

Live Streaming Guidance

Introduction

England Hockey (EH) recognises the positive role that live streaming can play in widening access to hockey, promoting the sport and helping families, supporters and communities engage with matches and events.

Clubs, Counties, Areas, competitions, event organisers and others involved in hockey may wish to live stream matches, competitions or other hockey-related activity for a range of purposes.

This guidance focuses on live streaming activity. It does not apply to photography or footage recorded solely for internal coaching and development purposes, which are covered separately.

Live streaming carries particular safeguarding and privacy risks because footage is broadcast in real time and cannot be edited before it is viewed, shared or recorded by others. It must therefore be managed responsibly, lawfully and with appropriate regard to consent, safeguarding, data protection, privacy and participant welfare.

Aim

The aim of this guidance is to support Clubs, Counties, Areas and event organisers to live stream matches and hockey-related activity safely, responsibly and lawfully.

This guidance is intended to help understand the key considerations when live streaming hockey activity, including consent, notification, safeguarding, platform control, storage, access, retention and sharing.

This guidance is not intended to prevent live streaming where it is appropriate. Instead, it seeks to promote good practice so that live streaming can be used positively to widen access to hockey, support development, promote the sport and engage families, supporters and communities.



Key Principles - Live Streaming

The following key principles should guide all live streaming activity undertaken by Clubs, Counties, Areas and event organisers.

Live streaming must have a clear purpose

Clubs, counties, areas and event organisers should be clear about why they want to live stream, who the intended audience is, which platform or service will be used to host or broadcast the stream, who will be able to access it, and whether the stream will be recorded, stored or shared afterwards.

Use should be limited to the agreed purpose

Live streaming should not be undertaken for unrelated purposes, such as public criticism of players, coaches or officials, challenging umpiring decisions, or creating footage with the primary purpose of supporting disciplinary action.

However, where footage from a live stream is available and is relevant to a safeguarding, welfare, disciplinary or complaint matter, it may be considered or used as evidence where appropriate. Any such use should be proportionate and handled in line with England Hockey procedures and data protection requirements.

Responsibility must be clearly assigned

Each Club, County, Area or event organiser must nominate a lead person responsible for managing live streaming arrangements, including consent, safeguarding, data protection, communication, platform control and any concerns raised. The contact details of the lead person should be opening available via a relevant website or streaming platform.

Consent and notification must be managed appropriately

Consent must be obtained in advance at least 48 hours before any live streaming takes place.. All participants, opposition teams, officials, parents/carers where children are involved, spectators and any other relevant persons must also be informed of the live streaming arrangements before the stream begins.

Please see EH consent form template in Appendix

It is recommended that clubs who plan to livestream, consider adding consent request within their membership process, as this allows for club members accept their consent at the start from joining the club.

Please see EH Club Membership consent template in Appendix

Safeguarding must be prioritised

Particular care must be taken where children, young people or adults at risk are involved. Any safeguarding concerns, legal restrictions or individual welfare needs must be adhered to and acted on appropriately.



The stream must be actively managed

Live streaming should not be treated as passive once the camera is switched on. Organisations should have a nominated individual who controls the stream, , who has access, whether comments are enabled, and what action will be taken if a serious injury, medical intervention or concern is raised.

Audio should also be considered as part of live stream planning. Microphones may capture commentary, pitch-side conversations, bench or table discussions, spectator comments, language, tactical information, medical incidents or safeguarding and welfare matters. Organisations should consider whether audio is needed, where microphones are positioned, whether audio can be muted or restricted, and how any concerns relating to audio will be managed.

Footage and personal data must be handled responsibly

Any stream, recording, clip or related information must be managed in line with data protection requirements, including decisions about publication, storage, retention and sharing. Footage should be stored securely, retained only for as long as necessary, and not shared more widely than intended.

Concerns must be responded to promptly

Organisations should have a clear process for managing objections, safeguarding concerns, privacy issues or complaints, including pausing, stopping, restricting or removing a stream where appropriate or necessary.



Live Streaming Step by Step

Step 1 - Nominate a Live Streaming Lead

Before any live streaming takes place, the Club, County, Area or event organiser should identify a named person to oversee the arrangements. This person should be the main point of contact for participants, opposition teams, officials, parents/carers, spectators and anyone raising a concern about the stream

The Live Streaming Lead should ensure:

- The purpose of the stream is clear;
- Relevant people have been informed;
- Consent and notification have been managed where required;
- Safeguarding and privacy concerns have been considered;
- The platform, access controls and camera position are appropriate;
- Comments or chat functions are managed or disabled where necessary;
- Footage is retained only for as long as reasonably necessary for the purpose for which it was recorded and is then deleted.

Step 2 - Define the Purpose of the Live Stream

Before live streaming any hockey activity, organisations should be clear about why the stream is taking place and how it will be used.

Appropriate purposes may include:

- Widening access to matches or events;
- Allowing remote viewing by families, supporters or members;
- Promoting hockey and positive participation;
- Match or event coverage;
- Coaching or performance analysis where appropriate;
- Umpire or official development;
- Agreed broadcast, media or commercial activity.

Live streaming should not normally be used for:

- Challenging or scrutinising umpiring decisions negatively;
- Operating as a decision referral system;
- Public criticism of players, coaches or officials;
- Disciplinary action as a primary purpose;
- Any purpose that has not been clearly explained in advance.

There may be limited occasions where footage becomes relevant to a safeguarding, conduct, complaint or disciplinary matter. Any such use should be incidental, proportionate and handled in line with EH procedures and data protection requirements.

Where footage exists and all parties are aware of it, its use for any of the processes listed above must not be restricted on the basis of the purpose for which it was created.

Step 3 - Ensure There Is a Live Streaming Policy

Any club, county, area or event organiser intending to live stream hockey activity should have a clear live streaming policy in place before streaming begins.

The policy should explain what types of activity may be streamed, the purpose of the stream, who is responsible for managing it, which platform will be used, who may access it, and whether footage will be recorded, stored or shared after the event.

The policy must also include clear guidelines and a process for collecting consent before any live streaming takes place. This should include who is responsible for requesting consent, when consent should be obtained, how consent will be recorded, and how objections or concerns will be managed.

Where children, young people or adults at risk may appear in a live stream, the policy must reflect appropriate safeguarding arrangements. This should include how risks will be assessed, how concerns or objections will be handled, and what steps will be taken where additional protections are required.

Please see Appendix A for a live streaming policy template.

Step 4 - Manage Consent and Notification

Live streaming should only take place where the appropriate permissions, notifications and consent processes have been completed in advance.

The consent process should make clear who consent is required from. This may include players, parents/carers where children or young people are involved, officials, pitch-side volunteers and any other individuals who are likely to be clearly identifiable in the live stream.

Where a match involves another team, the opposition should be informed in advance at least 48 hours, and asked to manage or confirm the relevant consent forms for their players, team staff and volunteers.

Spectators and other attendees should be made aware that live streaming is taking place through venue notices and pre-event communication. Where spectators or other individuals are intentionally filmed, interviewed, featured or clearly identifiable, further consent may be required.

Consent forms should make clear:

- What activity is being live streamed;
- The purpose of the live stream;
- What platform the stream will be aired;
- Who will be able to view it;
- Whether the stream will be recorded;
- Whether footage will be stored, shared or published afterwards;
- Who is responsible for managing the stream;



- How concerns, objections or safeguarding issues can be raised.

Where children, young people or adults at risk are involved, the process should also allow relevant safeguarding information or concerns to be raised confidentially with the appropriate welfare contact immediately and urgently.

Please see Appendix B and C for consent templates.

When to request consent

Consent should be requested as early as possible and in good time before any live streaming takes place. It should not be left until immediately before the match or event starts.

If the required notice, approval or consent process has not been completed, the live stream should not go ahead.

Where consent is refused or concerns are raised

Where consent is refused or a concern is raised, the organisation should seek to understand the reason. Some concerns may be managed through reasonable adjustments, such as limiting access to the stream, removing commentary, avoiding player names, changing camera position or ensuring footage is not retained.

Where the concern relates to safeguarding, welfare, legal restrictions or the safety of a child, young person or adult at risk, it must be treated seriously and escalated to the appropriate welfare lead or event organiser. The stream must not proceed unless the risk has been properly assessed and suitable safeguards are in place.

Step 5 - Safeguarding

Live streaming must be planned with safeguarding as a priority, particularly where children, young people or adults at risk may be involved.

Good practice includes:

- Obtaining parent/carer consent where required;
- Seeking the child or young person's views where appropriate;
- Explain which platform the stream will be aired, who can access it, and whether it will be recorded, stored or shared afterwards;
- Avoiding unnecessary close-up footage of individual children;
- Ensuring children are shown in appropriate hockey kit and in a positive sporting context;
- Avoiding the use of children's full names in commentary, captions, team sheets, graphics or online descriptions;
- Avoiding combining a child's name or nickname with their image wherever possible;
- Using appropriate privacy settings on streaming platforms and social media channels;
- Keeping the focus of the stream on the field of play and hockey activity;
- Avoiding filming spectators, particularly children, unless this has been specifically considered and is appropriate;

- Ensuring cameras are not positioned near changing rooms, toilets, medical rooms or other private areas;
- Using restricted or private links where appropriate;
- Disabling or actively moderating comments where the platform allows;
- Ensuring any recording is stored securely and retained only for as long as necessary;
- Making sure the Live Streaming Lead can pause or stop the stream quickly if a concern arises.
- Stopping a live stream or changing camera focus in the event of a serious injury or medical intervention

Step 6 - Make Spectators and Other Attendees Aware

Clubs, counties, areas and event organisers should take reasonable steps to make spectators, parents/carers, volunteers, officials and other attendees aware when live streaming is taking place.

A clear and visible notice should be displayed at the venue, particularly near entrances, pitch access points, clubhouses or other areas where attendees are likely to see it. Where possible, information about live streaming should also be included in pre-event communications, fixture information, event pages, team communications or match-day briefings.

The notice should explain:

- That live streaming is taking place;
- The purpose of the live stream;
- Where the stream will be available;
- Whether the stream will be recorded or made available afterwards;
- Who is responsible for managing the stream;
- Who to contact with safeguarding, privacy or welfare concerns.

Please see Appendix D for a venue notice template.

Step 7 - Managing the Stream

Live streams should be actively managed before, during and after the match or event. The Live Streaming Lead should check that the stream is set up in line with the agreed purpose, consent arrangements, safeguarding considerations, audio settings and any competition or event requirements.

Organisations should be clear about:

- who is authorised to operate the stream;
- which platform or service will be used;
- whether the stream is public, private or restricted;
- who can access or share the stream;
- whether live chat or comments are enabled;
- whether audio will be captured, including commentary, pitch-side conversations, bench/table areas or spectator comments;
- whether microphones are needed, where they will be positioned, and whether they can be muted or restricted where appropriate;



- whether the stream will be recorded;
- how long any recording will remain available;
- who has permission to download, edit, share or republish footage.

Only approved individuals should operate live streaming equipment or access streaming accounts. Login details, stream links, platform controls and audio settings should be managed securely.

Responsibility

The club, county, area, event organiser or body authorising the live stream remains responsible for ensuring that it is delivered safely, appropriately and in line with this guidance.

Where a third party, volunteer, sponsor, media provider or streaming company is involved, responsibilities should be agreed in advance. This should include who is responsible for managing visual footage, audio capture, commentary, microphone placement, muting controls, platform access and any concerns raised before, during or after the stream.

Step 8 - Managing Data

Live streaming may involve the capture and use of personal data, particularly where individuals are identifiable by their image, name, voice, shirt number, team, role or location.

Publishing

Live streamed footage, clips or recordings should only be published where there is a clear and appropriate reason. Consider whether the footage includes children, adults at risk, sensitive incidents, names or other identifying details, and whether appropriate consent, notification or permissions have been obtained.

Footage storage

Where a live stream is recorded or retained, the recording should be stored securely and only kept for as long as necessary. Access should be limited to those who need it for an appropriate hockey-related purpose.

Where footage is required for a safeguarding, welfare, disciplinary or complaint matter, or where access is requested by the police or another appropriate statutory authority, it should be retained securely until the matter has concluded or until it is no longer required.

Sharing

Footage should not be shared more widely than was explained or agreed, unless there is a clear and lawful reason to do so. This may include where footage is required for safeguarding, welfare, disciplinary or complaint matters, or where access is requested by the police or another appropriate statutory authority.

Any sharing with third parties must have a clear purpose and should be handled in line with consent, safeguarding, privacy and data protection requirements.

Step 9 - Managing Concerns

Clubs, Counties, Areas and event organisers should have a clear process for raising and responding to concerns about live streaming.



Concerns may relate to safeguarding, privacy, consent, inappropriate comments, misuse of footage, unauthorised streaming, intrusive filming, or the identification of a child, young person or adult at risk.

Where a concern arises, the organisation should consider whether to pause or stop the stream, change the camera angle, disable comments, restrict access, remove a recording, refer the matter to the Welfare Officer, or report the concern under England Hockey safeguarding or disciplinary procedures.



Appendix A - Live Streaming Policy Template

[Club/County/Area Name] Live Streaming Policy

[Club/County/Area Name] may live stream hockey activity to support the promotion of hockey, enable remote viewing, support coaching and development, and share positive coverage of the sport.

Live streaming will only take place where it has been approved by [Club/County/Area Name] or the relevant event organiser.

Only authorised people may operate a live stream. The organisation will decide in advance which platform will be used, who can access the stream, whether comments or chat will be enabled, whether the stream will be recorded, and how concerns will be managed.

Anyone with a concern about live streaming should contact the Live Streaming Lead or Welfare Officer. Safeguarding concerns will be managed in line with England Hockey safeguarding procedures.



Appendix B - Live Streaming Consent Request Template

Fixture/event: [Insert details]

Teams/Officials/Volunteers involved: [Insert details]

Date and venue: [Insert details]

Live Streaming Lead [Inset details]

Welfare Officer: [Insert details]

Purpose of the live stream: [Insert details]

Platform/channel and access: [Insert details]

Will the stream be recorded? [Yes/No]. If yes, retention period: [Insert details]

Will footage be shared or published afterwards? [Yes/No]. If yes, where/how: [Insert details]

I confirm that I have been told what activity will be live streamed, why it is taking place, where it will be shown, who may view it, whether it will be recorded, stored, shared or published afterwards, and who to contact if I have a concern.

**Please note – footage can be used if related to a Safeguarding or Disciplinary matters.*

☐ I consent to appearing in the live stream and to the use of related footage for the purposes explained above.

☐ I do not consent to appearing in the live stream or to the use of related footage.

Name/signature/date: [Insert details]



Appendix C - Parent/Carer Live Streaming Consent Template

Child/young person name: [Insert details]

Fixture/event, date and venue: [Insert details]

Purpose of the live stream: [Insert details]

Platform/channel and access: [Insert details]

Will the stream be recorded or shared afterwards? [Insert details]

I confirm that I have been told what activity will be live streamed, why it is taking place, where it will be shown, who may view it, whether it will be recorded, stored, shared or published afterwards, and who to contact if I or my child have a concern.

☐ I consent to my child appearing in the live stream and to the use of related footage for the purposes explained above.

☐ I do not consent to my child appearing in the live stream or to the use of related footage.

Parent/carers name/signature/date: [Insert details]



Appendix D - Venue Notice Template

Please be aware that live streaming is taking place at this venue today.

This match/event may be live streamed by [Club/County/Area/Event Organiser Name] for the purpose of: [Insert purpose].

The live stream may capture players, coaches, officials, volunteers, spectators and other people attending the venue.

The stream will be available via: [Insert platform/access details].

The live stream [will / will not] be recorded. Where footage is recorded, it may be retained for: [Insert retention period and purpose].

Live Streaming Lead: [Insert name and contact details]

Welfare Officer: [Insert name and contact details]

Concerns should be raised as soon as possible, ideally before the match or event begins.

Unauthorised live streaming is not permitted. Spectators, players, coaches, officials, volunteers and others attending the venue must not live stream the match or event without prior approval.



Appendix E – Club Membership Live Streaming Consent

As part of [Club Name]’s hockey activity, the club may live stream selected matches, competitions or events to support remote viewing, promote hockey, share positive coverage of the sport and engage families, supporters and the wider club community.

Where live streaming is planned, [Club Name] will provide information in advance about the purpose of the stream, where it will be shown, who may access it, whether it will be recorded, and whether any footage may be stored, shared or published afterwards.

Live streaming will only take place where the appropriate consent, notification and approval processes have been completed.

Where live streaming includes children, young people or adults at risk, additional care will be taken and any safeguarding, welfare or privacy concerns should be raised with [Insert Club Contact/Welfare Officer] as soon as possible.

☐ I consent / I consent on behalf of my child to appearing in approved live streaming activity for the purposes explained above.

☐ I do not consent and would like to discuss this with the club.



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