



*Learning Today, Leading Tomorrow*

**Bishops Down Primary School**

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Headteacher: Mrs C Owen

8th February 2017

Dear Parents and Guardians

### **Bishops Down Promotional Video**

Further to Mrs Owen's announcement in the last newsletter I wanted to get in touch with you about the promotional video the school is embarking on this year. It is important to share with you why we are making it and what the involvement will be for your children, the staff and other stakeholders who make up our wonderful community at Bishops Down Primary. It is important also that I gain your permission for your child to be involved.

Primarily the video will be used as a marketing tool and will be designed to entertain, inform and engage those who wish to view it. It is an opportunity, one which many schools are doing, to "show off" our ethos, culture and happiness. The video will be a snapshot of the school and its students and staff and will not centre on any particular children for any prolonged amount of time. However, our story board is of a child viewing our school on a taster day with two buddies showing this child around. If your child is chosen to be in one of these positions we will contact you directly.

When you joined the school we gained your permission to use your child's image on our website either in photos or videos and the vast majority have agreed that this can take place. This happens every day in school as you are well aware. This promotional video, in essence, is no different but will be designed as a promotional tool and your child could remain on our website after he/she leaves our school especially our current year 6 and 5 children. We may also utilise the video at meetings, open days etc., to create a visual point of interest. To comply with the Data Protection Act 1998, we need your permission before we can take any images of your child for our new promotional video.

The school can assure you of the following:-

- We will not use children's names in the video either within the sound or in any captions.
- We will obtain parental consent for your child to be videoed for the promotional video.
- Once parental consent is received we will obtain the child's permission verbally that they are happy to be in the school video and we will not intentionally cause upset or anxiety to any child.
- We will only use images of children in suitable/appropriate clothing.
- We will make no reference on the video of a child's personal information such as their hobbies, their personal likes or dislikes or siblings names etc.
- We are consulting with professionals to film, direct and edit the video and can confirm that those involved in the making of the video will not be left alone with children and that children will be chaperoned by staff at all times.

The filming will take part in small takes over the next 3 to 4 months and we do not envisage your child being out of class for prolonged periods of times. Most of the filming will be done naturally – your child/group of children may not even be aware that it is taking place!

The video will be set to appropriate “pop” music and there will be an element of choreography which will need to be learnt – this again will take place during school time but I am sure many will come home singing and dancing!

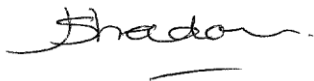
For this promotional video project we have been advised to seek your permission again to use your child’s image. Attached is a form which I ask you please to return to me at your earliest convenience and by no later than the end of February. The delay in the return of the form/permission will only delay the video or stop us from using your child – this would be a great shame.

Extra forms will be in the front office.

It is important to stress also that your child has a right to express that they do not want to be in the school video. We shall be talking to them all about it (once we have your permission slips) but urge you to also chat to them at home. If they express distress or anxiety please make contact with me – it is not our intention to upset anyone.

I look forward to receiving the consent forms and will keep you informed of how this exciting project is progressing. I am confident this project will be an exciting time for all our children.

Kind regards,

A handwritten signature in black ink, appearing to read 'Jo Sheldon', with a horizontal line underneath.

Jo Sheldon  
Admissions Secretary  
& Video Working Party Team

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