

Lichfield Cathedral – Photographers/Videographers Policy

Introduction

A voluntary group called Lichfield Cathedral Photographers (LCPs) and, occasionally, staff of Lichfield Cathedral take photographs of a wide breadth of Cathedral life. We may also choose to contract the services of professional photographers/videographers for key events.

Images and footage of the architectural detail, building works, the grounds, events, services, and people all help to create an archive and serve as a promotional aid for the work of the Cathedral.

This policy document covers the following areas:

1. Purpose of footage and potential uses
2. Processes for capturing footage
3. Safeguarding individuals
4. Distribution and storage of footage
5. Rights to footage

Application

This policy sets out essential processes that must be followed by anyone taking photographs on behalf of Lichfield Cathedral.

Rationale

The policy is intended to safeguard the organisation (Lichfield Cathedral), the photographer/videographer, and the public.

Implication

Before taking any footage this policy must be read in full.

If a staff member/volunteer/contractor does not fully understand the policy, they should contact the Senior Marketing Manager for clarification before proceeding.

If this policy is not followed it could damage Lichfield Cathedral's business interests, reputation, jeopardise confidential information, and intellectual property.

Breaches of the policy may incur disciplinary action, depending on the severity of the issue.

This policy does not form part of any employee's contract of employment, and we may amend it at any time.

1 Purpose of footage and potential uses

1.1 Purpose

Lichfield Cathedral wishes to keep an ongoing, historical record of the Cathedral life. The footage taken will form part of a growing archive that will paint the picture of the building and its uses in modern times.

We use footage to help promote the work and mission of Lichfield Cathedral. A picture or video clip goes a long way to help attract people's attention and give information about a visit, event, or service they may be thinking about attending.

1.2 Potential Uses

Lichfield Cathedral will use captured photography/video in a number of ways:

- To add to the historical archive of footage
- In promotional materials such as (but not limited to) brochures, visitor guides, posters, banners, advertisements, social media posts and press images.

Lichfield Cathedral will not sell any images, of which we own the copyright, to stock sites such as Getty, Adobe or Shutterstock. See more about which images Lichfield Cathedral own copyright to under section 5 of this policy document.

2 Processes for capturing footage

When capturing footage, you need to be aware of the place in which you are operating. First, and foremost, Lichfield Cathedral is a place of worship where people can find a moment to reflect. It is also a space for the community, in which people need to feel welcome and safe. With this in mind, the below processes are listed to help safeguard the Cathedral, the photographer/videographer and the general public.

2.1 Easy to identify

A photographer/videographer acting on behalf of Lichfield Cathedral needs to be easily identifiable to the general public. At the very minimum each individual will need to wear a Lichfield Cathedral lanyard and, if possible, a high vis vest. A high vis vest is particularly important in the evening and at crowded events/services where a lanyard would be difficult to see.

2.2 Asking permission

Where an individual is the main focus of a photograph or where they can be *easily identified*, it is important to seek permission from that individual or the person whose care they are under. **This is essential when that individual is a child or vulnerable adult.**

Lichfield Cathedral will supply you with a small card to hand to members of the public, which will have a link to a webpage and relevant policies (privacy and safeguarding), and details of how to get in touch with the marketing department should they wish to ask any questions.

You will also receive a supply of paper permission slips for people to sign. These will then need to be returned to the Chapter Office for safekeeping in line with our privacy policy.

2.3 Footage of choristers

Chorister parents/carers sign a photography consent form (held by Lichfield Cathedral School), this means that permission is already obtained to capture footage of them whilst performing their duties. Only authorised photographers/videographers are allowed to take footage of Lichfield Cathedral Choir.

2.4 Guidance for capturing footage

We ask for the following guidance to be followed when taking footage on behalf of Lichfield Cathedral:

- Be respectful of the sacred space and the visitor, especially during services or moments of personal reflection.
- Do not interrupt or obstruct services or events, for example disrupt the view between a celebrant and the congregation, or visitor and a display.
- Be mindful of the people around and how they are using the space, we often find that people might come for a visit or event and take a moment to light a candle or pray.

3 Safeguarding individuals

3.1 Overview

Safeguarding individuals who visit Lichfield Cathedral is a key priority. With around 100,000 visitors a year, we do not know who is going to walk through our doors, or what their circumstances are. That is why it is vital to follow the process for asking permission (as stated in section 2 of this policy).

In the worst case, a breach in this policy could result in an individual needing to completely relocate for their, or their family's safety. We must ensure our visitors are safe and are kept safe after their visit.

Please see the safeguarding policy available on our website and company shared drive for more information.

3.2 Storage of photographs containing children

As a policy, we do not allow Lichfield Cathedral Photographers, or staff of Lichfield Cathedral, to keep captured footage of children on their personal devices.

The LCPs have a process, in which they process the images and send to Lichfield Cathedral and then delete those images from their devices. The same should be done for any staff of Lichfield Cathedral.

Any professionals who have been contracted by Lichfield Cathedral to capture footage must ensure, under their initiative, that footage of vulnerable adults and children are safe and will not be misused or sold.

4 Distribution and storage of footage

Photographers/Videographers should supply footage in a timely manner and with the following minimum requirements to guarantee useability.

4.1 Photography

Where possible, photography should be provided in the best quality available. Minimum 300dpi, with a minimum pixel width of 6000px (around 500mm). We use images in a variety of applications, sometimes on banners that are 3m wide. If the dpi drops below 150dpi the image quality is not sufficient to print and therefore another, larger image will need to be found.

Lichfield Cathedral uses a programme called Lightroom to safely store the image archive. LCPs have the tools to add metadata tags to these images and will supply them with

keywords, capture data and include whether and when a permissions slip has been completed.

4.2 Videography

Video footage should be provided as MP4 in PAL.

4.3 Storage

All footage will be stored centrally on a dedicated server at Lichfield Cathedral Chapter Office. Our IT provider limits access to this particular server to a small, agreed selection of Lichfield Cathedral staff.

As mentioned in section 3 of this policy document, any footage containing children will only be kept on Lichfield Cathedral servers and will NOT be kept on personal devices.

4.4 Distribution

Lichfield Cathedral will only distribute relevant footage to press or partners for the purpose of promoting the work of Lichfield Cathedral. We will not sell footage to any third-party businesses such as stock sites.

Any person taking footage on behalf of Lichfield Cathedral is also, not allowed to share the footage with third-party businesses – covered under copyright law (see section 5).

Where photographers/videographers have been contracted by Lichfield Cathedral, the individual will not be permitted to sell that footage for commercial purposes without prior agreement, and quite possibly a commercial photography fee or commission.

5 Rights to footage

In agreement with copyright law (under the Copyright, Designs and Patents Act 1988), any footage captured on behalf of Lichfield Cathedral by staff is the property of Lichfield Cathedral, and therefore under Lichfield Cathedral's copyright.

LCPs have their own agreement with Lichfield Cathedral, where they retain copyright but give Lichfield Cathedral an unlimited license to use their images to further the mission and ministry of the Cathedral. LCPs cannot withdraw this permission on any image(s), and are only permitted to use the images for private, non-commercial purposes.

Where a contractor has taken footage on behalf of Lichfield Cathedral, the contractor will own the rights to their footage but also give Lichfield Cathedral the rights to use their footage.

6 Breach of this policy

Breach of this policy may result in disciplinary action up to and including dismissal. Any member of staff suspected of committing a breach of this policy will be required to co-operate with our investigation.

7 Relationship to other policies

Please be mindful of the Privacy Policy and Safeguarding Policy, both available on the shared drive and the website.