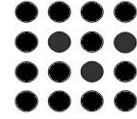




Leicestershire
County Council



Health & Safety



LEICESTERSHIRE CHILDREN & YOUNG PEOPLE'S
SERVICE

Code of Practice No. 22

IMAGES OF CHILDREN AND
YOUNG PEOPLE



Code of Practice 22
Images of Children and Young People

What you must do:

- Develop a policy in relation to the use of images.
- Obtain written permission from teachers and other adult staff, helpers and volunteers to use their photos.
- Obtain written permission from those with parental responsibility to use images of their child or young person.
- Obtain written permission from those with parental responsibility if they have specifically requested their child to **be photographed** and named for a specific reason.
- Decide on your own policy regarding camera phone use within schools, based on a clear understanding of the risk
- You must (under the Data Protection Act) ensure that parents or individuals have access, upon request, to stored images of their children or themselves.

What you should do:

- Where photographers are used, take reasonable steps to ensure they are reputable and ensure that parents are aware the photo sessions are taking place so they can withdraw their children if they wish to do so.
- Provide reasonable supervision during any photo sessions.
- Avoid naming a child in the text or photograph caption if appearing in a school prospectus for example.
- The decision on whether or not to allow photography, filming or video equipment should be communicated to parents in writing well in advance of any event or performance.

Code of Practice 22
Images of Children and Young People

Introduction	Page 3
Use of Images by Media	Page 5
School Websites	Page 7
School Prospectus and Other Literature	Page 10
Photography or Filming by Parents - including at Sporting Events	Page 11
Areas where Photographic and Recording Equipment (Including mobile phones) may be forbidden	Page 13
Mobile Camera Phones	Page 14
On-line Bullying	Page 16
Pitfalls and How to Overcome Them	Page 17
Sample Forms/Letters to Parents	Page 18

Code of Practice No 22

Images of Children and Young People

Introduction

Leicestershire County Council takes very seriously its responsibility to protect and safeguard the welfare of the children and young people entrusted to its care. For this reason, the guidance in this Code of Practice has been developed to advise those in Leicestershire Education Establishments, in order to ensure the privacy and safety of all concerned.

There is considerable debate concerning the issues of access to inappropriate materials by pupils and also the dangers inherent in publicising personal information and images (e.g. photographs) of pupils, families and even staff members. The Data Protection Act 1998 has to be considered as it now covers the use of images. To this, can be added the technological advances in mobile phones e.g. camera phones and direct links to the internet. Finally, there is increasing evidence of bullying (also known as cyberbullying) of pupils and staff through the use of mobile phones or on the internet.

These continuing changes in technology require that guidance must also evolve to protect our pupils and staff. Everyone needs to be aware that images are potentially available for large audience to view, and crucially, we need to be aware that children and families need to have their own privacy protected from the potential viewers.

It must not be forgotten that there are an increasing number of vulnerable children and young people. Family member separations require sensitive handling, particularly in situations where one of the parents has been denied access or not allowed to know the whereabouts of a child or young person.

Occasionally, members of the press may take photographs or film footage at an educational establishment. Although the press are exempt in certain circumstances from some of the principles of the Data Protection Act, some parents may object to images of their children appearing in the media.

The use of images of children raises particular legal issues, as does the practice of children testing a website being set up by schools. These images should only be used in a purposeful manner and with the greatest sensitivity. The most careful consideration should be given to their potential inappropriate use. Issues to be considered are: -

- Close up shots
- State of dress
- Camera angles

This guidance applies to the use of images of children and all young people. It is intended to raise awareness of the issues. Further detailed legal advice should be sought if videos or films are to be made involving young people for broadcast or web use.

The advice contained in this Code of Practice is an amalgamation of general advice from the DCFS TeacherNet, and advice offered from the teams responsible for child protection and for safe use of images on the internet and in other media. Leicestershire County Council recommends that advice available from TeacherNet on aspects of images is used and is recommended as an additional source of guidance.

<http://www.teachernet.gov.uk/wholeschool/familyandcommunity/childprotection/usefulinformation/>

We also acknowledge the guidance produced by Norfolk, Suffolk, Hampshire and Warwickshire County Councils, which has been used as a basis for some areas of the advice contained in this Code of Practice.

Whilst the advice concentrates on images of pupils/young people, you should not forget that you will need to support staff in a similar manner. Written permission from teachers and other adult staff, helpers and volunteers to use their photos for example.

There has also been an increase in the instances of bullying (cyberbullying) of staff. This will require management by a Headteacher or manager. On 15 April 2009, the DCSF issued guidance "***Cyberbullying: Supporting school staff***" which outlines practical ways of preventing and tackling cyberbullying of teachers and other school staff.

<http://www.teachernet.gov.uk/wholeschool/behaviour/cyber/>

Use of Images by Media

Several scenarios can occur:

1. Team Photographs:

- When everyone is prepared to allow team photographs and full names to be published. In this situation publication can occur.
- If a parent is not happy to have a child's name printed on a photograph then consideration could be given to publishing the photograph with no names. The Headteacher or Manager should make every effort to ensure, in conjunction with the newspaper editors, that this occurs.
- If parents of a child have indicated that the child is vulnerable and should not have a photograph printed then a team photograph may not be appropriate.

2. Photo Opportunities:

- When an establishment invites a newspaper to celebrate an event, the Headteacher or Manager must make every effort IN ADVANCE to ensure that the newspaper's requirements can be met.
- Almost without exception, this means the paper will prefer to publish the full names of anyone in a photograph they print. The only exception to this might be (as above) in a larger group shot (e.g., a group of more than 10 children).
- However newspapers usually prefer to work with smaller groups of children - e.g., three or four - and for this number names would definitely be required.
- It is not acceptable to invite a newspaper to take photographs and then refuse to provide any names. Newspapers will not print anonymous photographs. Establishments must give thought to this beforehand and parental permission/opinions must be their key guidance.
- This might mean offering only those children whose parents are happy for publication of photographs and names for inclusion in any photo opportunities.
- If this is not possible, for example a specific group of children have achieved something, and parental permission of the publication of full names is withheld for one or more of the group - it might be possible to negotiate a 'first names only' agreement with the newspaper.
- Otherwise establishments must be prepared to forego newspaper publicity.

Portrait Photography in Schools

Many schools allow professional photographers to come into school to take portrait photographs of individual children, groups or classes. These are then offered for sale to parents.

Schools should make it clear to parents that this is essentially an arrangement between the photographer and the parents. Schools may facilitate this arrangement, but cannot take responsibility for issues such as copyright and the use of images held by the photographer.

Nevertheless, as a matter of good practice, schools must: -

- Take reasonable steps to ensure the photographer is bona fide and reputable.
- Ensure that parents know about the photo sessions before they take place and have an opportunity to withdraw their children.
- Ensure that children whose parents have objected are not photographed.
- Provide reasonable supervision during the photo sessions.

We are also aware that some professional photographers are placing the “proof” photographs of the portraits taken on their company website, so that parents can then view them via the Internet and order them directly from the company.

Schools are advised to check such arrangements closely, and to ensure that parents are clearly informed of the process prior to any photographs being taken, and being given the opportunity to withdraw their child from the photographing session. (See sample letter in appendices)

Ownership of the Image

The ownership is subject to the contractual arrangement between photographer and the parent commissioning the photograph i.e. the parent who completes the actual order form.

Conclusion

It is always wise to remember that there can be very sound reasons why parents or guardians would not want some children’s images published. All schools should remember that if there is no consent from the parent, then no filming or photographs are to be taken that could identify the individual child.

School Websites

Background

Most schools now have their own websites.

<http://www.teachernet.gov.uk/management/atoz/s/schoolwebsites/>

The challenge is to ensure that all schools take a safe and sensible approach to developing an interesting, informative and effective website while giving careful consideration of the use of images and digital video.

Use of Images

Including images of pupils on the school's website can be motivating for the pupils involved and provide a good opportunity to promote the work of the school. It is important to balance the potential risks of including images of pupils on the website against the design principles of creating colourful, attractive and relevant pages as the school would wish to do with any publication.

Schools must develop a section in the policy in relation to the use of images of pupils on the school website. The Headteacher and Governors will need to make decisions about the type of images they consider suitable and that appropriately represent the school. They would also want to ensure that parents fully understand and support their policy.

When assessing the potential risks in the use of images of pupils, the most important factor is the potential of inappropriate use of images of children. Considerations that all schools should take into account when developing a policy would include: -

- Asking for parental permission before using images of pupils, whether on the school website or elsewhere. This ensures that parents are aware of the way an image of their child is representing the school. A parental consent form is one way of achieving this.
- Avoiding the use of names of individuals in a photograph. This reduces the risk of inappropriate, unsolicited attention from people outside the school. An easy rule to remember is:
 - if the pupil is named, avoid using their photograph
 - If a photograph is used, avoid using the name of the pupil.
- Consider using group photos rather than photos of individual children
- Ensure that the image file is appropriately named
- Only use images of pupils in suitable dress to reduce the risk of inappropriate use
- Create a recognised procedure for reporting the use of inappropriate images to reduce the risks to pupils.

Schools may also wish to give consideration to the way in which video clips are made available on their website. If posted on a web server, video clips can be downloaded and saved to the viewer's desktop. Once downloaded the school has no control over the way in which the video is viewed, edited or distributed. Safety precautions such as the streaming of video should be considered. Streamed video can only be viewed and not downloaded. In addition streams can be logged and monitored including details as to who logged on, when and how long the viewer has watched the video. These logs could indicate whether a particular user is showing an inordinate amount of interest in school videos.

General Advice with Regard to Use of Pupils Images on the Website

The measures described below can help to reduce the risk of inappropriate and/or unsolicited attention.

- When considering the use of photographs of children, avoid close up pictures of individual children where possible and instead use general shots of the classroom or group activities. Decide whether there is a need for the school and the pupils to be identified at all. If there is such a need, avoid captions that give the children's full names or include personal details such as email addresses, home addresses and telephone numbers.
- Only use images of pupils in suitable dress e.g. school uniform, but remember that children can be identified through logos or emblems on sweatshirts etc. Sometimes it may be necessary to airbrush or "fuzz out" the relevant part of the image. It may also be inappropriate to use images or footage of pupils doing PE even if the school and/or pupils are not identified.
- On no account must the family name or domestic situation of a pupil be revealed, even if this is through the content of the pupil's work.
- A consent form should be used by schools to ask for parental permission to use an image of a pupil and explain the purpose for which the image will be used and whether it will be retained for further use. If necessary the school should offer assurances that the images will be securely stored and used only by those authorised to do so. Schools are advised that this opportunity should be taken to reassure parents who may have concerns. This ensures that parents are fully aware that the image of their child is being used.
- Using photographs of items designed and made in technology lessons, together with excerpts from written work and scanned images of art work, allows pupils' work to be exhibited to a wider audience without increasing the risk of inappropriate use of images of pupils.

- In exceptional circumstances where those with parental responsibility specifically wish their child to be photographed and named for a specific purpose. If so then this parent must give their consent to this in writing to the school.

There are many aspects of a school website, which might also be covered by Data Protection legislation. If a school website collects personal data directly from individuals, via a “guest book” or “questionnaire” for example, they should be aware that this could constitute obtaining and holding data, and as such should inform the individual of the purposes for which they intend to process the personal data. If the school intends to distribute a newsletter by email using such data the school must give the individual the opportunity to opt out.

If a school collects personal data in any form via its website, it should provide a clear and detailed privacy statement prominently on the site and wherever personal data is collected. Schools may wish to develop a privacy policy for their website as a matter of good practice, even if personal information is not currently collected. The website of the Information Commissioner provides some useful compliance advice with regard to collecting personal data on websites.

Generally the school will need to ensure that:

- They develop a policy in relation to the use of images of pupils on the school website
- They develop a procedure to ensure that only appropriate images of pupils are used in the school
- The Headteacher and Governors take an active role in making decisions about the type of images they consider suitable and which appropriately represent the school
- That the Headteachers and Governors will want to ensure parents support their policy.

School Prospectus and Other Literature

Although most school literature is sent to a very specific audience, it must be recognised that the school prospectus is circulated more widely, and again it would be best to avoid using personal details or full names of any child in a photograph. Again, avoid naming a child in the text or accompanying photograph caption if they appear in a photograph and vice versa.

Photography or Filming by Parents

It is natural for parents to want to record their children's time at school, especially when they take part in activities such as sport, concerts, nativity plays or other types of show. Issues can arise when photography/video recording/filming takes place at such events. These issues could include: -

- Disturbance to other members of an audience
- Distraction to those pupils taking part
- Copyright restrictions
- Parental objections
- Child protection concerns.

The decision on whether or not to allow photography, filming or video recording rests with the Headteacher in consultation with the Governing Body. The decision would have to be taken in light of individual circumstances, and the issues raised above, together with circumstances surrounding the individual school such as geographical location, size of the hall, age of the pupils involved etc. However any decision taken should be communicated to parents in writing well in advance of any event or performance.

If the decision of the Headteacher and Governors is to allow photography or filming then parents should be asked to complete the declaration form on Page 17. Parents should be given an opportunity to object in writing to their child being included in any such photographs. Where an objection is raised, the school will need to consider ways in which the difficulties this causes can be overcome. It may be possible to achieve this without having to reverse the original decision.

If the decision is not to allow filming or photography, it is very likely that some parents are likely to be very disappointed. It is very important that schools formally explain the reasons which underlie their decision which could be any or all of the above mentioned criteria. From our experience, parents would generally be more willing to accept the practical reasons such as physical layout problems or due to a disturbance, but many parents do not see general child protection issues as being sufficient justification for a ban.

Where photography or recording of an event or a performance is not allowed, then schools should consider alternatives such as: -

- Professional photography arranged by the school. Parents would still need to be given the usual opportunities to object but this would provide a means for the school to retain control of images in a way that may be acceptable to objectors. Only acceptable images would be made available for parents to order;
- Allowing parents opportunity to photograph or film before or after the event itself, when an objector would be able to withdraw their child without affecting the actual event or performance for example, the bringing together of the cast after a school play or prize winners after the school sports.

Use of Photographic Filming Equipment at Sporting Events

Make sure that only images of pupils in suitable dress are taken to reduce the risk of images being used inappropriately. Headteachers should use their common sense judgement about the photos used/taken. Particular care should be taken with photographs taken during PE, gymnastics and swimming lessons.

Areas Where Photographic and Recording Equipment (Including Mobile Phones) May Be Forbidden

- All changing areas
- Swimming pools
- Team changing facilities
- Health suite
- Sauna areas
- Fitness suites and gyms
- Toilet areas
- Aerobic/fitness classes
- Playscheme facilities

The managing authority of each type of these facilities may have their own policies in relation to the taking of photographs.

Headteachers should check with the relevant authority as to their policy, before pupils use these facilities.

Mobile Camera Phones

The subject of mobile phones has been left to each individual school to decide its own policy. Within Leicestershire there is a variety of practice varying between phones being totally banned, some only being available for use at lunchtimes whilst other schools allow a more open policy.

Increasingly, mobile phones and similar devices connected to the mobile network are available with enhanced features including colour screens, picture messaging, video cameras and internet browsers and can be used to access a growing variety of content.

As devices with embedded cameras become cheaper and more widely available, recognising the fun aspect of communication, children and young people are set to become a significant proportion of these users. However, there are significant concerns over the safety, security and wellbeing of young children and young people, either as users of the technology or as victims of camera phone misuse.

Whereas, with a traditional camera, it is normally obvious that the user is taking a photograph, this is not always the case with a camera phone. Most camera phones are small and discreet, and this could lead to children and young people being photographed without their consent or knowledge, possibly in an inappropriate situation. (We have had instances of camera phones being used to take inappropriate photographs under/over toilet doors or partitions). This is an invasion of privacy and can be extremely distressing for the subject of the photograph. There have also been cases where camera phones have been used for bullying purposes.

In summary, the risks with camera phones are: -

- They are very small and can be used without the subject knowing.
- They can be used to bully other children.
- They can be used to cheat in tests, exams etc.
- It is not obvious that a picture is being taken.
- Visitors to schools do not have to declare that they are carrying one.
- Once an image is taken, it can be modified and misused.
- They are compact, easy to use and no “flash” is given off.

The ease with which photographs can be distributed is also a serious concern. Photographs can be quickly forwarded on to others or even distributed to websites. Once released in this way, it is impossible to track down and permanently delete images. Many mobile phone operators are now warning against using camera phones to distribute images to websites.

Photographs could also include clues as to the individual's location, such as the school name in the background, which if distributed inappropriately, could lead to the risk of contact by strangers. Again individual schools must decide on their own policy regarding camera phone use within schools, based on a clear understanding of the risk. As stated earlier, many schools already have policies in place regarding mobile phone use within school, and these must be expanded to include guidance on camera phones.

On-line Bullying (Cyberbullying)

Children and young people are keen adopters of new technology, but this can also leave them open to the threat of online bullying. An awareness of the issues and knowledge of methods for dealing with online bullying can help reduce the risks.

Some of the methods by which this bullying can take place include: -

Bullying by text message:

- Messages sent/received at all times and when not expected.
- Can be anonymous.
- More casual than a phone call.

Bullying by email

Bullying within “chat rooms” or by instant messaging:

- Element of anonymity, so children may have confidence to say things online, which they would not say face to face.
- Groups formed in chat rooms - can be used as a way of excluding or harassing others.

Bullying by websites:

- When the site includes material that can mock, torment, harass or are otherwise aggressive, and can be aimed at an individual or a group of people.

In addition, the County Council’s Bullying Strategy Team has made advice available on: www.beyondbullying.com Link word - online bullying.

Pitfalls and How to Overcome Them

Re-using Old Images

Some of the most serious problems have arisen when images taken for one purpose have been used for something entirely different. This is likely to constitute a breach of the Data Protection Act 1998. Remember - new use requires new consent. This can be difficult to obtain for pictures that have been stored for some time. It may be easier and safer to use a new image which has been obtained and cleared to illustrate the subject in hand.

Sensitive Issues

If you need general pictures for publicity purposes, contact the Administration and Business Support Team, as they may have access to suitable images from within the Department, or also the Council's Public Relations Team.

Storage of Images

Whether your images are stored as photographs or electronically, you must ensure that they are secure and are clearly labelled and dated so that they cannot be used without proper consent and can be deleted/destroyed after the elapsed usage or time.

Risks of Access to Stored Images

You must (under the Data Protection Act) ensure that parents or individuals have access, upon request, to stored images of their children or themselves.

Destruction of Images

Images should not be held for an unreasonable length of time. The attached consent forms specify a 1 year period before the images are destroyed/deleted. Ensure that if images are deleted that they are fully deleted from the system. For example, a deleted image from a computer could potentially still be stored somewhere else on the hard drive.

Web Images

It is very easy to download images from the Internet, but this does not mean that it has been cleared for general use. Unless you know that an image has been cleared, do not use it.

Using Images of Children

Parental Consent form for use by Leicestershire County Council Schools

To Name of Child's
Parent or guardian: _____

Name of Child: _____ Date of Birth: _____

School Address: _____

From time to time, our school may be visited by the media who will take photos or film footage, for example of a visiting dignitary or other high profile event. Pupils often appear in these images which may appear in local or national newspapers, or on televised news programmes.

Occasionally, we may take photographs of the children at our school. We may use these images, for example, in our schools prospectus or in other printed publications that we produce as well as on our website. We may also make video or webcam recordings for school-to-school conferences, monitoring or other educational use.

To comply with the Data Protection Act 1998, we need your permission before we can photograph or make any recordings of your child. Please answer questions 1 to 4 below, then sign and date the form where shown.

Please return the completed form to the school as soon as possible.

Please circle
your answer

- | | | |
|----|--|--------|
| 1. | May we use your child's photograph in the school prospectus and other printed publications that we produce for promotional purposes? | YES/NO |
| 2. | may we use your child's images on our website? | YES/NO |
| 3. | may we record your child's image on video or webcam? | YES/NO |
| 4. | are you happy for your child's image to appear in the media? | YES/NO |
| 5. | accompanied by their name? | YES/NO |

Please note that websites can be viewed through out the world and not just in the United Kingdom where UK law applies.

Please also note that the conditions for use of photographs are on the back of this form.

I have read and understood the conditions of use on the back of this form.

Parents or guardians signature: _____

Name (in block capitals): _____

Relationship to child: _____

Date: _____

Conditions of Use

1. This form is valid for 12 months from the date you sign it. The consent will automatically expire after this time.
2. We will not re-use any photographs or recordings after your child leaves this school.
3. We will not use the personal details or full names (which means first names and surname) of any child or adult in a photographic image on video, on our website, in our school prospectus or in any other printed publications.
4. We will not include personal e-mail or postal addresses, or telephone or fax numbers on video, on our website, in our school prospectus or in other printed publications.
5. If we use images of individual pupils, we will not use the name of that child in the accompanying text or phone caption.
6. If we name a pupil in the text, we will not use a photograph of that child to accompany the article.
7. We may include pictures of pupils and teachers that have been drawn by the pupils.
8. We may use group or class photographs or footage with very general labels, such as “a science lesson” or “making Christmas decorations”.
9. We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.

If filming/photography are to be allowed - Form of declaration to be completed by those undertaking the filming/photography.

Declaration form where images to be taken by parents/family/friends in Leicestershire County Council Schools

Declaration

I hereby declare that any photographs or video film taken by myself will be solely for the individual family's use and will not be distributed more widely.

Name of Child/Young Person:

Date of Birth:

School:

.....

Parent/Guardian's Signature:

Date:

Parent/Guardian's Full Name:

Address:

.....

.....

.....

Sample Letter 1

Where a school proposes to place no restrictions on photography at a school event.

Dear Parent,

Later this term we will be holding our school play. All the children have been working hard to ensure that it is well up to our usual standard when the performances are held on XXXXXXXXXXXXXXXXXXXX.

Many parents like to take photographs and take video recordings of their children during the performances. Having discussed this with our Chair of Governors, we see no reason to place any restriction upon photography or video recording during the performance, but please be aware that it can distract the children and disturb other members of the audience.

If anyone whose child is taking part in the play is concerned about this decision, please contact me at the school, either in person, or on our usual number.

Tickets will be available nearer the performances, but in the meantime you might like to put these dates in your diary.

Yours, etc

Headteacher

Sample Letter 2

Where restrictions are proposed at a school performance

Dear Parent,

Later this term we will be holding our school play. All the children have been working hard to ensure that it is well up to our usual standard when the performances are held on XXXXXXXXXXXXXXXXXXXX.

This year we are asking parents not to photograph or video record children during the performance itself. We want children to do their very best and we have found that they are all too easily distracted by cameras, which can also disturb other members of the audience.

POSSIBLY:

However, children will remain on stage for a few minutes at the end of the show so that photographs can be taken. Parents who do not wish their children to be photographed will be able to withdraw them beforehand.

OR:

However, we are arranging for photographs to be taken during the dress rehearsal. These will be on display in school soon afterwards and you will be able to order copies from the photographer. Anyone who does not wish their child to be included in these photographs should contact XXXXXXXXXX.

I hope that you understand the reasons for this decision, and that you will support the play with your usual enthusiasm. Tickets will be available nearer the time.

Yours, etc

Headteacher

Sample Letter 3

Where restrictions are proposed at a sporting event.

Dear Parent,

Photography during Sports Day

Later this term we will be holding our school sports day. This is a day that we all look forward to, and I know that many of you will want to bring your cameras. This year, some of our parents have particular reasons for asking that their children should not be photographed filmed or video recorded at school, and this included the sports day. The school respects the views and the wishes of these parents and asks you not to use cameras during the races.

We know that this will be disappointing to many other parents, and we do not want the efforts of our young athletes to go unrecorded. We will therefore be arranging for the race winners to get together after the prize-giving when you will be able to take pictures or make video recordings.

I hope that you understand the reasons for this decision, and that you will support the sports day with your usual enthusiasm.

Yours, etc

Headteacher

Sample Letter 4

Portrait photography by a professional photographer in school.

Dear Parent,

Portrait Photography

On X-date a professional photographer, XXXXX, will be coming into school to take pictures of the children. Mr/Ms XXXXX regularly photographs at this and other schools and we are happy to provide facilities in the usual way.

If you do not wish your child to be photographed, please contact the school before the photography takes place.

Otherwise, the photographer will send proofs home with children as soon as they are available and you will be able to decide whether or not to place an order.

[Mr/Ms XXXXX has advised that they place the photographs on a web site for parents to view and order on-line. Please let us know if this would not be acceptable] Include if applicable.

Please note that while the school is happy to facilitate this photography, it is essentially an arrangement between the photographer and you as a parent. The school does not hold the negatives or the copyright and is not responsible for your orders, or the future use of the pictures.

Yours, etc

Headteacher

Summary of Updates

Date of Review: 2008

- No details of reviewed information available

Signature(s): No records available of reviewers

Date of Review: April 2010

- All web links and contact numbers have been updated.
- Must do and should do page has been inserted.

Signature(s): Gary Harrison / Rachael Plimmer

Date: 29th April 2010

Date of Review:

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Signature(s):

Date:

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