

Photo guidance for volunteers and groups

Consent

As a general rule, you should always seek consent to take and use photographs/ video that are to be used for marketing and publicity purposes, which includes use on your or Cycling UK's website, newsletter, social media channels or printed materials.

The simplest way to do this is to ask your subject to fill in and sign a Cycling UK photo and video consent form. For GDPR purposes you should retain that form in a safe and secure location (ideally take a scan and retain on a secure computer server).

Photos / video of children & vulnerable people

If you wish to take and use photos / video of children (under the age of 18) or vulnerable people, you **must** get a photo / video consent form completed by a parent / guardian.

Organised events

At large events where it is impossible or impractical to seek individual consents for photos / filming, you should put up our signs clearly stating you are taking photos / filming for publicity purposes. It is better to include this information in any documents sent in advance eg booking form / registration form.



Top tips

Generally, there are two types of photograph you will be taking:

- Group / staged shots
- Action / reportage shots

Type of photograph

The **Cycling UK website** predominately uses landscape shaped images, please try not to take lots of portrait shots.

Group shots

Groups shots which are staged can be difficult to make look appealing, especially with people on bikes. If you do need to take a group shot, do not be afraid to ask everyone to bunch up closely.



The subjects of this photo are spread widely across the images, which means there's no focal point to the picture



Better – the subjects in this photo are more closely bunched and the picture is more appealing

Action shots

In most instances, action or reportage shots work much better. Think about taking shots of cyclists as they approach you, or as they are mingling before or after their ride.

Here are some good examples:



Things to think about:

- Avoid shooting from a distance – try to fill the frame with your subjects (as in the pictures above)
- Avoid the backs of heads and bottoms – try to get in front of the riders coming towards you
- Look for natural smiley faces
- Where possible, avoid posing people – natural, reportage style pictures work much better
- If you do stage pictures, huddle individuals closely together
- Look for an unusual angle to make your picture more interesting