

# FRA Media, Photography and Social Media Policy

## General Media Policy

As a long-standing principle, the FRA Committee does not co-operate with the media where that will bring publicity to the sport. Exceptions may be made and examples include the death of Bill Smith, Joss Naylor and the Buttermere Sailbeck tragedy where co-operation was in the best interests of fell running. If you think there is a case for an exception, then you should consult with the Chairman before making any comment to media organisations. (This principle was supported by members in the survey carried out in 2016.)

The FRA website contains the following statement:

*“Fell running is perhaps unique amongst sports in that it does not seek to attract ever greater numbers of participants. The reason for this policy is that we have to balance our sporting interests with the impact on the environment. The sad fact is that the hills of Britain simply will not cope with ever increasing pounding of feet. Protecting the environment is one of our primary aims. We continually liaise with agencies and landowners over access and racing over environmentally sensitive areas. The Fell Runners Association will continue to protect your interests in these and many other matters.”*

The spring 2012 *Fellrunner* included an article by the then FRA Chairman entitled “The FRA and the Media” which developed the FRA approach and also considered matters specific to FRA members.

## Photography and Social Media Policy

The Fell Runners Association (FRA) takes the welfare of its members and especially juniors extremely seriously. We uphold the UK Athletics photography policy<sup>1</sup> but given the uniqueness of our sport we acknowledge the following:

1. As fell races usually occur in public places, it is not possible to prevent photographs or videos being taken by members of the public and subsequently published, including on social media sites.
2. We recognise the benefits of videos and photographs which allow members to see themselves and others in action. In addition, these photographs are often available to download (sometimes free of charge).
3. In view of the above, we place the onus on the individual or parent/guardian to take ownership of this issue. Individuals who find any photographs/videos on social media that they want to be removed should contact the FRA Welfare Officer at [welfare@fellrunner.org.uk](mailto:welfare@fellrunner.org.uk).
4. When made aware of photographs or videos which are publicly available against the wishes of an individual or parent/guardian, we will endeavour to remove them from sites managed by us as soon as possible and will request any third party to do likewise. However, we have no jurisdiction or control over these third parties and therefore the individual or parent/guardian should also make a direct request to the site manager.
5. When an official photographer is present at a race, the race organiser (RO) will make this clear at registration. Requests to the RO for not photographing individuals will be honoured, where practicable.
6. Photographs of FRA races and events may be published in *The Fellrunner* and/or the FRA Handbook, which are available to FRA members. Permission will be sought from the parents/guardians of juniors appearing in photographs with the possible exception of group shots where athletes have posed for a photographer in the expectation they might be published.

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<sup>1</sup> document UKA/W30/1, available at <https://www.uka.org.uk/governance/policies/>

7. In certain circumstances, individuals are not permitted to be photographed by law. The only way to absolutely guarantee this is, unfortunately, not to race.
8. We encourage all clubs, especially those with junior sections, to formulate their own photography and social media policies, making use of private social media sites. Guidance on this is available from the UKA and NSPCC guidelines, the latter has a template to use for creating a policy.

<https://www.uka.org.uk/wp-content/uploads/2023/03/Photographic-Policy-Guidance-for-Athletics-Clubs-and-Venues.pdf>

<https://learning.nspcc.org.uk/online-safety/photographing-filming-children#skip-to-content>

9. Further information on the legalities of public photography can be found in Appendix 1 to this policy, available on the FRA website.

## Appendix 1: Photography and the law

Further information on photography and the law can be found at the following links:

1. [https://en.wikipedia.org/wiki/Photography\\_and\\_the\\_law#United\\_Kingdom](https://en.wikipedia.org/wiki/Photography_and_the_law#United_Kingdom)

Key phrases:

- “In the United Kingdom there are no laws forbidding photography of private property from a public place.”
- “Photography is not restricted on land if the landowner has given permission to be on the land or the photographer has legal right to access.”
- “There is no law prohibiting photographing children in public spaces.”

2. <https://www.lindsaydobsonphotography.com/personal/photographing-people-children-public-places>

Key phrases:

- “For images captured in locations where there can be no reasonable expectation of privacy, the photographer does not need the permission of the individual(s) who appear in that photograph in order to publish it online, in a newspaper, textbook or in a magazine.”
- “No such restrictions [on photography of children] could normally be imposed or enforced in a public location.”

3. <https://www.blpawards.org/competition/photo-rights>

These guidelines on photographers’ rights note that “public place” isn’t legally defined and thus may include privately owned spaces to which the public has free access at the time of the photography (which would therefore cover almost any fell race).