



GREAT BRICKHILL CRICKET CLUB

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ECB Guidance on use of Photography

The ECB is keen to promote positive images of Young People playing Cricket and is not banning the use of photographic or video recording equipment. However, there is evidence that some people have used Cricket and other sporting events as an opportunity to take inappropriate photographs and/or film footage of Young People.

It is not the intention of the ECB to prohibit those with a genuine interest in filming or photographing Young People participating in Cricket. The purpose of this guidance is to:

Prevent unsuitable persons from exploiting Cricket to obtain images of Young People.

Prevent improper images of Young People or an inappropriate portrayal of Cricket being produced.

Protect the identity of Young People from publication of their personal details and/or image.

These guidelines apply to all forms of technology that can be used to record images of Young People, including mobile telephones.

It is advisable that all County Boards/Leagues/Clubs and Event Organisers adhere to the appropriate guidelines.

PRINCIPLES:

- The interests and welfare of Young People playing Cricket and taking part in Clubs and Events is paramount.
- Parents/Carers and Young People have a right to decide whether their image is taken and how it may be used.
- Parents/Carers and Young People must provide written consent for their image to be taken and used.

- Images must convey the best principles and aspects of Cricket such as fairness and safety (for example children should be seen wearing helmets when appropriate).
- Care should be taken to ensure that images are not sexual or exploitative in nature, nor open to obvious misinterpretation or misuse.
- Images should only be taken by authorised persons i.e. Parents/Carers or authorised Press.
- All images of Young People must be securely stored.
- In the case of images used on web-sites, particular care must be taken to ensure that no identifying details facilitate contact with a Young Person by a potential abuser.
- With adequate negotiation and planning it is possible to meet the welfare/protection and/or rights of Young People and facilitate the making and portrayal of appropriate images for a range of purposes.

PRACTICAL DILEMMAS AND POSSIBLE SOLUTIONS IN THE CLUB

- Ask for Parental permission to use a Young Person's image. This ensures that they are aware of the way the image is to be used to represent Cricket. (See Parental/Legal Guardian Consent Form)
- Ask for the Young Person's permission to use his/her image. This ensures that he/she is aware of the way in which their image will be used to represent Cricket. (See Event Parental/Legal Guardian Consent Form)
- If the Young Person is named in a publication do not use his/her photograph.
- If a photograph is used do not name the Young Person.
- Only use images of Young People in appropriate dress to reduce the risk of inappropriate use and to promote a positive image of the Young Person.
- Encourage the reporting of inappropriate use of images of Young People. If you are concerned, report your concerns to the County or Club Welfare Officer whichever is appropriate.
- When playing another team the Club Welfare Officer or other appropriate official should check with a representative of the opposing team as to whether there are Young People present who should not have their image taken. (Please bear in mind that some Young People may be the subject of a care order or listed with Social Services as vulnerable and in need of protection).

PRACTICAL DILEMMAS AND POSSIBLE SOLUTIONS AT AN EVENT

- Achieving an agreement with Press/other Professional Photographers prior to an Event that protects the rights and interests of Young People and provides opportunities for appropriate Press/Photography coverage: Pre-planning meetings/briefings should be arranged between Event Organisers and members of the Press/Media to clarify the Media/Photography protocol – this process should begin at least 3-

4 weeks prior to the Event, with at least one further meeting/briefing within 1-2 weeks of the Event.

- Professional Photographers/Video Operatives wishing to record the event should seek permission from the Event Organiser by producing their professional identification - details of which must be recorded by the Event Organiser. Ideally this should be done prior to the Event taking place. The Event Organisers should consider issuing an identification label to such persons.
- Amateur Photographers wishing to use video or camera equipment must register their intent with the Event Organiser/Club Welfare Officer or nominated person. The Event Organisers should consider issuing an identification label to such persons.
- Ensuring that Media/Photography protocols address the nature of the event and activities taking place: Protocols should encompass the types of risk associated with different venues, activities and level of Cricket performance, for example, increased vulnerability of open site venues.
- If Event Organisers are uncertain as to whether Clubs have sought the appropriate Parental/Carer and Young Person consent prior to an Event then consent should be included on any registration/medical forms distributed prior to the Event (see Parental/Legal Guardian Consent Form). Information must also be included stating the purpose and use of the images intended to be taken at the Event (for example local/national press coverage, training/coaching purposes or future Event promotion).
- Publishing images with a Young Person's details is not recommended (particularly full names). Images should only be used or published in conjunction with the Young Person's name with specific permission from the Young Person and/or Parent/Carer. Care must be taken to ensure that information which could potentially lead to unwanted contact being made with the Young Person is not included.
- Event Organisers may require large group/panoramic images to convey Event atmosphere and scale: Young People/Parent/Carers should be advised ahead of the Event where and when such shots will be taken, for example at the opening or end of large Events. Parents/Carers/Young People may then make an informed choice about whether the Young Person will be included. Event Organisers may choose to issue a disclaimer to all Parents/Carers/Young People related to these particular images, as it may not be practical to guarantee that the Young Person will not appear in such a shot.
- Press/other authorised Photographers wishing to take images of specific activities during an Event: Organisers will have identified from the registration process Young People without photographic consents. It is likely that the numbers refusing will usually be very low. This information must be available to their Team Managers. Event planning should ensure that an easily identifiable member of staff at each Event/Match will hold information about which competitors should not be included in any photographs.
- Press Photographers should not approach individual Young People directly to seek their permission. It may be possible, prior to Events, to identify groups of Young People with the necessary photographic

consent who would, through Event Staff, be available to photographers at agreed times.

- The more high profile the Event and talented the athletes, the more likely it will be that both Press and Event Organisers will want positive media coverage: At this level of Cricket it may not be possible to accommodate every individual's views regarding Photography and Press coverage. This should be made clear to Parents/Carers/Young People in advance of the Event.
- Consideration may be given to issuing the Young Person who should not be photographed with an identifying badge in order that Event Organisers are aware of who they are.

VIDEOING AS A COACHING AID

- There is no intention to prevent Club Coaches using video equipment as a legitimate coaching aid. However, the Young Person/Parent/Carer must be made aware of this intention and any Parent/Carer offered the right to remain present whilst this is carried out.
- Any video footage taken must be stored securely.
- The Parent/Carer/Young Person must provide written consent for the use of Photography/Video analysis.