

# A PICTURE PAINTS A THOUSAND WORDS...

Photos of your project really brings our funding to life for Sport England staff and stakeholders who do not have the opportunity to visit funded projects, showing how their work makes a real difference in communities across the country.

Photos will let you show the journey of your project in a simple way, where ideally you take before, during and after shots of your project's development.

It's an easy way of showing the impact or difference that your hard work and investment has made. It also provides us with some assurance that the work we've funded has been carried out as planned.

Helping to illustrate and explain a project better than words alone, photos and videos can provide a vital assessment tool at both the application and evaluation phases of a project.

## HOW TO BEST SHOW OFF YOUR WORK

### PHOTOS

Please take the photos to the best of your ability with the most appropriate camera you have access to – most smartphones will be sufficient to do a good job. We need to be able to understand what the photo is showing us, so here are a few tips/ideas to consider:

- Please try to take photos from the same location - before, during and after, allowing us a direct comparison between the stages of development



BEFORE



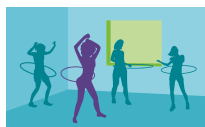
DURING



AFTER



- Images should show a diverse range of people taking part in and enjoying the project



- Photos can also be of activity/ events utilising the facility

- Add a short caption to the photographs to clearly indicate what's in them
- Do not use photos that you don't own

### VIDEOS



- As well as photos, most smartphones can be used to also film and edit video.

- Filming your community project in action or recording a member explaining how the community has benefited will bring people straight to the heart of your story



- Keep videos short and snappy and send them with relevant captions and upload them to a hosting platform such as [Vimeo](#) or [YouTube](#) before sending us the link.

## HOW WILL WE USE YOUR CONTENT?

We may use the images to help promote the difference our funding can make to community sports organisations and facilities across England.

This means we could:



- Use the images for promotion in newspapers and on digital platforms



- Use the images on our website



- Use the images on internal or external documents such as the Sport England Strategy

By sending us content, you are confirming that the photos are the property of your organisation and you consent to Sport England using the photos in the manner set out above and any other reasonable use of them. For photos involving people, written permission must be sought from the subject of the picture - please contact Sport England for an example permission form.

# EXAMPLE PHOTOS – THE DOS AND DON'TS

## ABBOTSHALL PLAYING FIELDS



**BEFORE**

Photo is a good illustration of the state of the area before, however is quite a poor resolution (381x221pixels)



**AFTER**

Photo is, again, a low resolution (600x238pixels), but otherwise shows a good view of the new building – if not from the same angle as the ‘before’ shot

## ALLEGRA GYMNASTICS

Would have benefitted from a landscape picture but the resolution (2448x3264pixels) is good and it shows a good view of before the work was carried out



**BEFORE**

Photo is taken from the same angle as before, shows the work done and the building in use, however the square format and resolution (300x300pixels) are not ideal



**AFTER**

## HONLEY CRICKET CLUB



**BEFORE**

A nice wide shot before work begins, taken at a good resolution (1024x683 pixels)



**DURING**

The same angle as the before shot, showing the ongoing work, taken at a good resolution (1600x1067pixels)



**AFTER**

A third shot from a consistent angle, illustrating the scale of the completed work, again at a good resolution (1600x1607pixels)