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# Photography of HLF- funded projects

A guide for grantees

May 2013

If you require a copy of this guide in an alternative format (large print, Braille or audio version), or if your first language is not English, we can provide it in the appropriate format or language if you ask us. It is also available in Welsh.

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## 1. Introduction

Providing the Heritage Lottery Fund (HLF) with images of your HLF-funded project is an important condition of your grant award.

We expect you to take and send us photos of the project throughout its lifetime. Good photos are a great way of capturing progress and successes. They help both you and us promote your project, and they show the difference that HLF funding makes.

We have an inclusive approach to using the images that our grantees provide us with. This means that **we assume photos are cleared for HLF to make use of** before they have been sent to us. It is the responsibility of the sending organisation to ensure the relevant permissions are in place.

This guide explains **what we look for in photos, how you can submit images** to us, and **how we use them**.

It also outlines some of the **steps you can take to ensure you have the necessary consents** for the images you provide us with.

## 2. What we look for in photos

### Types of photos

The photos you send us should give a good idea of what the project is achieving or has achieved. We are looking for well-executed photos that have good composition and tell a story. You'll find examples of good-quality photos on **[www.hlf.org.uk/photography](http://www.hlf.org.uk/photography)**.

Here are some of the types of photos that are most useful to us. This is not an exhaustive list, so please also send us any other photos that you feel reflect your project well.

- **Photos that show both people and heritage, together.**
  - Strong images that show historic places, landscapes, wildlife, etc, on their own can be very effective in showing off the heritage at the heart of your project, and we welcome those.
  - However, showing people engaging with, learning about, or looking after heritage is often the best way to tell the wider story of your project.
  - For example, if your project focuses on building restoration, show us the building with any visitors/volunteers at work.
- **Images of a diverse range of people taking part in and enjoying the project.** We want to show that people from different backgrounds, cultures and age groups, and with different abilities, get involved with heritage, and thus encourage diverse organisations to apply to us for funding.
- **'Before', 'during' and 'after' images.** These show the impact of the project.
- **Photos of events during the project.** These can be effective in showing people engaging with heritage.

- **Archive photography of the heritage at the heart of your project.** This can help to demonstrate historic value.
- **Images where HLF branding is visible.** These show that you are acknowledging our support for your project and help us encourage others to do so.

## Formats and resolution

You can send us any of the following:

- **high-resolution digital images** – we often use images at a large size, so we are grateful for photos of A4 size at 300dpi or bigger;
- **slides/transparencies** (35mm);
- **prints** (250 x 200mm minimum).

## 3. Submitting images to HLF

### How many photos

There is no limit to the number of images you can send us, within reason. The minimum we ask for is **five images of different aspects of your project**, but please feel free to send us more.

### When to provide images

Don't wait for your project to complete to provide us with photos. Send them whenever a good opportunity arises.

### How to send your photos

We prefer to receive **electronic images**. These can be provided in the following ways:

- **via HLF's online application portal.**
  - This is the web-based platform you are using to submit your application form, progress reports and other documents related to grant assessment and monitoring.
  - Photos can be added as attachments.
  - The file size of each photo should not exceed 5MB.
- **via email to your case officer.**
  - The file size of each photo should not exceed 9MB.
- **via an online file-sharing service**, addressed to your case officer.
  - You can send individual images or zip files of grouped images free of charge via WeTransfer, DropBox, MailBigFile, YouSendIt and other platforms.
  - This is a quick and easy way to send large photos that exceed the sizes above – total file-size per send can be 2GB or more.
- **on a CD or DVD**, sent in the post to you case officer.

- Standard writable DVDs have a capacity of 4.7GB.
- Both CDs and DVDs come at a small cost.

In a cover note or in the file names, indicate:

- **what is in the photographs** – this will help us caption them correctly;
- **any photo credits** – the names of photographer and/or organisation that holds copyright or otherwise needs to be acknowledged with having provided or created the photo.

If sending prints or slides, you should include a sticker with a short description on the back, or describe the photos in a cover note.

## 4. How we make use of photos of your project

At HLF, we promote the projects we fund in various ways, often using images to illustrate text. Here are some examples of how we might make use of the photos you send us:

- **in HLF publications:**
  - printed newsletters, magazines, brochures, reports, application materials, themed leaflets, cards, invites;
  - electronic publications, such as email newsletters (eBulletins) and invites.
- **in other HLF printed materials**, such as banners and exhibition stands;
- **on the HLF website;**
- **in the press**, including newspapers and magazines, and online;
- **third-party publications and websites:**
  - we may pass on the images you provide to the National Lottery Promotions Unit, other Lottery distributors, and other persons for the purpose of promoting our work in a manner agreed by us;
  - we may use the images in adverts we take out in newspapers, magazines, websites, and other outlets.
- **other publicity materials**, including, but not only:
  - displays;
  - promotional videos;
  - TV programmes.

We may also, on occasion, make use of images of your project to illustrate more generally the types of heritage activity we support.

## **5. Consent for HLF to make use of the images you provide**

### **Your responsibility**

Unless specified otherwise, we assume that the necessary consents have been obtained by you and HLF is granted permission to make use of the images you provide.

It is your responsibility as an HLF grantee to ensure the consents are in place before submitting images to us or using them yourself. Ensure that you keep a record of the consents.

As a minimum, we expect you to have obtained:

- the **copyright owner's consent** for HLF to make use of the images;
- where images show people, **their consent or the consent of their parents or guardians** for HLF to make use of the images.

Please advise us at the point of submitting the images if a **photo credit** is required, for example to acknowledge the photographer and/or organisation that holds copyright or otherwise needs to be acknowledged with having provided or created the photo. If a photo credit is not provided on submission, we will assume that no credit is needed.

### **Seeking copyright**

If you are sending us images to which someone else holds the copyright, it is essential that you **contact the copyright holder directly for written permission** or negotiate the purchase of an appropriate licence.

If the photograph(s) is **low-risk** (no problems are anticipated) initial contact can be done by phone or e-mail, but make sure that the content of each telephone call is confirmed by you in writing and every email is saved.

For **high-risk material**, such as photographs taken by professionals, you must opt for a more formal contract, rather than a brief letter or an email. If you believe you'll be dealing with high-risk materials, first seek assistance in the preparation of a formal detailed licence within your own organisation or from a third-party expert.

When commissioning or otherwise sourcing photography of your project, **you should obtain permissions for the photos to be used by third parties**, and not just by your organisation. This will allow you to pass on the images to HLF and your other partners.

### **Addressing moral rights**

Moral rights include the right to have a work – in this case photography – **attributed** to the creator(s), or alternatively the right to have a work published anonymously or pseudonymously.

### **From whom to obtain consent**

The owner of copyright and person entitled in respect of moral rights is normally the person who takes the photograph.

That will be the case even if you or someone else connected with the project has commissioned the taking of it (unless for a clearly private and domestic or family purpose). If one of your

employees has taken the photograph in the course of his employed work, you will own such rights.

Otherwise, you need to ensure that the third-party owner has transferred the copyright to you or given consent for you and HLF to make use of the images, and that the position as to attribution in respect of moral rights (which will remain with the person who took the photograph) is clearly agreed.

### **Data protection**

Images of individuals will fall under the Data Protection Act 1998, and it is your responsibility to ensure that you can legally pass those images to us for the uses mentioned above. The simplest method of ensuring that you meet your obligations is to obtain the informed consent of those appearing in the photograph to their image being passed to us and so used. We will presume that all relevant consents have been obtained by you.

If you have named the individuals who appear in the images, we may attribute the names to them. If it is the case that an individual does not want his or her name used alongside the image (but is happy for the image alone to be used), you need to make this clear when submitting the image.

If you are submitting images from grantees that you have not taken yourself, it is your responsibility to ensure that you have the relevant consents necessary to pass them to us for our use. How you choose to do this in practice is your decision, but as with images you have supplied and taken yourself, if you supply them to us in connection with your grant, we will presume that you have checked that appropriate permissions have been granted.