



# Obtaining Consent For Educational/Publicity/Promotional Purposes – Supported Internship (SI) Programme

Most recent update: 17 May 2024

## Scope

This document relates to all Cheshire West and Chester (CW&C) Supported Internships (SI) learners. It is the CW&C SI programme team policy that where we are planning to use an image (photograph or video film) or record an interview with an individual, consent must be obtained from the appropriate person. This could be for materials to be used in the collection of learning evidence and/or to go into the public domain eg to publicise/market the Supported Internship programme.

## Purpose

The purpose of the 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 consent form should be completed in the presence of a member of the CW&C SI team who can explain the implications of the form and can answer questions about it.

The consent form must be completed before the photography/video filming or interview takes place. We will always ensure you are happy with any content written prior to publishing.

## Why Does The SI Programme Team Need Images And Interviews?

- We need to collect evidence of learning to support learner progression and to assist in gaining a qualification.
- We need to take photographs and video film or undertake interviews with clients 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.
- To recognise success – we want to tell clients' stories and to celebrate their achievements.

## How Are The Images Used?

We use images in a range of materials to promote Supported Internship 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 by notifying the SI team by contacting [skillsandemployment@cheshirewestchester.gov.uk](mailto:skillsandemployment@cheshirewestchester.gov.uk)

We cannot withdraw images/articles already published but we will not use the image/article again should consent be withdrawn.

### **Pros/Cons Of Participating In An Interview Or Having A Photograph Taken**

#### **Pros**

- Increased awareness of difficulties faced.
- Supporting peers/other adults with difficulties.
- Personal growth, increased confidence.
- Recognition of achievements.

#### **Cons**

- Difficult to contain what happens with an image/interview 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 while out and about locally.
- People may form opinions about you without knowing you.

After discussing this with a member of the Supported Internship team, please indicate on the form below if you are happy to participate in an interview or have your photograph taken with a view to us using the image as part of your qualification portfolio of achievement, publicity materials promoting both the Supported Internship programme and your achievements.



## Cheshire West and Chester Supported Internships

### Consent to participate in visual images

Images and associated case histories can be used in the following media: learner portfolios of evidence, promotional publications, on video/DVD, on our Cheshire West and Chester Council website, on social media and in press releases.

We will only use your image(s) and associated case history in the media you agreed to. Please tick Yes or No below

Medium	Yes	No
Learning evidence as part of the programme		
Press Releases, newspapers etc.		
Promotional materials - brochures/leaflets etc.		
Website/Social Media - CW&C website/Facebook etc.		
Video/DVD - for YouTube etc.		

Please confirm that this consent form has been explained and discussed fully with you by a member of the Supported Internship team

Staff name		
Please tick	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Intern signature		
Staff signature		
Date		

**I give consent for you to use my photo/image and associated case history for Supported Internship learning evidence, programme publicity and/or promotional purposes in line with the permissions agreed above. I understand that I can withdraw my consent at any time.**

Intern name	
Intern signature	
Date	
<i>For SI under 18 years old</i>	
Parent/carers name	
Parent/carers signature	
Date	