

## **Building Schools for the Future (BSF) Sheffield**

### **Media Protocol**

#### **1. Aim**

The aim of this protocol is to ensure that all media relations are dealt with effectively and efficiently to ensure accuracy and consistency of information in the public domain.

#### **2. Responsibilities of Sheffield City Council (SCC), Sheffield LEP Ltd (LEP) and VINCI Construction UK Limited (VCUK)**

- To handle both proactive and re-active media relations including press releases, photo opportunities, press events and holding statements etc.
- Identify and brief media spokespeople.
- Monitor media coverage locally, nationally and internationally.

#### **3. The Consortia Responsibilities**

- Supply appropriate and timely information to support media relations activities.
- Refer all draft releases to SCC for sign off.
- Identify relevant stages, innovations, initiatives etc that may be promoted in the media.
- Communicate to the team incidents/issues that may attract media attention, whether positive or adverse.
- Be prepared to act and respond as media spokespeople for their own specialist area.

#### **4. Main contacts**

##### ***BSF Media Group***

This group is made up of the key media contacts from Sheffield City Council (SCC), VINCI Construction UK Ltd (VCUK) and Sheffield LEP Ltd (LEP).

Emma Hollingworth (Sheffield City Council)

[Emma.Hollingworth@sheffield.gov.uk](mailto:Emma.Hollingworth@sheffield.gov.uk)

Tel: 0114 205 3545 Mob: 07764 659181

Melanie Mathews (VINCI Construction UK Ltd)

[melanie.mathews@vinciconstruction.co.uk](mailto:melanie.mathews@vinciconstruction.co.uk)

Tel: 01923 470435 Mob: 07785 768118

Tim Riley (Sheffield LEP Ltd)

[tim.riley@vinciconstruction.co.uk](mailto:tim.riley@vinciconstruction.co.uk)

Tel: 0114 279 2606 Mob: 07816 515623

##### ***Communications Task Group***

An internal communications group has been set up which will act as a conduit between Sheffield City Council and VINCI Construction (both ultimately the LEP) and their supply chain partners. This comprises of the following members, who should also be copied into all press releases and promotional events.

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Tim Riley, LEP General Manager ,  
[tim.riley@vinciconstruction.co.uk](mailto:tim.riley@vinciconstruction.co.uk)

Melanie Mathews, Head of Corporate Communications  
[melanie.mathews@vinciconstruction.co.uk](mailto:melanie.mathews@vinciconstruction.co.uk)

Dan Ladbury, Head of Capital Delivery Unit  
[Daniel.ladbury@sheffield.gov.uk](mailto:Daniel.ladbury@sheffield.gov.uk)

Emma Hollingworth, PR & Communications  
[Emma.Hollingworth@sheffield.gov.uk](mailto:Emma.Hollingworth@sheffield.gov.uk)

## **5. Dealing with Media Enquiries**

- The first point of contact for media enquiries should be members of the BSF Media Group (where appropriate).
- Decisions taken on appropriate action should be joint decisions between the BSF Media Group and the Communications Task Group.
- If a call is received directly from the media, which has not been put through to you by a BSF Media Group member, the call should be referred to your relevant BSF Media Group member. You should only speak to the media after you have spoken to the BSF Media Group member who took the call and after you have been briefed about the enquiry.
- The BSF Media Group member will deal with the media enquiry, either providing the information themselves verbally, by fax, or by e-mail, or by arranging with the journalist to put them in contact with the appropriate person.
- The BSF Media Group member will then contact the relevant person and brief them about the media enquiry. Having agreed what the response should be, the preparatory work that needs to be done and who should do it, and the availability and appropriateness of the staff member to talk to the journalist, the BSF Media Group member will then action this decision.

This may involve:

- setting up an interview
  - putting the call through directly if the journalist is from a newspaper or magazine
  - setting up a radio or TV interview either over the phone, in a studio, or at another location,
  - organising a briefing
  - preparing and issuing a news release
- Media enquires on specific issues should be directed to the relevant company PR person with ultimate sign off from the BSF Media Group and Communications Task Group, however internally the following people can be contacted for information on specialist areas.

<b>Area</b>	<b>Contact</b>
Community	Dan Ladbury (SCC)
Construction	Keith Shivers (VCUK)
Design	Nick Beecroft (HLM), John Edwards (BDP)
Education Services	Dan Ladbury (SCC)
Facilities Management	Paul Goodridge (VINCI FM)
ICT	Lee Burley (Civica)
LEP	Tim Riley (Sheffield LEP)

- Head teachers and schools must not initiate or respond to any media enquiries re: BSF without contacting Sheffield City Council's media team.
- All quotes provided to the media should be attributable ie a name and title should be submitted. Attributable quotes should only be made by designated media spokespeople as per individual company/establishment's internal processes.
- The relevant BSF Media Group member or another staff member will record all media enquiries, and their progress and outcome, on media enquiry forms if an enquiry has been made directly.

## **6. Press Release Sign Off/Authorisation**

- All news releases should be produced using an agreed template which complies with all parties identity guidelines. Whenever possible, news releases should be no longer than one page.
- The decision to produce a news release or press statement should be a joint decision between the BSF Media Group and the Communications Task Group member.
- The BSF Media Group and the Communications Task Group member will work together on any preparatory work needed to produce the release.
- The facts and figures in the press pack gives standard accurate information for use in releases and any further promotional material.
- All press releases issued must be signed off with Sheffield City Council (SCC) and copied into VINCI Construction (VCUK) and the Sheffield LEP Ltd (LEP) Sign off will be required from SCC for major BSF strategic issues.
- The target audience and distribution list for the news release (both media and internal) should be a joint decision between the BSF Media Group and the Communications Task Group.
- The appropriate BSF Media Group members will be given as the first point of contact on news releases. The names of designated media spokespeople will be included in addition if necessary, but only with the prior agreement of both the BSF Media Group member and the designated media spokesperson.
- The PR map, section 12, provides a quick reference guide to contacts and the route for signing off releases. Each supply chain member should have one point of contact for media enquiries; this is shown in section 10. "Contacts".

- Website updates on [www.sheffieldbsfschools.com](http://www.sheffieldbsfschools.com) should be approved by the Communications Task Group and passed to Sarah Mann for updating.
- In all releases an explanation of the consortium and a disclaimer should be added at the bottom. This is as follows.

**Notes to editors:**

- The Sheffield Local Education Partnership (LEP) is a partnership between Sheffield City Council and VINCI Construction UK Ltd,. It is leading the delivery of the BSF programme in Sheffield, and is working with HLM and BDP architect practices, Civica UK Limited, Mott Macdonald and Rotary engineering.
- Sheffield has 27 mainstream secondary schools and 3 special educational needs secondary schools. Through the BSF programme, PFI initiative and Academies investment, all secondary schools in Sheffield will have been rebuilt or refurbished by 2014.
- For more information on the Sheffield BSF scheme visit [www.sheffieldbsfschools.com](http://www.sheffieldbsfschools.com)

## **7. Branding**

### **LEP**

LEP branding should be used where appropriate for the audience. Where it is deemed confusing BSF Sheffield will be used in the first instance, with reference then made to the LEP and its partners.

In the press clear mention of all of the partners involved should be made.

VINCI Construction UK Limited branding will be used for site and construction correspondence.

## **8. Photography / visuals**

- A library of images agreed by SCC and VINCI Construction will be maintained for the use of the team for PR purposes. Future photographic opportunities will arise and the commission and payment of these will be decided collectively.
- Since the introduction of the Data Protection Act in 1998, we must be very careful if we use photographs, videos and webcams of clearly identifiable people. Also, increased use of the internet has led several people to ask us for advice on using images of children and adults both on our website and our printed publications.
- The Data Protection Act 1998 also affects our use of photography.
- You must get the permission of all the people who will appear in a photograph, video or webcam image before you record the footage. That means children as well as adults. Sample consent forms for both children and adults are appended.  
<http://www.hants.gov.uk/TC/cg/photosamples.html>
- You must make it clear why you are using that person's image, what you will be using it for, and who might want to look at the pictures.

- If you intend to use images from an agency, it is the agency's responsibility to get permission from all those appearing in the image before it is recorded. However, it is ultimately your responsibility to ensure that permission was obtained, so you might want to get this in writing from the agency concerned.
- For full guidance on the process and procedures that must be followed please see Appendix 1 "*Guidance for those working with children and young people*". Please note that this document will be updated shortly.  
Please note that this is currently being updated by the Sheffield team and the protocol will be updated once this is available.

## **9. Crisis Management**

- It is essential that a crisis management protocol is in place and strictly adhered to in case of a crisis, e.g. an accident on site.
- If an incident involves the school or education then media relations will be led by SCC with the support of VINCI PLC.
- If an incident involves construction or a construction site then media relations will be led by VINCI PLC with the support of SCC. In this instance, Melanie Mathews (Direct: 01923 470435 Mobile: 07785 768118) Head of Communications of VINCI PLC will deal with any media enquiries.
- However please note that liaison will take place between both SCC and VINCI Construction on all incidents.
- The Board of the LEP are to be contacted at the earliest available opportunity concerning any incident pertaining to an area of operation of those organisations.
- Media responses will be available 24 hours, 7 days a week.

## 10. PR Contacts

### Sheffield City Council (SCC)

Emma Hollingworth (Sheffield City Council)

Tel: 0114 205 3545 Mob: 07764 659181

Email: [Emma.Hollingworth@sheffield.gov.uk](mailto:Emma.Hollingworth@sheffield.gov.uk)

Website: [www.sheffield.gov.uk](http://www.sheffield.gov.uk)

### VINCI Construction UK Limited

Melanie Mathews

Tel: 01923 470435 Mob: 07785 768118

Email: [melanie.mathews@vinciconstruction.co.uk](mailto:melanie.mathews@vinciconstruction.co.uk)

Website: [www.vinciconstruction.co.uk](http://www.vinciconstruction.co.uk)

### Civica

Tim Magness, Marketing Director (sign off required from Tim for specific Civica info)

Tel: 01225 485000 Mob: 07970 137337

Email: [tmagness@civica.co.uk](mailto:tmagness@civica.co.uk)

Website: [www.civicapl.com](http://www.civicapl.com)

### HLM

Sophie Eastwood – The Holistic Group (agency)

Tel: 020 7664 7820 Mob: 07709 359 529

Email: [seastwood@holisticgroup.co.uk](mailto:seastwood@holisticgroup.co.uk)

Website: [www.hlmarchitects.com](http://www.hlmarchitects.com)

### BDP

Sheri Besford, Corporate Communications Manager

Tel: 020 7812 8000

Email: [ms-besford@bdp.co.uk](mailto:ms-besford@bdp.co.uk)

Website: [www.bdp.co.uk](http://www.bdp.co.uk)

## 11. Specialist Enquiry Contacts

### Authority

Sheffield City Council (SCC)

Name: Dan Ladbury

Tel: 0114 273 4688

Email: [daniel.ladbury@vinciconstruction.co.uk](mailto:daniel.ladbury@vinciconstruction.co.uk)

### Construction

VINCI Construction UK Limited

Name: Keith Shivers

Mob: 07712 958905

Email: [keith.shivers@vinciconstruction.co.uk](mailto:keith.shivers@vinciconstruction.co.uk)

### Facilities Management

VINCI Facilities Management

Name: Paul Goodridge

Tel: Mob: 07816 514873

Email: [Paul.Goodridge@vinciconstruction.co.uk](mailto:Paul.Goodridge@vinciconstruction.co.uk)

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**ICT**

Civica

Name: Lee Burley

Tel: 020 7760 2800 Mob: 07966 980006

Email: [lburley@civica.co.uk](mailto:lburley@civica.co.uk)

**Design**

HLM

Name: Nick Beecroft

Tel: 0114 263 9600

Email: [nick.beecroft@hlmarchitects.com](mailto:nick.beecroft@hlmarchitects.com)

BDP

Name: John Edwards

Tel: 0114 273 1641

Email: [JG-Edwards@bdp.co.uk](mailto:JG-Edwards@bdp.co.uk)

**LEP**

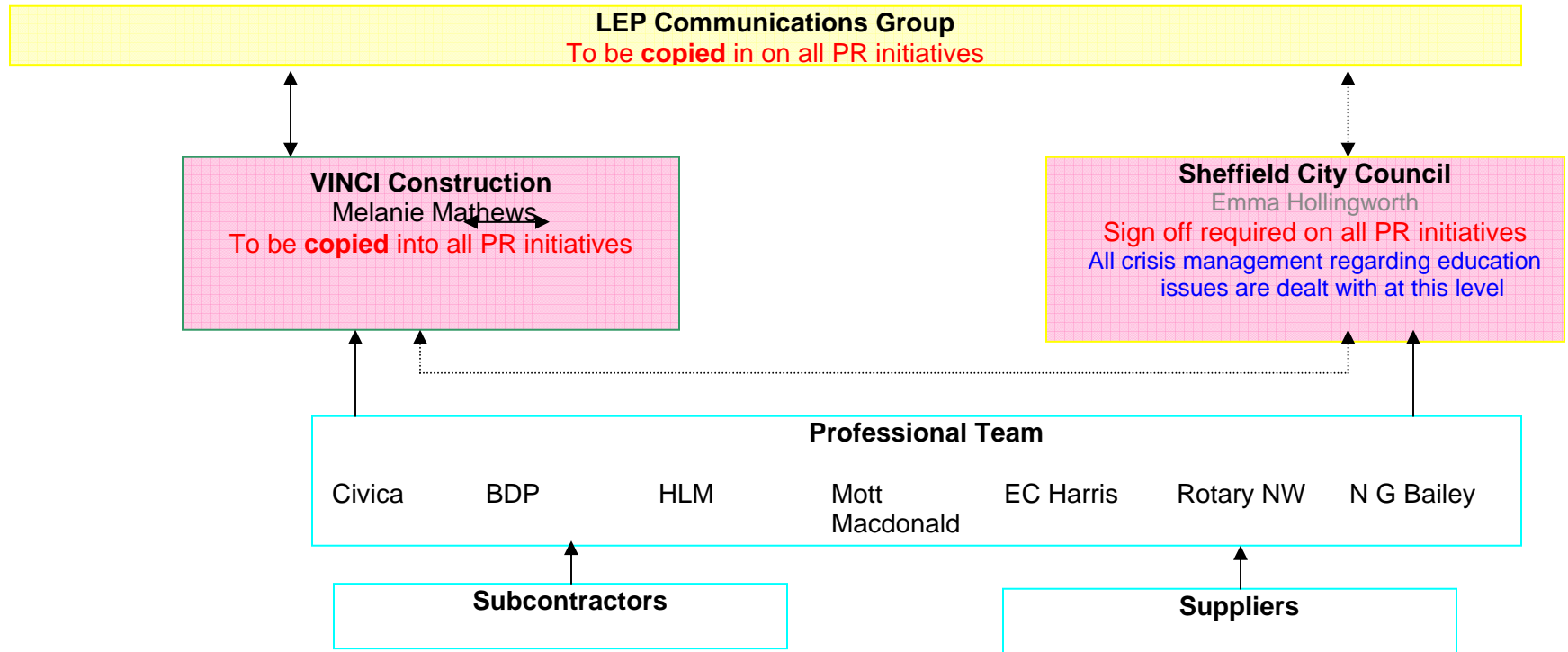
Sheffield LEP Limited

Name: Tim Riley

Tel: 07816-515623

Email: [tim.riley@vinciconstruction.co.uk](mailto:tim.riley@vinciconstruction.co.uk)

## 12. PR Protocol map



BSF Media Group  
LEP Communications Group



## **Appendix 1**

### **Guidance for those working with children and young people**

#### **Using images of people: photographs, videos and webcams**

##### **Introduction**

Since the introduction of the Data Protection Act in 1998, we must be very careful if we use photographs, videos and webcams of clearly identifiable people. Also, increased use of the internet has led several people to ask us for advice on using images of children and adults both on our website and our printed publications.

The Data Protection Act 1998 also affects our use of photography. There are several issues you should be aware of:

##### **Data Protection Act 1998**

You must get the permission of all the people who will appear in a photograph, video or webcam image before you record the footage. That means children as well as adults. Sample consent forms for both children and adults are appended. <http://www.hants.gov.uk/TC/cg/photosamples.html>

You must make it clear why you are using that person's image, what you will be using it for, and who might want to look at the pictures.

If you intend to use images from an agency, it is the agency's responsibility to get permission from all those appearing in the image before it is recorded. However, it is ultimately your responsibility to ensure that permission was obtained, so you might want to get this in writing from the agency concerned.

#### **Using images of people: photographs, videos and webcams**

### **Guidance for those working with children and young people**

##### **Planning**

##### **How long does consent last?**

It is important to get consent from the parent, guardian or carer of a child or young person up to the age of 18 (parental consent) before taking any photographs or recording any videos. We suggest you send a consent form to parents on an annual basis. You will have to be careful to record any changed circumstances. This will be easier if you keep photographs and signed consent forms together.

Don't forget that you also need consent from any other adults who may appear in the photograph or video, not just the children. Sample consent forms are appended. <http://www.hants.gov.uk/hantsweb/standards/style/adultconsent.doc> You should not re-use photographs after a child (or adult) appearing in them leaves the establishment (unless you have consent to do so,) so we recommend you destroy them immediately.

**N.B.** You are not permitted to take photographs or any other images of children, who are in the care of the local authority without express permission for each instance.

### **Can I use existing photographs?**

You may have photographs on file that pre-date the Data Protection Act or where the consent was given only for paper publication. We do not recommend that you use these.

### **What else should I think about?**

Occasionally, members of the press may take photographs or film footage at your establishment. For example, if your establishment was visited by the mayor and the local press took photographs of the mayor surrounded by your children. Although the press are exempt from the Data Protection Act, some parents may object to their children appearing in the media. Therefore, we have included this option on the consent form for your establishments.

Remember to include images of children from different ethnic communities in your communications whenever possible, and to use positive images of disabled children. This will ensure that your photographs are inclusive of the whole community and comply with the Disability Discrimination Act.

Only use images of children in suitable dress, to reduce the risk of the images being used inappropriately. For example, don't use photographs of children in swimming costumes.

You will also need to be aware of copyright implications with any photographs that you may use from elsewhere.

<http://www.hants.gov.uk/TC/cg/pccopyright.html>

### **Websites**

Due to recent negative press on photographs of children on websites, we have decided to take our lead from the Department for Education and Skills' Superhighway Safety Website <http://www.safety.ngfl.gov.uk> at [www.safety.ngfl.gov.uk/schools](http://www.safety.ngfl.gov.uk/schools). This website contains lots of useful information for establishments that use the internet or have their own website.

We recommend that websites avoid using:

- personal details or full names (first name and surname) of any child or adult in a photograph, although first names can be used in some circumstances.
- personal e-mail or postal addresses, and telephone or fax numbers.

If you use a photograph of an individual child, don't include that child's first name in the accompanying text or photo caption. If a child is named in the text, don't include a photograph of that child. This will avoid the risk of inappropriate and unwelcome attention from people outside the establishment.

As an alternative, you could ask children to draw a picture of a child or member of staff for your website. Additionally, you can use group or class photographs with very general labels such as "a science lesson" or "making Christmas decorations".

## **Prospectuses and other literature**

Although most prospectuses / literature are sent to a very specific audience, it would be best to avoid using personal details or full names of any child in a photograph. Also avoid naming a child in the text or accompanying photo caption if they appear in a photograph - and vice versa.

## **Videos**

Before any children or young people up to the age of 18 can appear in your video, you must get parental consent. You can do this in the same way as for photographs of children, using the relevant parental consent form. Similarly, you must get the permission of anyone in your video who is not part of a crowd and is easily recognisable. In the past, we have been asked whether parents can make video recordings of nativity plays and similar events. Yes they can because, as individuals, parents are not covered by the Data Protection Act. However, the particular circumstances of some children may result in their safety being compromised if they appear in any such recording. (For example, instances of families fleeing domestic abuse, prospective violence, or the child may be in care.) This may mean that a specific establishment may forbid the making of such recordings in order to protect the individuals and their families.

## **Webcams**

The regulations for using webcams are similar to those for CCTV (closed-circuit television). This means that the area in which you are using the webcam must be well signposted and people must know that the webcam is there before they enter that area. In effect, this means you are getting their consent. As with photographs, you must tell the person:

why the webcam is there  
what you will use the images for, and  
who might want to look at the pictures.

N.B. Webcams must never be sited in positions where they may compromise the privacy of individuals, e.g. toilets, changing rooms, rooms where the children may be required to change for PE, games or outdoor play etc..

## **Getting consent**

As mentioned above, it is important to get parental consent when a child starts at your establishment. Once the consent form has been signed, you should keep it on file. You will also need to get consent from the staff / volunteers, if you wish to use their images too.

The consent form must make it clear that you could use the photographs on your website, as well as in printed publications for promotional purposes. For example, you could ask:

may we use your child's photograph in the prospectus and other printed publications that we produce for promotional purposes?  
may we use your child's photograph on our website?

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It is important that you make it clear that websites can be seen throughout the world and not just in the United Kingdom, where UK law applies.

There follow two sample consent forms included in this document. You will find the conditions of use for the photographs on the back of the consent forms.

<http://www.hants.gov.uk/word/communications/photos.docmailto:jane.fowler@hants.gov.uk>

**Using images of children**

**Consent form**

To Name of the child's parent or guardian: \_\_\_\_\_

Name of child: \_\_\_\_\_

Establishment: \_\_\_\_\_

Occasionally, we may take photographs of the children. We may use these images in our prospectus or in other printed publications that we produce, as well as on our website. We may also make video or webcam recordings for conferences, monitoring, other educational use or for promotional purposes.

From time to time, our establishment may be visited by the media who will take photographs or film footage of a visiting dignitary or other high profile event. Children will often appear in these images, which may appear in local or national newspapers, or on televised news programmes.

To comply with the Data Protection Act 1998, we need your permission before we can photograph or make any recordings of your child. Please answer questions 1 to 4 below, then sign and date the form where shown.

**Please return the completed form as soon as possible.**



*Please circle your answer*

- |  |                  |
|--|------------------|
| 1. May we use your child's photograph in the prospectus and other printed publications that we produce for promotional purposes? | <b>Yes / No</b>  |
| 2. May we use your child's image on our website?   | <b>Yes / No</b>  |
| 3. May we record your child's image on video or webcam?  | <b>Yes / No</b>  |
| 4. Are you happy for your child to appear in the media   | <b>Yes / No?</b> |

*Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.*

*Please also note that the conditions for use of these photographs are on the back of this form.*

I have read and understood the conditions of use on the back of this form.

Parent's or guardian's signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (in block capitals): \_\_\_\_\_

### Conditions of use

1. This form is valid for one year from the date you sign it. The consent will automatically expire after this time.
2. We will not re-use any photographs or recordings after your child leaves this establishment without your express permission.
3. We will not use the personal details or full names (which means first name **and** surname) of any child or adult in a photographic image on video, on our website, in our prospectus or in any of our other printed publications.
4. We will not include personal e-mail or postal addresses, or telephone or fax numbers on video, on our website, in our prospectus or in other printed publications.
5. If we use photographs of individual children, we will not use the name of that child in the accompanying text or photo caption.
6. If we name a child in the text, we will not use a photograph of that child to accompany the article.
7. We may include pictures of children and adults that have been drawn by the children.
8. We may use group or class photographs or footage with very general labels, such as “a science lesson” or “making Christmas decorations”.
9. We will only use images of children who are suitably dressed, to reduce the risk of such images being used inappropriately.

**Using images of children**

**Consent form for photographs commissioned by external agencies**

**To** Name of parent or guardian: \_\_\_\_\_

**and** Headteacher's / Manager's name: \_\_\_\_\_

Name of child: \_\_\_\_\_

Establishment the child attends: \_\_\_\_\_

Location of photograph: \_\_\_\_\_

\_\_\_\_\_ would like to \*take photographs / \*make a video recording of your \*child / \*children for promotional purposes. These images may appear in our printed publications, on video, on our website, or on all three. (*\*Please delete as appropriate.*)

To comply with the Data Protection Act 1998, we need your permission before we take any images of your \*child / \*children. Please answer questions 1 to 3 below, then sign and date the form where shown. **Please return the completed form to:**

\_\_\_\_\_

*(Insert name of the staff member commissioning the photography and the return address.)*

If photographs or recordings of specific groups are organised and individual children cannot be easily identified, headteachers / managers must find out whether any parents do not want their child to be in the photograph. In this instance we ask the headteacher / manager to answer declaration 4 below and sign the consent form. **Headteachers / managers should return the completed form to the address shown above.**

 **To the parent** *Please circle your answer*

- 1. May we use your child's image in our printed promotional publications? **Yes / No**
- 2. May we use your child's image on our website? **Yes / No**
- 3. May we record your child's image on our promotional videos? **Yes / No**

 **To the headteacher / manager**

- 4. I have checked which parents are happy for their children's images to be used in these printed publications, on the website, on video, or on all three. **Yes / No**

*Please note that websites can be viewed throughout the world, not just in the United Kingdom where UK law applies. Please also note the conditions for using these images on the back of this form.*

I have read and understood the conditions of use on the back of this form.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Your name (in block capitals): \_\_\_\_\_

### Conditions of use

1. This form is valid for \*one year from the date of signing / \*for this project only. The consent will automatically expire after this time.
2. We will not re-use any images \*after this time / \*after the project is completed.
3. We will not include details or full names (which means first name **and** surname) of any child or adult in an image on video, on our website, or in printed publications, without good reason. For example, we may include the full name of a competition prize winner if we have their consent. However, we will not include the full name of a model used in promotional literature.
4. We will not include personal e-mail or postal addresses, or telephone or fax numbers on video or on our website or in printed publications.
5. If we use images of individual children, we will not use the name of that child in the accompanying text or photo caption without good reason. And if a child is named in the text, we will not use a photograph of that child to accompany the article without good reason. For example, we may include a picture and full name of a competition prize winner if we have their consent. However, we will not include a picture and full name of a model used in promotional literature.
6. We may use group or class images with very general labels, such as “a science lesson” or “making Christmas decorations”.
7. We will only use images of children who are suitably dressed, to reduce the risk of such images being used inappropriately.

*\*Please delete the option that does not apply.*

### **The principles of the Data Protection Act 1998**

1. Personal data shall be processed fairly and lawfully and, in particular, shall not be processed unless:
  - a) at least one of the conditions in Schedule 2 is met, and
  - b) in the case of sensitive personal data, at least one of the conditions in Schedule 3 is also met.
2. Personal data shall be obtained only for one or more specified and lawful purposes, and shall not be further processed in any manner incompatible with that purpose or those purposes.
3. Personal data shall be adequate, relevant and not excessive in relation to the purpose or purposes for which they are processed.
4. Personal data shall be accurate and, where necessary, kept up to date.
5. Personal data processed for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.
6. Personal data shall be processed in accordance with the rights of data subjects under this Act.
7. Appropriate technical and organisational measures shall be taken against unauthorised or unlawful processing of personal data and against accidental loss or destruction of, or damage to, personal data.
8. Personal data shall not be transferred to a country or territory outside the European Economic Area unless that country or territory ensures an adequate level of protection for the rights and freedoms of data subjects in relation to the processing of personal data.

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***Thanks to Hampshire County Council upon whose policy this document is based.***