, procedures, guidance, and other related documents. These can be found by visiting <https://www.londonyouthgames.org/about-the-london-youth-games/governance-and-finance/>

USE OF PHOTOGRAPHS, VIDEOGRAPHY AND IMAGES OF CHILDREN

While the London Youth Games recognises that publicity and pictures of young people enjoying sport are essential to promote sport and a healthy lifestyle, the following rules must be observed:

1. Ensure parent/guardian/young person have given written consent for the taking and publication of photographic images and have signed and returned the London Youth Games Player Registration Form.
2. All young people must be appropriately dressed for the event/activity taking place. i.e. clothing/equipment.
3. Photography or recording should focus on the activity rather than a particular young person and personal details which might make a young person vulnerable, such as their exact address, should never be revealed.
4. Where an individual has achieved success in their sport (e.g. when selected for representative side or showing triumph over adversity) permission must be gained from parent/guardian and young person to use photographs/recordings and relevant details.
5. Where possible, to reflect London Youth Games and its activities accurately, photographs/recordings should represent the diverse range of young people in London.
6. Anyone taking photographs or recording at any event/activity must have a valid reason for doing so and seek the permission of the organisers/persons in charge. They must make themselves known to the event organisers and be able to identify themselves if requested during the event.
7. All concerns regarding inappropriate or intrusive photography should be reported in confidence to the London Youth Games Events or Safeguarding Team.

YOUNG PEOPLE AND PUBLICITY – GUIDANCE NOTES

These guidance notes include:

1. child protection issues and visual media
2. accreditation
3. appropriate content
4. submitting material for publication – technical requirements
5. design requirements
6. security of images
7. photography/film consent form and instructions.

1. CHILD PROTECTION ISSUES AND VISUAL MEDIA

These guidelines should be followed if commissioning photographs of children under 18 years, or if planning photography of children at events and for publicity material.



Seeking consent for image gathering

For the protection of children under 18 years it is essential that the event organiser obtains a written validation of consent from the child(s) and their parent(s) or guardian(s) before any images are used.

If it is expected there will be any photos being taken of children at an event, a clear reference to photography must be included on the consent form for the event itself. The request for consent should include an explanation of what sort of imagery will be gathered and how the images will be used, e.g. photographs/film may be used in publicity material such as newsletters, magazines, brochures, video footage, websites or intranet, and other promotional media materials. They may also be used across social media. It's important that parents understand where any imagery will be used, and any potential risks associated with the intended use of the images.

Photographs/ visual footage at schools

If the child or children are to be photographed or filmed at school, or school related activity, permission must be sought from the head teacher, who must in turn request permission from the children's parent(s) / guardian(s). On no account should any images be taken without prior consent from these parties. The head teacher must then sign a consent form or their designated representative.

Photographs/ visual footage at clubs and events

If there is a large group of children under 18 years (such as four or more), then a consent form can be filled out on their behalf by an appropriate representative, such as a club or team manager.

However, it is still vital that the club or team manager seeks permission from the children's parent(s)/guardian(s), before signing the form on their behalf.

Other requirements

The photographer or cameraperson must also be aware of the following requirements if they have been commissioned to attend an event or a club:

- They must follow the clear brief, which will have been provided to them by London Youth Games in advance, outlining what is considered appropriate by London Youth Games in terms of behaviour and content.
- They must ensure all images gathered are of appropriate photographic/film content (see below).
- Identification must be always worn.
- Photographs or footage must not be taken outside the venue or at the child's home unless express permission has been given and it is supervised by an appropriate representative, parent, or guardian.
- No unsupervised access to children or one to one photo sessions are authorised at any London Youth Games event.

2. ACCREDITATION

Accreditation is required for any persons taking photos or filming. This includes volunteers, professional photographers/filming/video operators and students or amateur photographers/filming/video operators.



Accreditation should be requested from the Communications or Event Manager by producing professional accreditation, student/club registration card, or proof of employment by a media outlet for the event, AND a letter outlining their motive for attending the event and planned use of the material. Ideally this should be requested at least ten working days prior to the event. These details will be recorded and held by London Youth Games. The following details should be provided:

Name and Address

Reason for image capture and/or intended use of the images, including confirmation of employment by media outlet if relevant

Signed declaration that the information provided is valid and that the images used will only be used for the reasons given

If accreditation is granted then a clear brief will be provided detailing what is allowed and appropriate.

3. APPROPRIATE CONTENT

All image gathering must include appropriate content only, that is, the audience and purpose have been properly considered when framing, gathering, and publishing any photographic/film material:

- Identification - The photographer/cameraperson is responsible for ensuring the visual contents or captions cannot be used as means of identifying children. This includes names, addresses or any other non-relevant information that could be used to identify and trace the child. Such information should be withheld in all reproductions.
- Dress - Children should be photographed or filmed in suitable dress. Some sporting activities have a higher risk for potential misuse of imagery than others, such as swimming, gymnastics, and athletics. The photographer/cameraperson must ensure the footage or photographs focus on the activity, rather than a full body shot.
- Safety gear - Wherever possible, do not feature children wearing jewellery, body piercing or clothing that could cause safety issues. The photographer/cameraman should only get images of the subject(s) in the appropriate safety equipment. For water sports, lifejackets should be worn; for sports such as biking, helmets and other safety equipment should be visible.
- Positive images - all content should positively reflect young people's involvement in London Youth Games activity, for example, showing participants smiling or cheering on teammates rather than anxious or unhappy. All content should promote the best aspects of the sport and competition.

Appropriate Editorial

All photographs used in publicity materials must fulfil the following set of criteria to ensure the publication is produced to the highest standard. The photographer/cameraperson must always ensure that the content is appropriate and falls in line with equity considerations. This includes choosing images which show all sections of society including representatives from black and ethnic communities, people with disabilities etc. Wherever possible and realistic, you should aim to show a good mix of sports, ethnicity, disabled/able-bodied etc.

Cultural Sensitivity

Please note that participants at London Youth Games events include a diverse range of young people from across London. The photographer/cameraperson must ensure, particularly when at a large venue



and away from the main areas of competition (for example, at Queen Elizabeth Olympic Park), that they are sure permissions have been granted and there is a suitable adult with groups of children prior to gathering any content. A photographer/cameraman should understand there may be situations where individual children may not be photographed in a group due to religious or cultural reasons. Please be sensitive towards this situation.

4. SUBMITTING MATERIAL FOR PUBLICATION – TECHNICAL REQUIREMENTS

For the submission of copy to London Youth Games, copy should be sent to London Youth Games in the body of an email. Please note submissions may be edited for length or clarity. If submitting to other print or digital media outlets, London Youth Games recommends this is also done via email. For images submitted to London Youth Games, the preferred format is a JPG attached to an email or direct transfer to a London Youth Games staff member's computer from a safe memory card or USB key. The photographer/cameraperson is responsible for ensuring the memory card is safe and virus-free. All images distributed from London Youth Games to print or digital media outlets must be high-res and will therefore be sent by London Youth Games via a file sharing service such as WeTransfer.

Copyright, credits and labelling

Any professional photographers or organisations that provide photographs should be appropriately credited when used. It is the responsibility of the contributor to ensure permission to publish has been given. Images should be supplied cleared for copyright and accompanied by the following information:

- name(s)/subject(s)
- photographer's credit and/or copyright attribution (if necessary)
- contact details for return of photo

This will help to ensure all details are available and accurate and any memory cards, USB keys or prints can be returned.

Digital images

Please note that while digital images may appear to be fine on screen or when printed on a laser printer, they may not be appropriate for four-colour printing. Images in the form of JPG files can be used, although these must be a high enough resolution to print clearly (300-350ppi) at final print size.

As a rough guide a picture file required to print at a final size of A5 (or smaller), would be about 8Mb, and to print at A4 would be about 12Mb. Such files are too large to be sent by email without causing delays and problems in the email system, so are best provided directly from a memory card or USB key, or via a file sharing service such as WeTransfer, with the information outlined above clearly included in the accompanying email, message, or with a note enclosed with memory card / USB key. If an image is being used for a large format poster or display panel, a photographic print will be required.

5. DESIGN REQUIREMENTS

It is vital that any photographs used for publicity materials are linked to the design and audience needs of the publication. These include:

Layout



All images should fit the overall design. For example, a landscape photograph, which has been chosen for a portrait publication, may not fit the shape of the publication, and certain elements may be cropped off after it has been resized.

Colour, shape, and style are also important considerations and images may be rejected if they do not fit with the overall design.

Size

Dimensions should be relative to the publication. If the photograph must be blown up or reduced, please consider how this will look in relation to the overall design. For example, the image subject may not be clearly visible or may crowd out other design elements.

6. SECURITY OF IMAGES

All images should be stored securely, with memory cards, USB keys, hard drives, CDs, transparencies, film, or hard prints to be locked up to ensure access is restricted to appropriate staff. These arrangements will help to protect potentially inappropriate use of the collection.

London Youth Games will maintain a library of digital images in a password-protected area at the back end of the website and on carefully stored and secured hard drives.

CONTACT DETAILS

Photography and images co-ordinator

Name: **Yolanda Martin**

Phone/ Email: **07506 182276** / yolanda@londonyouthgames.org

Designated Safeguarding Officer

Name: **Sharon Eysers**

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NSPCC Helpline

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