



## RHS Britain in Bloom Portfolio and Presentation Guidelines 2024

### **Portfolio submissions**

Finalists' portfolios are **not a compulsory requirement of the Bloom process**, but are highly recommended as a way to support your entry and give judges insight into an entry before they arrive. They also give judges a chance to start conversations with you during their visit.

The portfolios themselves are not marked, per se, but their contents can be used to demonstrate how you have met the marking criteria and to communicate items of the criteria that cannot be covered on the judging day.

It is up to you whether to show evidence of your achievements on the tour itself, in your presentation or in the portfolio, but keep in mind that **content evidenced in any of these aspects can contribute towards marks.**

Your portfolio provides you with a great opportunity to showcase your campaign's year-round activities and the activity you can't include on your tour, such as spring planting, winter fundraising events etc.

### **Portfolio content**

It is entirely up to you what information you include in your portfolio, but here are some suggestions:

- A quick introduction to your local campaign and your village/town/city. This might include when your group was established, major projects/successes through the years, approximate number of volunteers, key partnerships and sponsors. This is the place to include all your statistics.
- Your Bloom journey:
  - Where you have come from
  - Where you are heading in the future
  - Where you secure funding from
  - Key achievements
  - Key statistics
  - Calendar throughout the year
- Your diary of events, showing year-round activities and major projects. Portfolios are one of the few opportunities you have to show the judges what you did throughout the "off" season (i.e. fundraising events, awareness campaigns, educational programmes, community consultation and planning etc.)
- You can also use the portfolio to show the judges things you would like to include on the tour but can't, due to time or other constraints.
- Names of the key people involved in your local Bloom campaign and a list of your sponsors, funders and supporters.
- A quick insight into your future plans.



- Photos where you have them available; photos ideally should have been taken in the last year.
- It should be simple, factual and a record of the Bloom year.
- Avoid repetition.

### **Example outline:**

1. Introduction
2. Review of the past year in chronological order
3. Illustrating your achievements, using the headers below:
  - a. Horticultural Achievement
  - b. Environmental Responsibility
  - c. Community Participation
4. Conclusion, giving a brief summary of key achievements and an outline of plans for sustaining your work and developing new projects

Please remember that the portfolio should show the judges things you will not have the opportunity to see on the day due to time or other constraints. This is your opportunity to really complement what the judges will see during the tour.

### **Portfolio format**

You can choose whatever format you like, but these things will make the portfolios easier for the judges to read:

- It is not about the quality of the production of the portfolio – the simpler the better! It does not need to be professionally designed or cost a lot of money; it's the content rather than the style that is important
- Include a clearly defined contents/index (for quick referencing)
- Try to keep it light on text, you could use bullet points to summarise key points for example
- Try to keep the file size of your portfolio small so that it is quicker to upload and download to view

### **Portfolio Submission using Award Force platform**

For this year's Bloom UK Finals we are asking for all portfolios to be submitted using the RHS 2024 Bloom UK Finals Award Force platform. This can be accessed at the following link: <https://britaininbloom.awardsplatform.com/>

You should refer to the separate: **Portfolio Submission: How to use Award Force** instructions document for guidance on how to use the online platform.

This will allow us to lessen the amount of paper we use and enable our judges to access all the portfolios electronically and conveniently in one place. You should also take into account:

- Portfolios should be no more than **15 double-sided pages** (excluding appendices, which should be kept to a minimum) – any submissions that exceed this will be returned and won't be accepted
- Unless directly relevant, historical information about your location should be kept to a minimum



- Please do not give judges additional literature on the tour – they are too weighed down to carry them and often too embarrassed to leave them behind anywhere

### **Deadline:**

If you intend to provide a portfolio, please submit by **11.59pm on 30 June 2024** using the Award Force platform.

Should you have any questions about compiling your portfolio, submitting it through the Award Force platform or are unable to provide portfolios in an electronic format, please contact [communities@rhs.org.uk](mailto:communities@rhs.org.uk) / 0207 821 3122.

### **Presentation**

Every finalist has the opportunity to give a 15-minute presentation about their local campaign on judging day. This is an important part of the day and it is strongly recommended that you start your tour with your presentation.

The presentation should focus primarily on giving an overview of year-round working and could even be set up in chronological order, taking the judges through the year and showing them the variety of activities with which you have been involved.

### **Guidance for presentations:**

- The maximum length is 15 minutes
- You can use audio-visual aids (overhead projector, slide show, PowerPoint presentation, display boards or printed handouts), but as with the portfolio what is important is the content of your presentation, rather than the style.
- Judges will be looking for supporting evidence of your year-round working. This is your opportunity to take the judges through all the work you have done that they won't be able to see on the tour. This includes everything from your fundraising events to your litter picks, your bulb planting days to your community meetings, your school projects to your family fun days etc. This is the chance to show the judges how you have achieved the end results they will be seeing throughout the tour.
- Presentations themselves aren't judged but any content evidenced can contribute towards marks.