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<b>Originator</b>	Marketing and Communications Manager
<b>Responsibility</b>	Marketing team

## **ACCRINGTON AND ROSSENDALE COLLEGE PUBLICITY AND PHOTOGRAPHY POLICY**

### **POLICY STATEMENT**

Accrington and Rossendale College strives to be open and accessible to the media and all other forms of publicity at all times. It uses external communication with the media for a number of purposes:

- To promote the strategic objectives of the College
- To broaden and strengthen the College's reputation through a well informed public image
- To raise awareness of the College's policies, services and functions
- To publicise the College's good practice, achievements and offering
- To promote the College's role as a community leader
- To publicise the College's role in partnership initiatives with other bodies
- To enable local people to have an effective, well informed dialogue with the College about services that meet the needs of individuals and communities
- In an emergency, to keep people informed

Throughout this policy 'photography' refers to digital images, DVDs, videos and photographic prints or slides. 'In College' refers to all occasions where learners are the responsibility of the College staff. 'Parent' refers to anyone with parental rights and responsibilities in relation to a pupil.

### **SCOPE**

The policy applies to all staff and learners, plus externally hired photographers.

## **STATEMENT OF PRINCIPLES**

All College publicity materials will reflect the ethos of and commitment to the Colleges' equal opportunities, equality and diversity and safeguarding policies. This will be ensured through the following actions:-

- Relevant publicity materials such as prospectuses and larger publications will contain shortened versions of the policy.
- The language and presentation used in all publicity will reflect the aims of the policies; Accrington and Rossendale College will actively promote its image as an equal, diverse and safe environment.
- Efforts will be made to ensure that the College publicity will reach all sectors of the community.
- The marketing and publicity activities, including those activities relating to student recruitment should be sensitive to diversity and individuals.
- Marketing materials and publicity will challenge stereotypes and promote positive role models.
- All publicity will be able to be made available in appropriate media.
- Publicity material relating to the College will be designed to reflect the diversity of the College community.

Strategies will be devised to target under represented groups to ensure that they are aware of the opportunities at the College and appropriate community organisations and other bodies will be used to promote such opportunities.

### **Photography:**

The College takes practical steps to ensure that pictures and images taken of learners are done in a way that reflects the ethos of the College.

The College will always ask for parental/carer permission for photographs to be taken of learners under 18 years of age while in College or on College activities. All new parents/carers should sign a form giving permission for images to be taken but the form should also indicate that images will be used appropriately. Images should not be displayed on web sites, in publications or in a public place without former consent. The definition of a public place includes areas where visitors to the College have access. Please note, should a group of learners be visible in a shot, but not the main focus and not identifiable these guidelines will not apply. For example a campus shot where there are numerous students in the background.

Some College activities involve recording images. These may be undertaken as part of the curriculum, extra-curricular activities, for publicity, or to celebrate achievement. Careful consideration should be given when they involve young or vulnerable learners who may be unable to question why or how the activities are taking place.

### **Parental Permission:**

As previously mentioned, use of images of learners under 18 years of age require the consent of the parent/carer. If a parent fails to return a consent form, staff should not assume that consent is given.

When a parent does not agree to their child being photographed, a member of the enrichment team must inform staff and make every effort to comply sensitively. For example, if a child whose parents have refused permission for photography is involved with a sports event, e.g. a football match, it may not be appropriate to photograph the whole team.

### **ORGANISATIONAL RESPONSIBILITIES**

When using a photograph or photographic equipment, the following guidelines should be followed:

- A member of staff should establish whether the image(s) will be retained for further use. Images should be securely stored on the College idrive, DropBox Account or on a member of staff's personal computer and used only by those authorised to do so. Please note that any shots placed in the 'events folder' on the idrive will automatically be assumed to have full clearance for marketing usage.
- Staff should remain sensitive to any learner who appear uncomfortable and should recognise the potential for misinterpretation. Avoid taking images in one-to-one situations.
- Curriculum staff have a responsibility to ensure that all learners are appropriately dressed with safety gear/correct uniform etc.
- Do not use images that are likely to cause distress, upset or embarrassment.
- Be clear about the purpose of the activity and about what will happen to the photographs when the lesson/activity is concluded.
- Staff should report any concerns relating to any inappropriate or intrusive photography to a member of the senior management team.
- The college will not include personal e-mail or postal addresses or telephone or fax numbers on video, on our website, in our college prospectus or in other printed publications.
- Parents should note that websites can be viewed throughout the world and not just in the United Kingdom, where UK law applies.

## **REVIEW AND MONITORING OF THE POLICY**

- It is the responsibility of the Marketing and Communications Manager to review and monitor the policy on an annual basis and bring about change where necessary.

**This policy was reviewed and impact assessed in 2014 by:**

**Suzy Ashcroft-Batty – Marketing Manager**