CITY OF SALFORD SWIMMING CLUB

Making Waves, Creating Champions, Since 1977

cityofsalfordsc.co.uk

October 2026

CLUB PHOTO POLICY

Background

As the Club works in conjunction with Salford Community Leisure's Competitive Training Scheme (CTS), photo policies are already in place within the CTS' Memorandum of Understanding and the consent to approved staff taking photos and videos for either marketing or performance purposes (eg. Stroke analysis). The following policy is designed to formalise the good practice already put in place during Club activities.

As a reminder, training sessions and SCL facility activity fall under SCL's control. Club activities such as competitions, awards evenings and training camps, fall under the Club's guide. Both work hand-in-hand for best practice.

IN GENERAL:

- The Club follows Swim England's Wave Power policies across all Safeguarding
- Photography policies at training – in particular from balconies and changing areas – remain in place following both Swim England and SCL facility rules
- Please consult SCL guidance and rules if you wish to review these

SPECIFIC CLUB ACTIVITY PHOTO POLICY

Photos and videos may be taken for one of two reasons – marketing/recognising achievements or for performance analysis. The vast majority of instances will be covered at one of the following functions:

- **Home and Away Galas/Competitions**
- **Training Camps (Stonyhurst and ITC)**
- **Awards Evenings**

Our principles are as follows:

i. Coaches can take photos for marketing/performance purposes
ii. Any non-swimming images of swimmers must be in a minimum of upper body clothing, not swimwear, unless otherwise approved by the corresponding parent and/or swimmer (age appropriate)
iii. Photos may be posted on Club social media, vetted by the Head Coach and/or Club Social Media account manager
iv. If in any doubt, the photo must not be taken and/or posted
v. Photos and vidoes must be deleted once used
vi. In general, Team Managers should not take any photos whilst undertaking their role
    a. A Team Manager may be appointed by the Committee on special occasions (such as training camps) to be the designated photo taker, whereby they must follow this policy's rules
vii. On special occasions, an official photographer may be appointed by the Committee at certain functions who must also follow this policy

Conduct of Parents

Outside of training and competition environments, we advise parents to exercise caution in what photos are taken of your child and posted online. Parents must not take any photos of other children/members without the other parent's prior consent. Posting of photos either online or in WhatsApp groups must be only of your child or those who have given prior consent – of which this policy's rules on attire must be followed.

Consent

Parents/guardians automatically consent to this policy as a member of the Club. However, members can opt-out at any time, or request a photo to be removed from social media or marketing promotions at any time. To do this, If please update your photo preferences on your Swim Manager account. We regularly run a report to check and get notified when somebody changes their preferences.

This policy can be reviewed and updated from time-to-time, and if changes occur, the club members will be informed.