



RHS Britain in Bloom Images Guidelines 2017

We cannot stress enough how useful good quality images are in securing coverage. We ask all finalists to submit a range of images, which are used by the RHS in a variety of ways to promote the Britain in Bloom campaign:

- At the awards presentation - on the AV presentation while your group collects your award.
- On the RHS website
- In RHS publications - such as *Grass Roots*, *The Garden*, the Annual Review, RHS presentations/ publicity materials.
- In the media - Images of participating Britain in Bloom communities are often requested to illustrate the campaign overall or for individual case studies.

Images required:

Please try to send **five** high-resolution images showing different elements of your group's work. For example you might send a picture showing your environmental work, one showing your horticultural displays, perhaps one of a community work day etc.

Try to take a selection of images throughout the year, to show your "in Bloom" activities through different seasons.

Sending in your images:

- You will have been given a memory stick, upload your images to this, send it to us at Britain in Bloom, RHS, 80 Vincent Square, London SW1P 2PE, with your group clearly marked on the envelope – we will then return this to you.
- If you have one or two images throughout the year that you would like to send you can do so by email, you will need to send these one at a time to: communities@rhs.org.uk (maximum 10MBs per email)
- Images should be provided as **JPEG files**.

Deadlines for images:

We would love to be able to start using your images as soon as possible so please do send them in as soon as you can! However, they must be sent to the RHS Britain in Bloom team by **31 August 2017**. We may not be able to include any images sent after this date in the AV presentation at the awards presentation.



- Please ensure that you set your camera on the largest possible file size setting before taking your images and then send us your uncropped files. This will provide us with images that are of a high enough resolution to use in print.
- Please name the picture with a caption describing the activity, the location and the names of any individuals pictured, plus the photo credit and the date it was taken, i.e.
Mole in Bloom volunteers Sarah and Jenny working at the perennial beds at Mountview Park. Credit, R. Bentley. 12 May 2017.jpg

Please be aware that you must have secured permission from the photographer and those pictured in the image (or parents where the subject is under 18) to share the picture with the RHS, for the purposes stated above, before sending it in.

Tips for good images and using them in the media

A picture is worth a thousand words. A strong picture is often a deciding factor for a newspaper as to whether it will run a story.

Types of pictures the media are looking for:

- When taking a photo consider what makes an interesting image. The best images are those with some action in them. People doing something while also looking at the camera make excellent images, and even more so if the photographer has angled themselves, so they are either looking up or down at the subject. And remember a picture can be staged, so take your time, arrange your subject and take lots of photos.
- When your entry is presented with an award, a pre-prepared staged shot of a key-feature within your community would again appeal to your local press as a post-awards story.
- Before and after photos are always popular with the press, so whatever you do, before you start to renovate that neglected site, make sure you get a good selection of 'before' images.
- Finally, when emailing images to the press, only attach a couple of pictures (jpegs or tiffs) to each email, complete with the press release and information about the people in the shot. Don't let your email exceed 10MB; otherwise it will not get through the newspaper's email system.