



Wales in Bloom / RHS Britain in Bloom

Portfolio and Presentation Guidelines

Portfolio

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

The portfolios themselves will not be marked as an item per se, but their contents can be used to demonstrate how you have met the marking criteria and cover items of the criteria that you can't cover 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.**

It provides you with a great opportunity to showcase your campaign's year-round activities and the things 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 within the last year.

- It should be simple, factual and a record of the Bloom year.

- Avoid repetition



Possible 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 they 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.

Please submit an electronic copy of your 'portfolio' prior to your judging day – please e-mail a copy to campaign@walesinbloom.co.uk at least a week before the arranged visit.



Portfolio requirements

- Portfolios should be no more than **15 double-sided pages**

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 may well be too weighed down to carry them and often too embarrassed to leave them behind anywhere.....

Presentations

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.**