

Coaching and Development Video Guidance

Introduction

England Hockey (EH) recognises the positive role that video footage can play in supporting coaching, player development, team review, officiating development and performance analysis across hockey.

Clubs, counties, areas and event organisers may wish to record training sessions, matches or other hockey-related activity to support learning and development. This may include footage used by coaches, players, analysts, officials or other approved individuals within the club or organisation.

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

Although coaching and development footage is not intended for public use, it may still capture identifiable individuals, including children, young people and adults at risk. It must therefore be managed responsibly, lawfully and with appropriate regard to safeguarding, data protection, privacy and participant welfare.

This guidance distinguishes between:

- Footage recorded as part of a club's own training programme, where consent or acknowledgement may be managed through membership sign-up; and
- Match footage recorded for internal review, where advance notification and a clear concerns process will usually be more appropriate than formal opposition consent.

Aim

The aim of this guidance is to support clubs, counties, areas and event organisers to record and use hockey footage for coaching and development purposes safely, responsibly and lawfully.

This guidance is intended to help organisations understand the key considerations when recording training sessions or matches for internal review, including consent, notification, safeguarding, storage, access, retention and sharing.

This guidance is not intended to prevent clubs from using video as a coaching and development tool. Instead, it seeks to promote good practice so that footage can be used positively while protecting those involved.



Key Principles - Coaching and Development Video

The following principles should guide the recording and use of footage for coaching and development purposes.

Footage must have a clear purpose

Clubs, counties, areas and event organisers should be clear why footage is being recorded, who it is for, how it will be used, who can access it, and how long it will be retained.

Use should be limited to agreed purpose

Footage recorded for coaching and development should not be used for unrelated purposes, such as public promotion, social media, live streaming, commercial use, unless this has been made clear and is lawful and appropriate.

Responsibility must be clearly assigned

Each club, county, area or event organiser should identify a lead person responsible for managing recording arrangements, access to footage, storage, consent or notification, safeguarding and any concerns raised.

Participants should be informed

Players, parents/carers where children are involved, coaches, officials and other relevant people should be told where footage is likely to be recorded for coaching or development purposes.

Safeguarding

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.

Footage must be stored and shared responsibly

Access to footage should be limited to those who need it for an agreed coaching or development purpose. 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

Clubs, counties, areas and event organisers should have a clear process for raising and responding to concerns, including restricting access to footage, deleting footage or stopping future recording where appropriate or necessary.

Key difference from live streaming

Match recording for internal coaching and development is different from live streaming because the footage is not broadcast in real time and is unlikely to be made publicly available.



However, the club is still capturing personal data and may capture opposition players, coaches, officials, spectators and others attending the venue. For this reason, clubs should manage the recording responsibly and notify relevant people in advance.

Opposition and match-day notification

Where a match involves another team, the opposition should normally be informed at least 48 hours in advance that the match will be recorded for internal coaching and development purposes.

For internal coaching purposes, formal opposition consent is not necessarily required where footage is recorded solely for legitimate internal analysis, the recording is necessary and proportionate, participants have been appropriately informed, access is restricted, and the footage is not live streamed, published publicly or used for promotional or commercial purposes. The opposition should be given a clear opportunity to raise any safeguarding, welfare or privacy concerns before the fixture. Where a concern is raised, the club should consider whether recording can proceed given those concerns, whether additional safeguards or measures are needed, or whether recording should not take place.

The opposition should also be told who to contact if they would like to request access to the match footage. Any sharing of footage should be for an appropriate hockey-related purpose and handled in line with safeguarding, privacy and data protection requirements.

The notification should explain:

- That the match will be recorded;
- The purpose of the recording;
- That it will not be live streamed;
- That it will not be published publicly or posted on social media;
- Who will have access to the footage;
- How long the footage will be retained;
- Who to contact with safeguarding, welfare or privacy concerns.

Where the match is part of a league, cup or organised competition, the club should also check whether any competition rules apply to match recording.

Please see Appendix B for Suggested Notification Wording

Step By Step

Step 1 - Nominate a Footage Lead

Before recording takes place, the club, county, area or event organiser should identify a named person to oversee the arrangements.

This person may be a coach, team manager, analyst, safeguarding lead or another appropriate club official.

The Footage Lead should ensure:

- The purpose of recording is clear;
- Relevant people have been informed;
- Consent, acknowledgement or notification has been managed where required;
- Safeguarding and privacy concerns have been considered;
- Footage is stored securely;
- Access is limited to approved individuals;

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 Recording

Before recording any hockey activity, organisations should be clear about why the footage is being captured and how it will be used.

Appropriate purposes may include:

- Player development;
- Team tactical review or performance analysis;
- Coach development;
- Umpire or official development;
- Feedback during training;
- Reviewing team structure, positioning or decision-making.

Footage recorded for coaching and development should not normally be used for:

- Social media content;
- Public promotion;
- Commercial activity;
- Live streaming;
- Challenging umpiring decisions;
- Public criticism of players, coaches or officials;
- Disciplinary action as a primary purpose.

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 - Manage Consent, Acknowledgement and Notification

Training sessions

For regular training footage, clubs may manage consent or acknowledgement through annual membership forms, provided the wording is clear and specific.

Parents/carers should provide consent where children are involved, and children should be informed in an age-appropriate way that training may be recorded for coaching and development purposes.

Clubs should also have a process for managing objections or concerns, particularly where there are safeguarding, welfare or privacy issues.

Please see Appendix A for suggested wording

Matches

For match footage used only for internal coaching, player development or performance analysis, clubs should normally notify the opposition in advance.

Formal opposition consent may not always be required where the footage is restricted to internal use and is not live streamed, published, shared publicly or used for promotional or commercial purposes.

However, notification should be clear and should allow safeguarding, welfare or privacy concerns to be raised before the fixture. Where a concern is raised, the club should consider whether reasonable adjustments can be made, such as:

- Limiting access to the footage;
- Avoiding use of player names;
- Ensuring footage is not uploaded to public platforms;
- Deleting footage after review;
- Avoiding clips of a specific individual where possible;
- Restricting downloads or onward sharing;
- Not recording if the risk cannot be managed safely.

Where children, young people or adults at risk are involved, additional care should be taken. If a safeguarding or welfare concern cannot be appropriately managed, the recording should not take place or the relevant footage should not be used.

Step 4 - Safeguarding

Where footage includes children, young people or adults at risk then clubs, counties, areas and event organisers should take additional care.

Good practice includes:

- Informing parents/carers that recording may take place;
- Explaining the purpose of recording to children and young people in an age-appropriate way;
- Keeping footage focused on hockey activity;

- Avoiding unnecessary close-ups of individual children;
- Avoiding recording in changing rooms, toilets, medical rooms or private areas;
- Not combining children's full names with footage unless necessary and appropriate;
- Restricting access to approved coaches, players, analysts or club officials;
- Ensuring footage is not posted publicly without separate consent;
- Deleting footage when it is no longer needed;
- Ensuring the Welfare Officer is consulted where concerns are raised.

Children and young people should be told who they can speak to if they are worried about being recorded or how footage may be used.

Step 5 - Access, Storage and Retention

Footage should be stored securely, and access should be limited to those who need it for the agreed coaching or development purpose.

Clubs should be clear about:

- Where and how footage will be stored;
- Who can access it;
- Whether it will be uploaded to a coaching or analysis platform;
- Whether players can download footage;
- Whether clips can be shared outside the team group;
- How long footage will be retained;
- When and how footage will be deleted.

Where footage includes children, young people, adults at risk or sensitive incidents, access should be restricted further where appropriate.

Clubs should avoid storing footage indefinitely. A simple retention period should be agreed, for example:

- Training footage: deleted at the end of the season unless needed for ongoing development.
- Match footage: deleted after 30 unless needed for a specific coaching, safeguarding, complaint or disciplinary matter.

Step 6 - Sharing Footage

Footage recorded for coaching and development should only be shared with people who need access for that purpose.

This may include:

- Players in the relevant squad or team;
- Coaches;
- Team managers;
- Analysts;
- Officials involved in development;
- Welfare or safeguarding leads where required.



Footage should not be shared publicly or posted on social media unless this has been clearly explained and separate consent has been obtained where required.

Where footage is shared through apps, cloud storage or coaching platforms, clubs should make sure that access is restricted and that users understand they must not download, repost or misuse the footage.

Please see Appendix C for Suggested Wording

Step 7 - Managing Concerns

Clubs, counties, areas and event organisers should have a clear process for raising and responding to concerns about recorded footage.

Concerns may relate to:

- Safeguarding;
- Privacy;
- Lack of consent, acknowledgement or notification;
- Who can access footage;
- Clips being shared outside the agreed group;
- Footage being posted on social media;
- Inappropriate or intrusive recording;
- Footage identifying a child, young person or adult at risk.

Where a concern is raised, the club should consider whether to:

- Restrict access to the footage;
- Delete footage or clips;
- Stop future recording;
- Speak to the person who misused the footage;
- Update consent, acknowledgement or notification wording;
- Refer the matter to the Welfare Officer;
- Report the concern to England Hockey in line with its safeguarding or disciplinary procedures.



Appendix A Suggested membership wording

Coaching and Development Footage

As part of our coaching and player development programme, [Club Name] may record training sessions, drills or other hockey activity for internal coaching, feedback and performance development purposes.

Footage will only be used by approved coaches, team managers, analysts or players for hockey-related development. It will not be used for live streaming, public promotion, social media or commercial purposes unless this has been explained separately and any required consent has been obtained.

Where footage includes children or young people, access will be restricted and managed in line with safeguarding requirements. If you have any safeguarding, welfare or privacy concerns about the recording or use of footage, please contact [Insert Club Contact/Welfare Officer].

☐ I consent / I consent on behalf of my child to the use of training footage for internal coaching and development purposes.

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



Appendix B Suggested opposition notification wording

Match Recording for Coaching and Development

[Club Name] intends to record the match between [Team A] and [Team B] on [Date] at [Venue].

The recording will be used for internal coaching, player development and team analysis purposes only. It will not be live streamed, published publicly, posted on social media or used for promotional or commercial purposes.

Access to the footage will be restricted to approved coaches, players, analysts or relevant club officials. Footage will be stored securely and retained for [Insert retention period].

If you have any safeguarding, welfare or privacy concerns about the recording, please contact [Insert name and contact details] before the fixture.

If you would like to request a copy of the footage from this fixture, please contact [Insert name and contact details]. Where possible and appropriate, footage may be shared for a legitimate hockey-related purpose. Any sharing will be managed in line with safeguarding, privacy and data protection requirements.

This does not affect any individual's right to make a formal data protection request, such as a Subject Access Request, where applicable.



Appendix C Suggested wording for Players and Parents/Carers

Footage shared for coaching and development must not be downloaded, copied, posted on social media or shared outside the team or club without permission from [Club Name].



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