

NFA Photography Competition 2017 **Our House Our Street: The place we call home**

The NFA photography competition recognises that strong photographic images are a powerful medium for communications, and can engage a wider audience than traditional methods of communication. One of the NFA's key priorities is to challenge the negative images often portrayed in the media of social housing and its residents/tenants.

Following on from our 2016 exhibition '*Ordinary People Extraordinary Lives*' this year's competition will focus on ALMOs' properties and the people who live in them. The purpose of the competition is to promote positive images of our homes and communities. Photographs should challenge the perception that social housing is undesirable by presenting images of the well maintained council owned properties that our tenants and residents are proud to call home.

The resultant exhibition will illustrate how tenants and residents living in our properties transform bricks and mortar into homes that are loved, and contribute to the creation of vibrant communities.

The winning photograph will:

- **Portray a positive image of tenant/s in their home environment.**
The photo should illustrate why the 'sense of home' is important to the tenant?
- **Challenge the negative perception of social housing**
- **Be a captivating photograph**
Images can be internal or external property views. All images must be of a sufficiently 'high resolution' to be enlarged to A3 size for exhibition at annual conference.

All entries should include:

1. Details of the property/road and tenant in the image including:
 - a. property type (i.e. house /flat /high rise / sheltered/ supported housing),
 - b. neighbourhood/area (the exact address is not essential)
 - c. name of the person in the photograph(One para)
2. Explain what home means to the individual/s in the image - why are they proud of their home? (max. 500 words).
Include any interesting details or stories associated with the property and/or tenants.
For example: tenant has won local gardening competitions, does the tenant uses part of the house to pursue a hobby or interest, do they enjoy being near family and friends? Does the property have any historical significance or interest?
3. The name of the photographer and how you obtained the image.

For example; a professional photographer, staff member, or have tenants and residents submitted their own images.
(This is important for copyright issues if we exhibit or publish the image)

4. Your ALMO name and contact details.

Entering the awards

We welcome entries from all ALMOs and local authority housing companies. ALMOs may submit multiple entries for this competition. Entries should be emailed to info@almos.org.uk.

The closing date is 28th February 2017 late entries will not be accepted.

- Eligibility for entering the awards is that your organisation is a member of the NFA.
- All entries received will be acknowledged by e-mail within 1 working day. If you do not receive an acknowledgement please contact the NFA on 024 7685 1729 to confirm receipt of your entry.
- Shortlisting will take place by independent housing and business professionals.
- Final judging for the winner will take place during the photography exhibition on the 27th April 2017.
- The NFA may use all images submitted to the competition in various materials. Entrants have the right to mark any information or sensitive parts of their entry as '*not for publication or distribution*' if necessary.

Judging and exhibition

Shortlisted entries will be announced by the NFA on 6th March 2017.

The twenty shortlisted images will be unveiled at the NFA photography exhibition and drinks reception sponsored by Resource.

The exhibition viewing will be followed by dinner, where the winning photograph (voted on by exhibition attendees) will be announced. The event will take place at Hyatt Regency Hotel, Birmingham on 27th April 2017.

Securing your place at the exhibition and dinner

To secure your place at the event please contact **Alli Ward**, NFA Business Support Administrator via alli.ward@almos.org.uk or on 02476 851729. The booking form can be downloaded [here](#).

Please be aware that tickets for the dinner last year **sold out** so please secure your places early if you wish to attend.

This year the NFA will accept ALMO bookings for the dinner, with the provision to confirm the individual's names at a later date. These bookings are subject to usual booking terms and conditions.