

**CYNGOR SIR POWYS COUNTY COUNCIL**

**REPORT TO PORTFOLIO HOLDER  
June 2013**

**REPORT AUTHOR:** Leisure & Recreation, Service Strategy & Development  
Manager

**FOR DECISION BY:**  
County Councillor Graham Brown  
Portfolio Holder for Commissioning

**SUBJECT:** Leisure & Recreation 'Mobile Technologies Policy'  
(including photography & the recording of images)

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**REPORT FOR:** Approval

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## **1.0 Summary**

- 1.1 We live in a digital age. Advances in technology are happening faster than ever. Organisations have a difficult job balancing their marketing and communication needs with the needs of their customers, against the Safeguarding and Child Protection issues which can be present in some circumstances. Mobile technologies are being utilised for a variety of purposes such as calls, emails, video messaging, integrated music systems and accessing the World Wide Web.
- 1.2 The Institute of Sport, Parks and Leisure (ISPAL) is the leading national professional body for sport and recreation management and development in the UK, based at Loughborough University. This policy takes account of their Information Sheet entitled "Photographing of children in sports centres/swimming pools" which was produced in 2003. *Note: To date no further updates have been issued.*
- 1.3 Other professional bodies associated with Cultural Services, Libraries, Countryside Services, Outdoor Recreation and Youth Services also recognise the importance of the safe use of modern mobile technologies in terms of Safeguarding and Child Protection and will promote compliance with this policy.

## **2.0 Background**

- 2.1 Powys County Council is striving to communicate more effectively with its customers, and through a wider range of media options. The Access to Services (A2S) project is now well established and has been underway since 2005.
- 2.2 For the group of Leisure & Recreation Services, this has meant the increased use of e-mails, direct mail merges, text marketing, on-line surveys and the introduction of social media sites such as Facebook, Twitter and the photo sharing site Flickr alongside the more traditional newsletters, posters and brochures.
- 2.3 With the recent work to enable all Sport & Leisure Centres, Youth Centres, Museums and Libraries to access either the PCC Network (for PCC staff) and/or the internet remotely via a WiFi connection, there is a need to review the current 'Use of Photography and Mobile Phones Policy' (2003) and update it to allow for the imminent free public 'Guest Access' to WiFi.

- 2.4 There are very substantial opportunities to increase usage and income presented through the improved marketing capability of e-media and smart phones. Similarly, customer feedback is highlighting the increasing frustration with the current total restriction in some buildings on the use of mobile phones and digital technology within Powys facilities. The public access to WiFi within buildings will alleviate this frustration but a public launch cannot be undertaken without a policy update and due attention to security and safeguarding issues.
- 2.5 This Policy replaces the 'Use of Photography and Mobile Phones Policy' (Leisure Services) that was approved in 2003 by the Economic and Community Regeneration Committee, and is based upon new risk assessments of leisure & sports centres undertaken in Summer 2012 and the installation of Wifi in leisure & recreation buildings.

### **3.0 Proposal**

- 3.1 The Leisure & Recreation 'Mobile Technologies Policy' (including photography & recording of images) is designed as far as reasonably practicable to allow staff, customers and visitors to use mobile technologies including free access to the internet via Wifi connection within Powys facilities, whilst ensuring that child protection and safeguarding issues are preserved.
- 3.2 To incorporate staff and public free access to WiFi within Powys facilities, and in particular, buildings associated with Leisure & Recreation, it is necessary to remove the current restrictions in some buildings on the use of mobile technologies and to replace them with partial restrictions in designated areas, specifically in relation to photography and recording of images.
- 3.3 Users of the Wifi network must register with Powys County Council and agree to the terms and conditions of use. (*Appendix 1& 6*)
- 3.4 In order to prevent the misuse of mobile technologies for the purpose of taking unauthorised pictures or recordings, a risk assessment of each individual building and 'off-site' visit has taken place. The areas listed below are those where the use of mobile technologies for the purposes of taking or recording images is **completely restricted at all times**
- **Changing Rooms**
  - **Toilet Areas**
  - **Sauna & Steam Rooms**
- 3.5 The following areas are restricted for the purposes of taking or recording images using mobile technology equipment **unless permission has been granted and authorised by building staff**
- Swimming Pool Viewing Areas
  - Under 16 years Gym Sessions
  - Public Areas in Libraries
  - Pool Parties
  - Pool Sports Event
- 3.6 All other authorised designated areas will be clearly signposted within all buildings.
- 3.7 Youth workers will support and advise young people on the appropriate use of mobile technologies for the purposes of taking and distributing images.
- 3.8 Photography equipment is permitted within the Archives search-room for digital photography of records (not people) providing researchers complete and sign a copyright form (see page <http://www.powys.gov.uk/index.php?id=3540&L=0> for the forms "published" or "unpublished" works). This provides clarification that photographs are used for private

research only. If images are to be published - in a book, TV programme, online a "permission" to reproduce form is completed.

- 3.9 The use of mobile phones / technologies must not disturb or intrude into any activities taking place. Similarly the use and application of mobile phones / technologies should be used appropriately as to not disturb, intrude or offend others. Out of courtesy to other users it would be preferred that mobile technologies remain on 'silent' mode whilst in the building. Staff will be within their rights to ask for mobile phones / technologies to be turned off should such instances occur. If there is evidence of a persistent incident(s), staff will ask users to leave the building and may need to make a formal report and take further action.
- 3.10 Staff will receive further policy update training prior to the public launch of WiFi access, and with regards to the review of this policy. The update of this policy will be fully communicated (press, signage, newsletters, web) to the users and visitors of the facilities, who will also be asked to assist in the monitoring of the policy in that they will be encouraged to report to a member of staff any suspicious activity, particularly where children or vulnerable adults are involved to ensure safeguarding and child protection policies are followed.
- 3.11 The current procedures and guidance which require completion of the 'Photographic Information Sheet' with regards to the authorised taking or recording of images throughout buildings will remain in place. (*Appendix 2 & 3*)

#### **4.0 Powys One Plan**

- 4.1 The review of the 'Mobile Technologies & Photography' Policy will support several of the aims in the *Powys One Plan* –
- *People in Powys live in supportive, sharing and self-reliant communities*
  - *Powys families are safe and supportive places in which to live*
  - *People in Powys are healthy and independent*
  - *People in Powys feel and are safe and confident*
  - *People in Powys can easily access the services they need*
- 4.2 The welfare and safety of Powys residents and visitors is of paramount importance to the Leisure & Recreation Services. Implementing a consistent approach to mobile technologies and the taking and recording of images provides a coherent message.

#### **5.0 Rationale / Service Impact**

- 5.1 Powys Leisure & Recreation Services actively encourage residents and visitors to participate in a range of activities, to promote the numerous health benefits and advantages of maintaining an active lifestyle. It is also recognised that people visit leisure & recreation facilities for reasons other than physical activity which incorporates several other agendas including Adult Living, Mental Health, Family Support, Youth Services and Promoting Social Inclusion.
- 5.2 Higher numbers of visitors to Powys leisure facilities generates essential income to enhance the facilities and services available.
- 5.3 The proposal to withdraw the total restriction on mobile technologies and replacing it with a partial restriction has not been taken lightly. Extensive research has been carried out to compare the policies enforced by other authorities in England and Wales. Guidance on the subject, written by leading industry organisations have been considered and applied where appropriate. (*Appendix 4 & 5 – Research & Industry organisation guidance*)

5.4 Powys County Council has a number of guidance and protocol documents available for staff with regards to the safe usage of mobile technologies and social media in the workplace. These can be found on the Intranet page 5918.

5.5 It will be necessary to publicise and promote the availability of Wifi within the Leisure & Recreation buildings which will be done in conjunction with the ICT services and communications team. It will be essential that staff and the public understand the new policy and the implications of unauthorised photography and the recording of images.

## **6.0 Sustainability and Environmental Issues / Equalities / Crime and Disorder / Welsh Language / Other Policies**

6.1 By permitting mobile technologies in leisure & recreation buildings, staff and the public will be enabled to use devices which will enable better communication opportunities.

## **7.0 Children and Young People's Impact Statement - Safeguarding and Wellbeing**

7.1 Organisations have a difficult job balancing their marketing and communication needs with the needs of their customers, against the Safeguarding and Child Protection issues which can be present in some circumstances. Mobile technologies are being utilised for a variety of purposes such as calls, emails, video messaging, integrated music systems and accessing the World Wide Web.

7.2 The Institute of Sport, Parks and Leisure (ISPAL) is the leading national professional body for sport and recreation management and development in the UK, based at Loughborough University. This policy takes account of their Information Sheet entitled "Photographing of children in sports centres/swimming pools" which was produced in 2003. *Note: To date no further updates have been issued.*

7.3 Within this guidance, they highlight the problem; "...the use of today's modern digital mobile technologies often with video, and now the new generation of mobile phones present the opportunity for misuse."

7.4 Other professional bodies associated with Cultural Services, Libraries, Countryside Services, Outdoor Recreation and Youth Services also recognise the importance of the safe use of modern mobile technologies in terms of Safeguarding and Child Protection and will promote compliance with this policy.

7.5 Leisure & Recreation staff will receive appropriate training with regards to the safe use of mobile technologies and the recording of images in buildings.

## **8.0 Local Member(s)**

8.1 This policy will be consistent across the Leisure & Recreation Service and will not have a specific impact on any local members.

## **9.0 Other Front Line Services**

9.1 When an individual has been enabled to use Wifi in Leisure & Recreation buildings (provided with a username and password) they will in effect be able to access Wifi in any other Powys County Council building that is Wifi enabled.

9.2 It may be necessary for other front line service staff to be trained in the 'log smart' system to answer questions from customers if required.

## **10.0 Support Services (Legal, Finance, HR, ICT, BPU)**

### 10.1 Legal

10.2 It will be necessary for the Wifi system to be monitored for evidence of misuse, which will be undertaken by ICT. Should a case of misuse occur, it may be necessary to involve the legal team for the appropriate action to be taken. Care must be taken to ensure consistency in treatment and policy for Leisure and in other PCC buildings.

### 10.3 Finance

10.4 There are no additional financial implications of the introduction of this policy.

### 10.5 HR

10.6 It will be necessary to train staff to issue usernames & passwords to enable access to Wifi. Staff will receive the necessary child protection / safeguarding training and will encourage and retain vigilance within the buildings with regards to misuse of the policy.

### 10.7 ICT

10.8 The ICT team manage and monitor the Wifi system within Powys and will alert the Leisure & Recreation Services of any evidence of misuse and the appropriate action to take.

## **11.0 Local Service Board/Partnerships/Stakeholders etc**

11.1 This Policy does not have implications for or needs the involvement of the LSB, a partner body/organisation or stakeholders

## **12.0 Communications**

12.1 The introduction of Wifi and the use of mobile technologies within buildings enables greater communication opportunities for all.

12.2 The revised policy will be launched and publicised prior to general availability and communicated appropriately using a variety of methods.

12.3 The policy and its use within buildings will be communicated to all staff (through appropriate training) and individuals who wish to use mobile technologies and Wifi.

## **13.0 Statutory Officers**

The Solicitor to the Council ( Monitoring Officer ) has commented as follows:  
"I note the legal comments and have nothing to add to the report"

## **14.0 Members' Interests**

14.1 The Monitoring Officer is not aware of any specific interests that may arise in relation to this report. If Members have an interest they should declare it at the start of the meeting and complete the relevant notification form.

<b>Recommendation:</b>	<b>Reason for Recommendation:</b>
To approve the Leisure & Recreation 'Mobile Technologies Policy'	To enable greater communication, access and promotional opportunities within the Leisure & Recreation Service

<b>Relevant Policy (ies):</b>	Leisure & Recreation Mobile Technologies Policy (including photography & recording of images)		
<b>Within Policy:</b>	<b>Y</b>	<b>Within Budget:</b>	<b>Y</b>

<b>Relevant Local Member(s):</b>	
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<b>Person(s) To Implement Decision:</b>	<b>Senior Managers, Leisure &amp; Recreation</b>
<b>Date By When Decision To Be Implemented:</b>	<b>14<sup>th</sup> June 2013</b>

<b>Contact Officer Name:</b>	<b>Tel:</b>	<b>Fax:</b>	<b>Email:</b>
Jenny Haynes	01597 827590		jenny.haynes@powys.gov.uk

**Background Papers used to prepare Report:**

Leisure & Recreation Mobile Technologies Policy (including photography & recording of images)

ISPAL Guidance

Powys Wifi protocol & guidance