**DEVELOPMENT AND PRODUCTION OF THE PORTFOLIO**

There is no prize for the portfolio, but it is an important part of the entry.

Don’t be daunted by the task of preparing a portfolio, instead think of it as a great opportunity to introduce your community to the judges and to show effort and progress you have made throughout the whole year’s campaign. It will ensure that the judges find out about projects not viewed on the day.

**What should it look like?**

It should be A4 size and should contain **no more than** 15 sheets of paper used double sided to provide 30 pages of information. **All** pages should be numbered.

Protective sheets front and back, if used, will not be counted as part of the 30 information pages. The front cover should at least bear the name of the entrant and the year and can include any pictorial designs or decoration that the entrant may wish to use.

Protective outer covers of transparent plastic may be employed.

No hard covers or ring binders, please but spiral bound or stapled documents or portfolios with clip spines are recommended.

**Format**

There are no marks for design, keep it simple, clear and to the point. Concentrate on contents that demonstrate the community’s efforts to create improvements to the surroundings and local environment.

Remember that the judges need to be able to read the document with ease. It is recommended that no smaller than an 11 point font should be used but it may be useful to label illustrations using a smaller font.

Where photographs are used they **should be dated** and not be more than 2 years old. If the contents of the photographs are not clear from the accompanying narrative they should be suitably labelled.

**Content**

The portfolio should be thought of as a diary or record of the tasks and events that have taken place over the past twelve months.

Wherever possible include before and after photographs of important projects that illustrate the progress made.

PLEASE DO NOT INCLUDE IMPORTANT DOCUMENTS AS THEY COULD BE LOST OR DAMAGED. Photocopies are adequate.

It may be helpful to start with an index that numbers the pages where the contents of the portfolio may be located. **This page does not count towards the 30 pages of information.**

Then give a brief introduction to the entry and include the names and roles of the team.

It may be appropriate to outline some of the geography and history of the community focusing on local developments and on particular projects throughout the previous year (or years if it is a large and ongoing project). A map of the community may prove useful. Tell us about any themes that are important to the entry.

It is helpful to then follow the layout of the Judges Marking Sheets

Section A Horticultural Achievement

Section B Environmental Responsibility

Section C Community Participation

This makes easier reading for the Judges. Don’t fill the portfolio with things that the judges will see on the day, e.g. hanging baskets, summer bedding, etc. but do illustrate with photographs things that the judges won’t have seen e.g. winter bedding, bulb planting, pruning, etc.

Do make sure you mention special awards nominations and anything pertinent to them.

Marks are gained from involvement of the community, therefore show year-round efforts of people actually getting involved in projects e.g. litter picks, bulb planting, etc. In particular, make a point of including your encouragement of young people to contribute to In Bloom activities.

Be sure to include how your In Bloom programmes are funded. demonstrate how these funds are raised, such as open gardens, coffee mornings, fetes, bring and buy, etc. Photographs can help make the case. Listing your sponsors and including their logos may be useful, but don’t use up precious space with extensive listings at the expense of information that may be important to judging.

Outline how press coverage is achieved and how activities are promoted to the wider community by other means such as newsletters and posters. Press coverage is very important but don’t fill the portfolio with press cuttings, these can be used on display boards, etc. to showcase the In Bloom activity and shown too judges before or after judging, if you wish.

**N.B.It has been brought to our attention that the Newspaper Licensing Agency has clamped down on the use of copying of newspapers. In light of this we advise you to use only original cuttings rather than photocopies of newspaper coverage.**

Consider concluding the portfolio with an outline of the plans for the future.

**Copies required**

**Two copies** One to each of the two judges in advance of their visit i.e. by the last day of June

**Return of Portfolios**

**PORTFOLIOS CAN BE COLLECTED FROM THE JUDGES AT THE SEMINAR.**

**IF REQUESTED THEY CAN BE POSTED BACK AFTER THE SEMINAR, POSTAGE AND PACKAGING AT COST WILL CHARGED.**