

IMAGE REGISTER

V2.1 (updated 23/10/2023)

Overview

This document intends to give the Guiding Principles for the use of imagery on our website, theswanwindsor.co.uk, created and maintained by the Friends of The Swan. It is not funded by the Swan Clewer CIC in any way. The document will describe what are the images we use and their sources. As most of the images are owned by us, it will not detail those images specifically but instead will highlight all the exceptions.

Our Guiding Principles Regarding Images

Our guiding principles on the use of images on our website:

1. we have used, wherever possible, our images,
2. where donated, we have the requisite permissions,
3. obtained specific permission where minors or people with additional needs are identifiable,
4. only use copyright-free images that do not require any credit of the source,
5. use images that specifically do not require royalty payments or licenses,
6. have permission from third-party organisations for the use of their logos,
7. will not be used to generate income of any sort,
8. are not linked to any identifiable personal data, and
9. are intended to create absolutely no distress or infringement of rights in their reproduction.

We maintain an image register (this document).

If you have any complaints about the usage of a specific image, please contact us at data@theswanwindsor.co.uk. We will immediately investigate and try to resolve your issue amicably. We are a community organisation, and the website is not-for-profit. We do not intend to cause distress, infringe rights, or any upset in the use of images.

Permission is granted to reproduce our images for your personal and/or educational use only. Commercial copying, hiring, sale and lending of our images is prohibited.

Our Images

As the website uses primarily our images to publicise and record events, these are not included in this register. These images come from Friends of The Swan and are freely donated for our use.

Use of Images from Investors, Clubs, Societies and Partners

We have permission to use images from those based at The Swan or from our shareholders:

- Windsor and Eton Brewery

- The Green Room School (inc. GRC, GR6, Epic Thursday, Green Canteen, and Wings)
- Windsor Cycle Hub (<https://windsorcyclehub.org/>)
- Warhammer Club (@gamemastersofwindsor)
- Windsor Ukulele Group
- Local Creatives (<https://www.facebook.com/localcreativesberkshire/>)
- Dublicious Food (<https://www.dubliciousfood.co.uk/>)

Use of Images from Local Charities

Each year, the Friends of The Swan choose a charity to support (charity.html). We will use their imagery (logos and agreed photos) to promote them and aid in raising money for their cause.

- 2023: Swan Support (<http://www.swansupport.org.uk/>)
- 2022: Family Friends (<https://www.facebook.com/familyfriendsrbwm>)
- 2021: Windsor Homeless Project (<https://www.windsorhomelessproject.org/>)
- 2020: Family Friends (<https://www.facebook.com/familyfriendsrbwm>)

Use of Images from National Charities

We also support major charities at their special fund-raising events. We will use imagery from their promotional and/or publicity packs to advertise events dedicated to their cause.

- BBC Children in Need (<https://www.bbcchildreninneed.co.uk/>)
- The Royal British Legion's Poppy Appeal (<https://www.britishlegion.org.uk>)
- Macmillan Cancer Support Coffee Morning (<https://coffee.macmillan.org.uk/>)
- Chatty Café (<https://thechattycafescheme.co.uk/>)

Use of Images for Awards & Listings

Since re-opening, The Swan has received a few awards and been listed in speciality publications. The following has been used on our Awards & Listings page (great-british-pub.html):

| IMAGE | SOURCE |
|---|----------------------------------|
| The Good Beer Guide 2024 | CAMRA |
| The Good Beer Guide 2023 | CAMRA |
| The Good Beer Guide 2022 | CAMRA |
| The Good Beer Guide 2021 | CAMRA |
| R&A Good Cheer Awards 2021 Overall Winner | Round and About Windsor Magazine |
| BII Heart of the Community Award | British Institute of Innkeepers |
| SME News - Most Pioneering Community Pub (UK) 2021 | SME News |
| Keeping the Community Entertained | Great British Pub Awards |
| LocAle | CAMRA |

Use of Iconography

On our "Contact Us" (contactus.html) page, we have used SVGs from Font Awesome. Similarly, at the foot of every page, there are social media icons which were created in the same manner. These are licensed under the [Creative Commons Attribution 4.0 International license](https://creativecommons.org/licenses/by/4.0/). Using their SVGs does not imply any form of endorsement for or from Font Awesome.

Use of Other Third-Party Images

| IMAGE | USED WHERE | SOURCE |
|-------------------------------|-----------------------|---|
| Newsroom | news.html | https://pixabay.com/photos/new-york-times-journal-press-room-1159719/ |
| Windsor Castle | contactus.html | https://pixabay.com/photos/windsor-castle-the-park-the-building-2755009/ |
| Lego | contactus.html | https://pixabay.com/photos/lego-to-build-building-blocks-toy-708088/ |
| Thames Boats | contactus.html | Royalty-free image site, details being confirmed. |
| Horse Racing | contactus.html | https://pixabay.com/photos/horse-race-horse-racing-jockey-2714846/ |
| Fantasy Premier League | fantasy-football.html | https://fantasy.premierleague.com/ |

Event posters and menus are created using Canva and use their stock images (or our own which have been uploaded). These are all copyright-free.

We have included images of the traditional press (press-images.html) where linking to online articles is not possible. The following have been included:

| IMAGE | SOURCE | DATE |
|--|------------------------|--------------------|
| Community Pub's Swan Support. | Windsor & Eton Express | 3rd March, 2023 |
| Pub toasts to a weekend of fun and games | Windsor Express | 13th August, 2021 |
| Pubs and Shops Prepare to Open for Business | Windsor Express | 9th April, 2021 |
| The Swan wins Great British Pub award | Windsor Express | 2nd October, 2020 |
| Saved pub wins Award for work during lockdown | Windsor Observer | 2nd October, 2020 |
| Village pub in final for national awards | Windsor Express | 21st August, 2020 |
| Raising a glass for group who saved The Swan | Windsor Express | 8th February 2019 |
| Here's to The Swan and a group effort | Maidenhead Advertiser | 7th February, 2019 |
| Group puts in its bid to buy pub | Windsor Express | 9th November 2018 |

The Swan has appeared in the Swedish National Press. They have kindly allowed us to reproduce their article on our Press and Media page ([press.html](#)).

| IMAGE | SOURCE | DATE |
|---|---------------------------------|------------------|
| Så ska briterernas 'andra vardagsrum' räddas | Svenska Dagbladet Näringsliv | 2nd August, 2023 |

On our Bar and Drinks Menu pages ([bar.html](#) and [barmenu.html](#) respectively), we have used images from our Suppliers, Partners and Investors to promote their products. This includes, but is not limited to, the following:

| IMAGE | SOURCE |
|---------------------------------|--|
| Tonic waters | Fever-Tree |
| Bottled and Canned Beers | Brakes |
| Draught Beers | W & E Brewery Privatbrauerei Oechsner |
| Ciders | Tutts Clump |
| Wine | Enotria |

We may have guest beers available on draught. These usually last a few days. We do not intend to update this register each time to reflect that, it is just not possible with a single volunteer in an unpaid, non-commercial environment.

Use of Videos

There are no videos on the website. Links are provided to our YouTube channel (which contains automated copyright checks before publishing).