



WEST BRETTON CRICKET CLUB

Established 1907
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Photography, Video & Live Streaming Policy

Approved by: Management Committee

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Status of this Policy

This policy is adopted by the Management Committee pursuant to its powers under the West Bretton Cricket Club Constitution. It must be read consistently with the Constitution and with applicable law, ECB, Cricket Regulator, league and competition requirements.

Where an internal governance conflict arises between this policy and the Club Constitution, the Constitution shall prevail.

Change History

Version	Date	Description of Change	Author	Approved By / Date
1.0	21/08/2026	Initial draft	Tony Rushforth	



Purpose

Photography, video and livestreaming are valuable ways to promote cricket, celebrate achievements, provide coaching feedback and allow people to follow matches.

West Bretton Cricket Club nevertheless recognises that particular care is required when images involve children.

The ECB maintains specific current guidance and consent resources covering photography, video and live streaming.

Scope

This policy applies to:

- Official Club photography;
- Match photography;
- Coaching video;
- Livestreaming;
- Social media;
- Website content;
- Promotional materials; and
- Photography or video taken by members and spectators at Club activities.

Junior Members

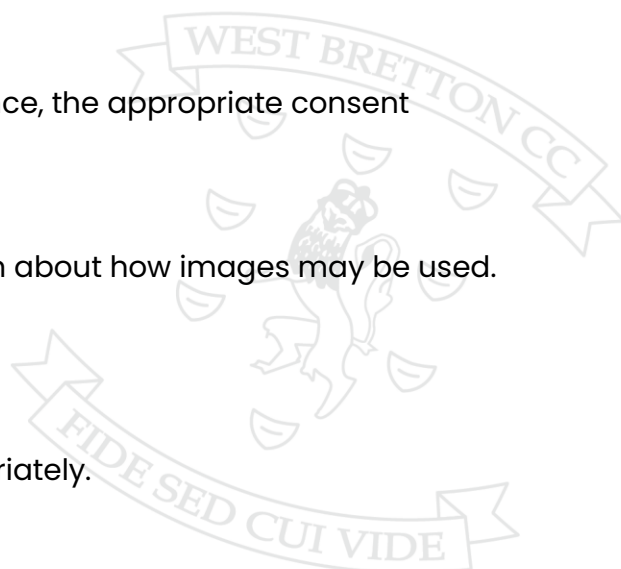
The Club will record relevant parent/carers permissions or preferences concerning Club use of images and livestreaming.

Where specific consent is required under ECB guidance, the appropriate consent process will be followed.

Parents/carers should be given sufficient information about how images may be used.

Appropriate Images

Images should portray cricket positively and appropriately.



The Club will avoid knowingly publishing images that:

- Are indecent or inappropriate;
- Unnecessarily focus upon a child's body;
- Show children in changing or showering environments;
- Identify sensitive personal information;
- Are likely to embarrass or place a child at risk; or
- Conflict with a notified safeguarding restriction.

Photography or recording must never take place in toilets, showers or changing rooms.

Names and Personal Information

The Club will avoid unnecessarily publishing a child's full personal details alongside an image.

Particular care should be taken not to disclose addresses, schools, contact information or other information that could create a safeguarding risk.

Official Photographers

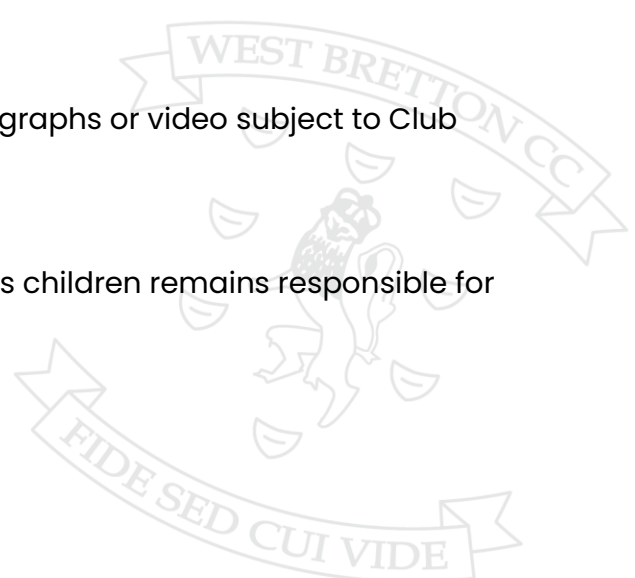
Where the Club appoints a photographer or videographer, that person should:

- Be made aware of this policy;
- Follow reasonable instructions from Club officials;
- Only operate within appropriate areas; and
- Refer safeguarding concerns to the Club Safeguarding Officer.

Spectators and Parents

Parents and spectators may take appropriate photographs or video subject to Club rules and safeguarding restrictions.

Anyone publishing material containing other people's children remains responsible for ensuring they have appropriate permission to do so.



The ECB's model consent material specifically reminds individuals recording matches that they are responsible for obtaining necessary permissions before sharing material featuring other people.

Live Streaming

Where a match or event is livestreamed, the Club will take reasonable steps to:

- Inform participants and parents/carers in advance;
- Follow applicable ECB live-streaming guidance;
- Respect identified safeguarding restrictions;
- Position cameras appropriately;
- Avoid recording inappropriate areas;
- Control access to streaming accounts;
- Moderate associated online content where practicable; and
- Provide a route for concerns to be raised.

Coaching Video

Video may be used for legitimate coaching purposes.

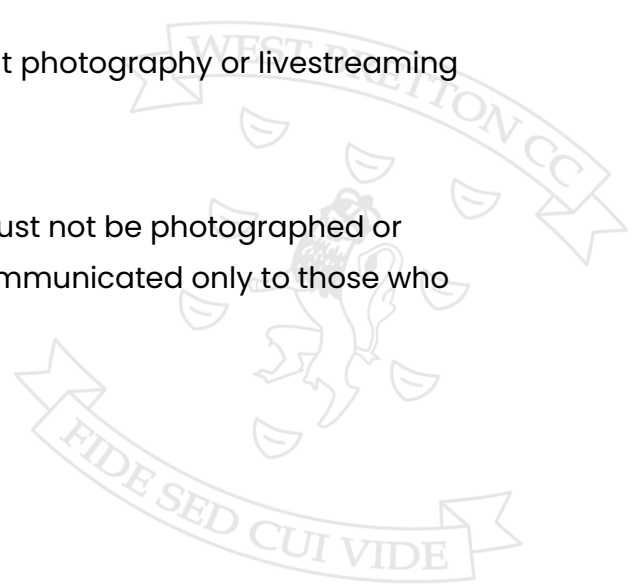
Access should normally be limited to appropriate coaches, participants and others with a legitimate reason to view the material.

Coaching footage should not be retained indefinitely without a reason.

Objections and Safeguarding Restrictions

Any parent, carer or participant with a concern about photography or livestreaming should contact the Club Safeguarding Officer.

Where there is a safeguarding reason why a child must not be photographed or streamed, this should be handled sensitively and communicated only to those who need to know.



Inappropriate Use

Suspected inappropriate photography, filming or use of images should be reported immediately.

Where safeguarding concerns arise, the matter will be dealt with under the Club Safeguarding Policy and may be referred to the Cricket Regulator or statutory authorities.

Where inappropriate use constitutes misconduct by a Club member, guest or volunteer, any internal disciplinary action will be taken in accordance with the Club's

Complaints and Disciplinary Procedure and section 8 of the Constitution.

Safeguarding concerns will continue to take precedence and may be referred externally where appropriate.

The existing policy already correctly directs safeguarding issues through the Safeguarding Policy.

