

# Obtaining Consent For Educational/Promotional Purposes

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## Scope

This document relates to photographic and/or video consent for all Cheshire West and Chester (CW&C) programme participants for communications under the CW&C brand. Contracted providers wanting to use photographic and/or video images of programme participants must have their own policy and procedure in place for those learners 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

The online consent form can be completed by the participant individually or - where further support is required - in the presence of a member of the Skills and Employment Service, who will explain the implications of the form and answer any questions.

The consent form must be completed before the photography and/or video images are taken.

## 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Image consent can be changed or withdrawn at any time. If a programme participant wishes to change or withdrawn consent, please email [SkillsandEmployment@cheshirewestchester.gov.uk](mailto:SkillsandEmployment@cheshirewestchester.gov.uk)

We cannot withdraw images/video already published but should consent be withdrawn we will not use the image/video in any new materials.

### **Pros/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

There are three 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”
- Use the QR code below.



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

## Consent Process For Adults With Children

- 1) Complete the online form as above for yourself.
- 2) Then on behalf of your child please complete a declaration. 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 advisor.