PHOTOGRAPHIC POLICY

This policy is based on the Swim England Wavepower guidance dated 2025 V2.1, p86 and applies to all images and videos, which are not suspected of falling under the guidance on indecent/child abuse images of children, taken on any type of camera or recording device (including mobile/smart phones). It applies to all training sessions, activities and events run by a Swim England affiliated organisation.

Further background to the guidance can be found here.

It should be acknowledged that although the majority of images taken are appropriate and in good faith, images can be misused and children can be put at risk if common sense procedures are not observed.

Aims

This policy aims to help BSC (Brackley Swimming Club) avoid three often unintended and unforeseen potential sources of child abuse:

- The use, adaptation, sharing or copying of images for child abuse purposes, either electronically or in print.
- The possible identification of a child when an image is accompanied by significant personal
- information, which can lead to the child being “groomed”.
- The identification and locating of children where there are safeguarding concerns; such
- cases would include, for example, children who could be compromised by an image because:
    1. They have been removed from their family for their own safety.
    2. There are restrictions on their contact with one parent/guardian following a parental
    3. separation.
    4. They are a witness in criminal proceedings.

The publishing of photographs of a member under 18, either on a noticeboard or in a published article or video recording (including video streaming) of a competition (“publication”) will only be done with parental consent and in line with Swim England guidelines. For this reason, Brackley Swimming Club asks parents/guardians to sign a photographic consent form.

A parent or guardian has a right to refuse to have their child photographed. The exercise of this right of refusal should not be used as grounds for refusing entry into a competition. Therefore, any photo that may go to press or on a noticeboard, be it through a member of the organisation or an official photographer, should receive parental consent before being published or displayed, preferably in writing. The photographic consent form is provided to allow parents/ guardians to indicate refusal of consent.

In the case of any event or competition where the host organisation (BSC or another Swim England affiliated organisation) has an official photographer, or for example intends to stream the event or competition online, all parents/guardians or members who are attending should be made aware of this in the event details. If photos are to be published anywhere, each individual parent/guardian should be given the opportunity to withhold their consent. Their right to do so should be specifically drawn to their attention.

Swim England guidelines state that all photographs for publication must observe generally accepted standards of decency, particularly:

- 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 be above the waist only in a swimming costume. Full length shots are permitted if the children are fully clothed.
- Photographs should not be taken from behind the starting blocks or that show children climbing in and out of the pool.

Published photographs may identify the individual by name and organisation but should not state the member's place of residence or school attended. BSC does not wish to stop parents/guardians photographing their child if they wish, but BSC must ensure they do all they can to safeguard every child's wellbeing, helping parents/ guardians understand why they should refrain from including other individual children in such shots.

The official photographer

In some cases, Brackley Swimming Club will ask a member or officer to act as an official photographer for an event and in some cases they may employ a specialist photographer. Their role is to take appropriate photos that celebrate and promote one of our sports. When taking any image, they should 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 children participating in one of our sports.
- Organisations should screen applicants for their suitability (just as they would check any other member of staff or volunteer working with children) and then provide training and information on the organisation's child safeguarding policies and procedures.
- The official photographer (whether a professional photographer or a member of staff) should receive clear instructions, preferably in writing, from the organisation at an early stage.
- The organisation should provide them with a copy of this guidance and a clear brief about what is appropriate in terms of content.
- Images should not be allowed to be taken outside the activity being covered.
- Brackley Swimming Club will determine who will hold the images recorded and what is to be done with them after they have served their purpose.

Guidance on filming children during training sessions

Filming during training sessions is not recommended unless there is a legitimate need or purpose for the filming. For example wishing to film children to assist in their stroke technique

If there is a legitimate need or purpose parents/guardians must be provided with full information such as when the filming is proposed, its purpose, who is filming, how the film will be used or published and an agreement on what will happen once the film has served its purpose.

This allows parents/ guardians to provide informed consent or otherwise. Written consent to the filming should be requested from the parents/ guardians. Parents/guardians will be allowed to be present at the filming; if this is impractical they will be allowed to view the film before publication.

Mobile/smart phones

Members must be made aware that while BSC does not support the banning of phones, as children may need them to keep in touch with parents/guardians, particularly in emergencies, we do support the requirement that phones should emit a “noticeable sound” if the camera facility is used.

Brackley Swimming Club reminds members that any photos taken should fall within the Swim England guidelines and that if devices are taken into changing rooms, the facility to take photos must not be used. Brackley Swimming Club follows the Swim England Changing Room Policy.

It is vital that any suspected misuse of mobile/ smart phone devices is reported to Brackley Swimming Club in accordance with Wavepower guidance.

Photographs or footage of children be posted on an organisation’s website or social media platform

At times photographs or footage of individual children may be kept on Brackley Swimming Clubs website or social media platform. The photographic consent form allows parents and guardians to provide or withdraw consent for use of these images. Wavepower guidance states that images of individual children should not be used if the site is publicly “open for the world to see”, particularly images of a child with their name displayed, that could lead to that child being identified, approached and placed in a vulnerable position. The same could apply to printed materials such as an organisations’ annual report or kit. For this reason Brackley Swimming Club uses the consent form.

Children will not be fully identified on the Brackley Swimming Club website or social media sites. Brackley Swimming Club will use just a first name, a surname or a nickname or simply just refer to the squad name. If Brackley Swimming Club wishes to publish a child’s name this should only be done with the consent of the parent/guardian. Parental consent may be withdrawn at any time and the organisation should take all reasonable steps to respect the wishes of the parent/guardian.