

## **NORTHUMBRIA IN BLOOM - THE PORTFOLIO – Guidelines**

### **Size:**

A4 and no more than 15 sheets of paper. Smaller entries will not need more than 3 or 4 sheets. The judges appreciate each being given a copy, but realise that this is not always possible. It is very helpful to forward a copy/copies to the judge/s prior to their tour. All portfolios are kept until after the Presentations in September, at the conclusion of which they may be collected.

The Portfolio need not be professionally designed (there are no marks for presentation). Do, however, keep it clear and simple and concentrate on content detail which demonstrates your community's efforts to improve and enhance your local environment.

### **Content and Key Headings to Cover:**

*Introduction:* This should include a brief introduction/resumé about your entry including the names and roles of your committee.

*Policy & Strategy Plans:* The Portfolio should be thought of as a record of the tasks and events that have taken place over the past year. This should include all-year-round photographs and, wherever possible, before and after shots. Please note that the photographs should be dated and not more than 2 years old.

The judges are interested in a year-round effort and work undertaken in areas not included in the tour (e.g. show evidence through the use of photos of people actually getting involved in the planting of winter/spring displays and other projects outside of the summer). Also photos of planted/landscaped areas not included in the tour.

This should also be where you outline your plans – these might include or outline key objectives and approach for the 12 month period alongside longer-term aims for Bloom delivery. Please ensure these include any partnerships and community participation plans, education aims and preparation for future development.

Whilst considering all of the above, ensure that your content includes how you have, and will continue to address the four essentials which are **horticulture, environment, sustainability and community**.

*Funding:* This should outline how you raise your funds and plans for continued fund-raising activities. (If through a fund-raising event, it is also good to see photos.)

*Press/PR:* Here you should outline how you achieve press coverage and how you promote your activity to the wider community.

**THE PORTFOLIO IS YOUR OPPORTUNITY TO BRING TO THE JUDGES' ATTENTION BACKGROUND INFORMATION WHICH YOU MAY NOT HAVE THE TIME TO VISIT OR OPPORTUNITY TO POINT OUT WHILST ON THE JUDGING TOUR.**