



RHS Britain in Bloom Image guidelines

Photos bring your Bloom projects to life and help to inspire other community gardeners. All finalists are asked to submit a range of images that can be used by the RHS in a variety of ways to promote the Britain in Bloom campaign, including:

1. At the Awards ceremony on an AV presentation while your group collects your award
2. On the RHS website and in RHS publications (such as *The Garden* magazine for RHS members) and on social media channels (e.g. X, Facebook and Instagram)
3. In the media – images of participating Britain in Bloom communities are often requested to illustrate the campaign overall or for individual case studies

We want to start using your images as soon as possible so please send them in as soon as you can. We must have received them by **Friday 22 August 2025** at the latest.

When submitting photos of your group here are some things to remember:

When taking your photos – consent forms

- Ensure people are advised that photos are being taken ahead of time so that they have the opportunity to opt out if they want to, and also display appropriate signs letting people know photos are being taken. You can download a [privacy notice](#) to use for this purpose
- Ensure that anyone featured in a photo that will be sent in for use by the RHS has signed a consent form to ensure GDPR compliance. This applies for:
 - Any adult (over 16 years old) who is named, prominent or recognisable in the image/footage
 - Any child aged 16 and under or vulnerable adults (consent forms should be completed by a parent/guardian)
 - Property that is featured in the footage such as a government building, school or community centre

[Consent forms](#) are available to download on the Finalists' online hub. We recommend you print some and hand them out on the day you are taking photos. Completed consent forms must be emailed to communities@rhs.org.uk when you submit the relevant photo. Please ensure it is clear which form matches which photo and what your group name is.

Photography guidance

- If you are taking a picture of a gardening activity, it's best to include just two or three people taking part
- Where possible please turn your phone/camera so that you are taking landscape images, as these can be used the most widely on our website
- Please save your images as JPEGs



- Give each image a relevant file name that briefly describes the activity, the location and the names of any individuals pictured. It should also include the photo credit and the date it was taken e.g. Mole in Bloom volunteers Sarah and Jenny working on perennial beds at Mountview Park. Credit R. Bentley. 12.5.24.jpg
- If sending images individually by email, please also ensure they are clearly labelled e.g. Image 1 of 5, so we can be sure we have received them all

What images to submit and when

Images for the Awards ceremony

- By **Friday 22 August 2025** please send between three to five images showing different elements of your group's work e.g. you might send one showing your environmental efforts, one showing your horticultural displays and one of a community day. Try to take a selection of images throughout the year to show your activities throughout different seasons. We will not be able to include images in the Award ceremony AV presentation that are submitted after the deadline
- The preferable method for sending photos is via a file transfer website such as [WeTransfer](#) (preferred) or [DropBox](#). These enable you to upload your photos to the site, and then send the link provided to communities@rhs.org.uk
- If you are unable to use the method above, you can send images one at a time to communities@rhs.org.uk (maximum 10MBs per email)

Images for the Communities Team

- Throughout the competition we would love to share your photos and stories via social media, in our monthly newsletter and in our publications
- Email any suitable photos to communities@rhs.org.uk with the subject line 'UK Finals story' and stating the name of your group. One of the team will get back to you to explain where your images might be used
- If your group uses social media, please use the #RHSBritainInBloom in your posts so we can see what your group is working on

Images for the media

- A picture is worth a thousand words. A strong picture is often a deciding factor for the media in whether or not it will run a story
- The best images are those with some action in them. People doing something while also looking at the camera make excellent images
- It's a good idea to take some before and after photos of the main features of your local area that you have worked on. Local press can then use these in an awards story in October time, after everything has finished flowering