



2020 Photographers Guidelines

Thank you for your continued donation of imagery to the National Garden Scheme.

The National Garden Scheme maintains a list of garden photographers' who generously allow us to use their work in the Garden Visitor's Handbook, in promotional material, at press launches, on our website and in other National Garden Scheme related promotional activities.

These guidelines are split into two sections, one page that can be given to a Garden Owner as extra information on the process of having photos taken of their garden, and one page for your own reference.

Photographer's guidelines:

- When seeking to photograph a National Garden Scheme garden please contact the Garden Owner introducing yourself, explaining who you are and who you work for professionally.
- Suggest dates/times you would like to photograph the garden which will give sufficient time for the Garden Owners to prepare for the visit. As you know, the Garden Owner may have a best time for the garden to be photographed.
- Once a visit is arranged please confirm the details with the Garden Owner several days ahead.
- Please notify the Garden Owner if you have to cancel your visit.
- Please avoid photographing items of particular value e.g. removable garden statuary.
- Please send the Garden Owners a selection of the photographs taken for their own personal use, explaining permission and copyright status. If a Garden Owner would like a full set of images, a reasonable charge for reproduction is acceptable.
- Please ensure that the Garden Owner is aware that copyright of photographs/images remains with the photographer and that the images taken may be sold/reproduced without the Garden Owner's permission.

NATIONAL GARDEN SCHEME

Patron: HRH The Prince of Wales

Registered in England & Wales Charity No. 1112664 Company No. 5631421

Hatchlands Park, East Clandon, Guildford, Surrey, GU4 7RT

Tel. 01483 211535 | hello@ngs.org.uk | ngs.org.uk



- Out of courtesy please inform Garden Owners when a photograph or feature of their garden is to be published. It is not good for them to unexpectedly find pictures of their garden in a magazine.
- Please ensure all photographs are correctly credited to the Garden concerned and the National Garden Scheme when sent out for publication.
- In the event of any issues please contact the marketing and communications team on 01483 213908.

Garden Owners Guidelines:

When your garden is photographed by a professional photographer who is partnered with the National Garden Scheme please consider the following information:

- If you have a time of year that your garden looks its best let the photographer know.
- Ask the photographer about photo permissions, how you can use the images for personal use and what you will need to gain extra permission for.
- Please make it clear to the photographer if there are any parts of the garden or its contents that you do not want photographed.
- Ensure you have an outline of what you will receive after the photoshoot e.g. size of images supplied, waiting time to receive images from the photographer etc.
- In all cases the copyright for the pictures taken remain with the photographer and not the Garden Owner or the National Garden Scheme.
- If you do not want your garden to appear in certain publications please make this clear to the photographer and the National Garden Scheme beforehand.
- Imagery that the photographer has taken may appear on ngs.org.uk, please ensure to ask the photographer about supplying copies to National Garden Scheme head office.
- Please ensure you give the photographer the exact name you would like them to use for your garden, particularly if the photos are used in publications etc.
- In the event of any issues please contact the marketing and communications team on 01483 213908.

NATIONAL GARDEN SCHEME

Patron: HRH The Prince of Wales

Registered in England & Wales Charity No. 1112664 Company No. 5631421

Hatchlands Park, East Clandon, Guildford, Surrey, GU4 7RT

Tel. 01483 211535 | hello@ngs.org.uk | ngs.org.uk