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WEST MIDLANDS POLICE

Force Policy Document

POLICY TITLE:

Use of photographs of Police Officers, Special Constables & Police Community Support Officers

POLICY REFERENCE NO:

CC/03

Executive Summary

Local policing aims to involve communities in a systematic way in identifying issues, agreeing priorities and taking action. This systematic process helps to build communities' confidence in the police's ability to understand and deal with the issues that most concern them. To this end, it is vital that communities have access to policing or community services through a named point of contact. The publication of photographs, names, collar numbers and contact details on the Force website via the 'Your Neighbourhood' menu is now commonplace, and an excellent medium through which to engage our communities.

***Any enquiries in relation to this policy should be made directly with that of the policy contact / department shown below.*

Intended Policy Audience

All Police Officers, Special Constables, and Police Community Support Officers

Current Version And Effective Date.	Version 1.1	22.01.2013
Business Area Owner	Local Policing	
Department Responsible	Organisation & Service Development	
Policy Contact	PS Wendy Brookes / Inspector Gail Rumble	
Policy Author	Inspector Mark Powell	
Approved By	ACC Rowe	
Policy Initial Implementation Date	22.01.2013	
Review Date	21.01.2015	
Protective Marking	Not protectively marked	
Suitable For Publication – Freedom Of Information	Yes	

Supporting Documents

Evidence Based Research

Full supporting documentation and evidence of consultation in relation to this policy including that of any version changes for implementation and review, are held with the Force Policy Co-ordinator including that of the authorised original Command Team papers.

Please Note.

PRINTED VERSIONS SHOULD NOT BE RELIED UPON. THE MOST UPTO DATE VERSION OF ANY POLICY OR DIRECTIVE CAN BE FOUND ON THE EQUIP DATABASE ON THE INTRANET.

Force Diversity Vision Statement and Values

“Eliminate unlawful discrimination, harassment and victimisation. Advance equality of opportunity and foster good relations by embedding a culture of equality and respect that puts all of our communities, officers and staff at the heart of everything we do. Working together as one we will strive to make a difference to our service delivery by mainstreaming our organisational values”

“All members of the public and communities we serve, all police officers, special constables and police staff members shall receive equal and fair treatment regardless of, age, disability, sex, race, gender reassignment, religion/belief, sexual orientation, marriage/civil partnership and pregnancy/maternity. If you consider this policy could be improved for any of these groups please raise with the author of the policy without delay.”

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1. Guidance

- 1.1 The policing page 'Your Neighbourhood' has been revamped in a standardised format for use by all neighbourhood policing teams.
- 1.2 Every neighbourhood page should contain a photograph of the Sergeant and of each individual member of the team.
- 1.3 Photos of individuals should be head and shoulder shots in portrait style. Black or blue polo shirts should be worn. Under no circumstances should personal protective equipment or cycle uniform be worn in portrait shots.
- 1.4 The quality of the photograph should be approved by the person pictured and stored in the corporate image gallery, as maintained by the Corporate Communications Department. This image should be the default library picture for press or newsletter releases other than when an action shot is deemed more appropriate.
- 1.5 All police officers, special constables and PCSOs should be invited to approve the quality of personal portraits, on the understanding that once submitted to the corporate image gallery, the image(s) may be used for policing purposes. These images may include, (but not be limited to) local and national media releases, neighbourhood websites, newsletters and publicity material. When the organisation decides to use the image other than on the neighbourhood website, it will seek, where practicable, to do so with the knowledge of the member of staff involved.
- 1.6 This Order has taken consideration of the JBB Circular no: 76/2008, which can be viewed by clicking [here](#)

2. Policy Application

This policy is mandatory for all police officers and special constables.

PCSOs can reasonably be expected to participate but at this time contracts of employment mean that this is voluntary rather than mandatory. Contracts may be amended to facilitate this being a mandatory requirement for the role of PCSO.

3. Photographs

- 3.1 Images and identifying details will be published unless;
 - The information goes beyond the minimum of photograph, name, collar number and contact details
 - The individual's circumstances mean that the implications of publishing this information may have an adverse effect on them or their family
- 3.2 The terminology 'adverse' in these instances, means:
 - The individual has made his/her Local Command Team (LCT) aware of a domestic or other issue which would increase their vulnerability

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- The individual has requested his/her LCT to have their photograph removed due to criminal or disciplinary action being taken against them
- The individual becomes involved in a terrorist investigation or an investigation relating to National Security
- Any other circumstances with the approval of the LPU Commander

3.3 Application for photographs not to be taken (or published, if already taken) should be made by way of WG401 to the relevant LPU Commander outlining the reasons. Such an application may be made by any interested parties in the absence of the individual. If the request is declined by the LPU Commander, there will be a responsibility to complete a threat assessment, detailing necessary control measures. If the decision remains in dispute, in order to ensure a consistent Force approach, The Head of Organisation & Service Development Department will review the decision in consultation with the Police Federation/ Unions.

4. EQUALITY IMPACT ASSESSMENT (EQIA)

The Policy has been reviewed and drafted against all protected characteristics in accordance with the Public Sector Equality Duty embodied in the Equality Act 2010. The policy has therefore been Equality Impact Assessed to show how WMP has evidenced 'due regard' to the need to:

- Eliminate discrimination, harassment, and victimisation.
- Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it.
- Foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

Supporting documentation in the form of an EQIA has been completed and is available for viewing in conjunction with this Policy.

5. HUMAN RIGHTS

This policy has been implemented and reviewed in accordance with that set out with the European Convention and principles provided by the Human Rights Act 1998. The application of this policy has no differential impact on any of the articles within the Act. However, failure as to its implementation would impact on the core duties and values of WMP (and its partners), to uphold the law and serve/protect all members of its community (and beyond) from harm.

6. FREEDOM OF INFORMATION (FOI)

- 6.1 Public disclosure of this policy document is determined by the Force Policy Co-ordinator on agreement with its owner. Version 1.0 of this policy has been GPMS marked as 'Not protectively marked'.
- 6.2 Public disclosure does not automatically apply to supporting Force policies, directives and associated guidance documents, and in all cases the necessary advice should be sought prior to disclosure to any one of these associated documents.

Which exemptions apply and to which section of the document?	Whole document	Section number
None		

7. TRAINING

8. PROMOTION / DISTRIBUTION & MARKETING

The following methods will be adopted to ensure full knowledge of the Policy:

- Entry on Force Intranet

9. REVIEW

- 9.1 The Policy business owner Organisation & Service Development maintains outright ownership of the policy and any other associated documents and in-turn delegate responsibility to the department/unit responsible for its continued monitoring.
- 9.2 The policy should be considered a 'living document' and subject to regular review to reflect upon any Force, Home Office/ACPO, legislative changes, good practice (learning the lessons) both locally and nationally, etc.
- 9.3 A formal review of the Policy document, including that of any other potential impacts i.e. EQIA, will be conducted by the date shown as indicated on the first page.
- 9.4 Any amendments to the Policy will be conducted and evidenced through the Force Policy Co-ordinator and set out within the version control template.
- 9.5 Feedback is always welcomed by that of the author/owner and/or Force Policy Co-ordinator as to the content and layout of the policy document and any potential improvements.



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10. VERSION HISTORY.

Version	Date	Reason for Change	Amended/Agreed by.
v.1.0	22.01.2013	Supersedes Part 1 order 38-2006 – minor amendments to departmental names	PS 4566 Brookes
V1.1	07/10/2014	Policy transferred into Corp Comms – amended from OSD/03 to CC/03	Esther Martin, Dan Barton, Vicki Couchman