



YORKSHIRE

Yorkshire in Bloom

Portfolio Guidelines

Many individual 'In Bloom' groups produce portfolios cataloguing their entry. Although these do not attract any points they are very useful when judges are assessing the entrant enabling a more balanced view to be made. It is suggested that as the same judges visit twice through the year, that a **full sized portfolio** is given to the judges for **Categories 1 & 2** for the **Spring Judging** and a brief updated version is provided to the judges for the Summer Judging this should ideally demonstrate how the entrant has addressed some of the issues raised in the Spring.

For Categories 3,4 and 5 (Large Towns, Cities and Coastals) a small overview portfolio should be given to the judges for the Spring Assessment but a larger more comprehensive version should be made available to the judges for the summer judging.

Portfolios should be

- A4 in size with clear easily read text,
- the inclusion of some photographs and colourful fonts may be used to good effect.
- Ideally a map of the route to be taken would be advantageous,
- also a diary of events, both past, present and future.
- should not exceed sixteen sides of A4 including front and back cover

The portfolio does not have to be professionally produced; a simple document will suffice. The inclusion on each page of a small section for judges to make notes would be helpful. **The portfolio should be sent in advance of the judging date**, one copy to each judge. Areas to consider including are

- Brief introduction/resume about the entry
- Review of the past year
- Future goals
- Funding
- Press & PR

The content should ideally follow the judging criteria reflecting the entrant's aspirations in each section, for example in the village category under Public Awareness, marks are awarded for:-

Publicity and promotion of the In Bloom campaign communication of information, organisation, fund raising, sponsorship/benefits in kind (or other support) and media coverage.

This could be demonstrated by the inclusion of some press cuttings.

Entrants can include details of any notable events that have taken place in the area, even if they took place several months previously as long as they are relevant to the Bloom entry.

Judges will be looking particularly for evidence of Spring and Autumn colour with year round interest demonstrated.