



Photographic Consent Policy

Most recent update: 22 July 2026

Scope

This document relates to obtaining consent to use photographic and/or video images of Skills and Employment learners and programme participants for communications under the CW&C brand. Sub-contracted partners wishing to use photographic and/or video images of learners or programme participants must have their own policy and procedure in place for those not undertaking contracted Skills and Employment Service delivery.

Purpose

The purpose of this policy and the online consent form is:

- To provide information to the person giving consent so they can make an informed decision
- To be clear about what consent has been given

Requirements

An online consent form must be completed by each person featured in a photograph or video **before** photography or filming takes place. The learner or programme participant should complete their own consent or - where further support is required – with the assistance of a member of the Skills and Employment Service, who will explain the implications of the form and answer any questions

Why Do Skills And Employment Need Images?

- To collect evidence of learning to support learner progression and to assist in gaining a qualification
- To recognise success – we want to tell clients' stories and to celebrate their achievements
- To help promote our work and advertise the service
- This promotion encourages employers to work with us
- To motivate and encourage other residents that may need the support of the service

How Are The Images Used?

We use images in a range of materials to promote the Skills and Employment Service as a whole and to illustrate areas of our work. This includes (but is not limited to): photographs of classroom group activities (forming part of the evidence required for qualification achievement), advertisements and other publicity materials such as leaflets, brochures and posters, direct mail, books, newspapers, magazine articles, television programmes and publications for the internet (websites and or social media).



How Long Does Consent Last?

Consent continues with no time limit. However images of group activities used for accreditation purposes will only be kept until the qualification end date has passed. Other images used in marketing materials will be used on an ongoing basis.

Image consent can be changed or withdrawn at any time. If a learner or programme participant wishes to change or withdrawn consent, please email SkillsandEmployment@cheshirewestchester.gov.uk

We cannot withdraw images or video already published but should consent be withdrawn we will not use the image or video in any new materials.

Pros and Cons Of Being Photographed Or Video Recorded

Pros

- Recognition of achievements
- Personal growth, increased confidence
- Increased awareness of barriers faced
- Supporting other adults with barriers

Cons

- It is difficult to control what happens with an image/video when it is in the public domain, for example it could be shared several times on social media platforms (Facebook, Twitter/X, Instagram etc)
- Increased recognition, subjects could be recognised in public
- People may form opinions about you without knowing you

After considering the above, a participant wishing to give consent should follow the procedure below.

**Consent Process For Adults**

The consent form is available on the [Skills and Employment Resources page](#) (search AAPRF04a). This should be printed out then completed by the participant. Ideally a member of staff will be on hand to explain all the options so the participant can make an informed decision.

If a printed paper version is not available, there are other ways to access the consent form:

- Go directly to the [Cheshire West and Chester website](#).
- Search “Cheshire West and Chester Media consent”, click on the Press and Media page link and then scroll down to select the “Media Consent Form”
- Scan the QR code on the right



Complete all the information and sign to confirm.

Please let your tutor or advisor know when you have submitted your form.

Consent Process For Adults With Children

- 1) Complete the printed (or online) consent form as above for yourself
- 2) Then on behalf of your child please complete a declaration – see below. This can either be from your named email account or a printed and signed copy

The following details and text must be used in full:

Declaration: I give consent for you to use photographs and/or video of my child/children for programme publicity and/or promotional purposes. I understand that I can withdraw my consent at any time.

Child(ren)’s name(s)	
Parent/guardian name	
Parent/guardian signature	
Date	
Staff member name	
Staff member signature	

- Emailed copies must contain full details of parent and child as well as the declaration
- Printed copies should be completed, signed and handed to the tutor or employment mentor