

2015 Review









in association with



Pictures: Andy Tibbetts, Chris Shepherd, David Bowman, Andy Farrer



The Competition 2015

Sponsored by VisitBritain and the Countryside is GREAT campaign

Media support from The Sunday Times Magazine

Exhibition hosted by Network Rail

Exhibition venue - London Waterloo

Entry period opened on 11th May 2015

Competition closed to entries on 12th July 2015

Selected images were first shown by The Sunday Times Magazine on the 18th October 2015

Awards book - Landscape Photographer of the Year: Collection 9 by AA Publishing released on 19th October 2015

Main Press Day for full results - 19th October 2015

Exhibition open - 23rd November 2015

Exhibition close - 7th February 2016

Additional supporters:

Natural England Amateur Photographer What Digital Camera Bayeux Light & Land Fujifilm LEE Filters The AA Outdoor Photography CPRE Environment Films Páramo Directional Clothing Systems Adobe



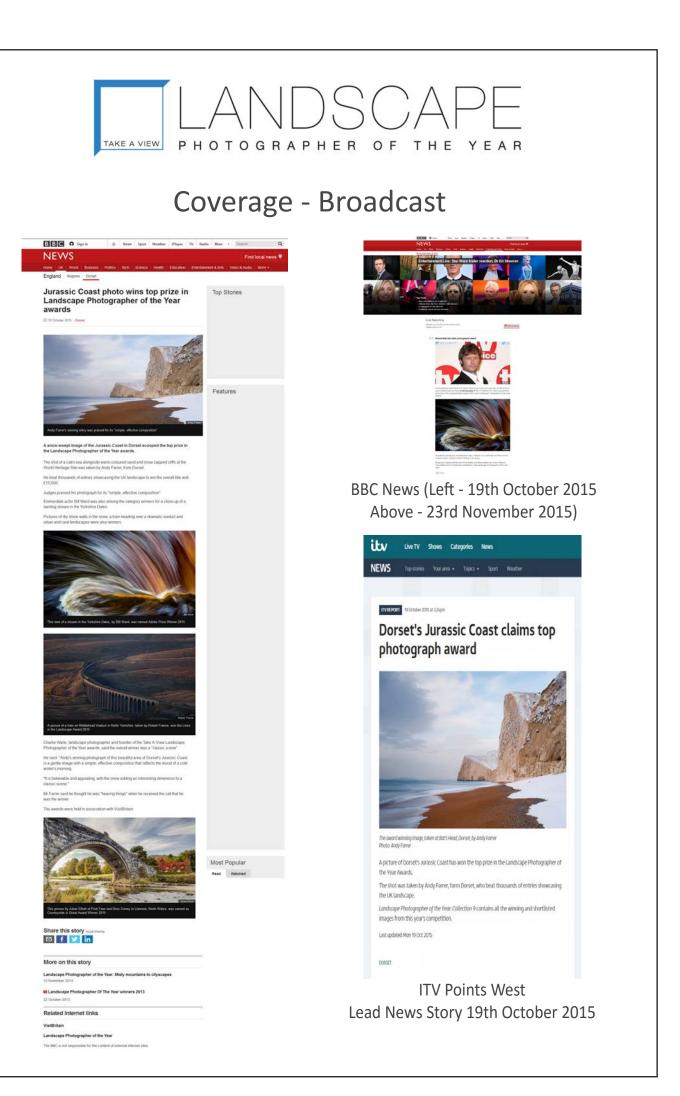
Coverage - Broadcast

Charlie Waite appeared with Adult Urban view winner, Paul Mitchell on Sky News on Monday, October 19th 2015 (Presenter: Eamonn Holmes)





Sky News - 19th October 2015





Coverage - Radio

Charlie Waite gave a series of interviews, each promoting the importance of all areas of the UK as visitor destinations and including the vital role played by VisitBritain and the Countryside is GREAT campaign within the remit of the Awards.



19/10/2015 BBC Radio London 22/10/2015 Talk Radio Europe 21/10/2015 BBC Radio Derby 21/10/2015 BBC Radio Solent 22/10/2015 BBC Radio Jersey 22/10/2015 BBC Radio Berkshire 21/10/2015 BBC Radio Newcastle

24/06/2015 BBC Radio Merseyside 24/06/2015 BBC Radio Northampton 24/06/2015 BBC Radio Newcastle 24/06/2015 BBC Radio Hereford & Worcester 24/06/2015 BBC Radio Cumbria 25/06/2015 BBC Radio Derby 25/06/2015 BBC Radio Solent 25/06/2015 BBC Radio Berkshire 25/06/2015 BBC Radio Lincolnshire

Successful entrants are also interviewed by their own local radio stations throughout the year.



Coverage - Entry Period

Examples - Page One

The Sunday Times Magazine - DPS Call for entries – 07/06/2015

AA Route Planner - rotating banner at top of page during entry period

Amateur Photographer - Call for entries 05/06/2015

Country Walking magazine - Half page - July 2015

Amateur Photographer Magazine - Six page feature - 04/07/2015

Outdoor Photography - Charlie Waite interview - 02/06/2015

Metro - Double page spread - 18/06/2015

The Daily Record - Double page spread - 18/05/2015

Mail Online - 17/06/2015

The Mirror Online - 18/06/2015

Photography News - News story in July issue

Advanced Photographer 59 - Spread in July Issue

Digital Photographer - News story - July 2015

Royal Photographic Society Journal - News story - July 2015

The Countryman - Feature in July issue

Town & Country House - Full page ad plus image spreads in Hotel Guide



Coverage - Entry Period

Examples - Page Two

AOL - Online call for entries - 11/06/2015

BRITAIN Magazine - Online news - 29/05/2015

Celebrate Scotland - Online news - 22/06/2015

Discover Britain - Online news - 10/06/2015

Discover Wildlife (BBC Wildlife) - Online news - 22/06/2015

Escapism - Online news - 23/06/2015

The Culture Trip - Online news - June 2015

VisitBritain blog feature - 19/06/2015

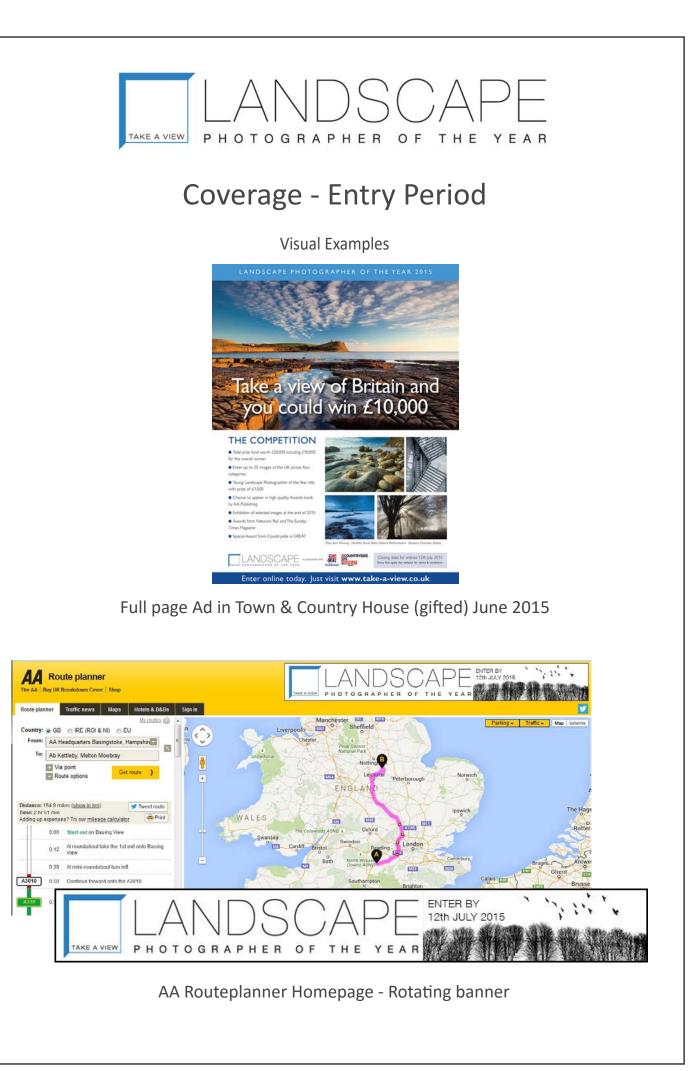
Picture galleries/call for entries (June 2015):

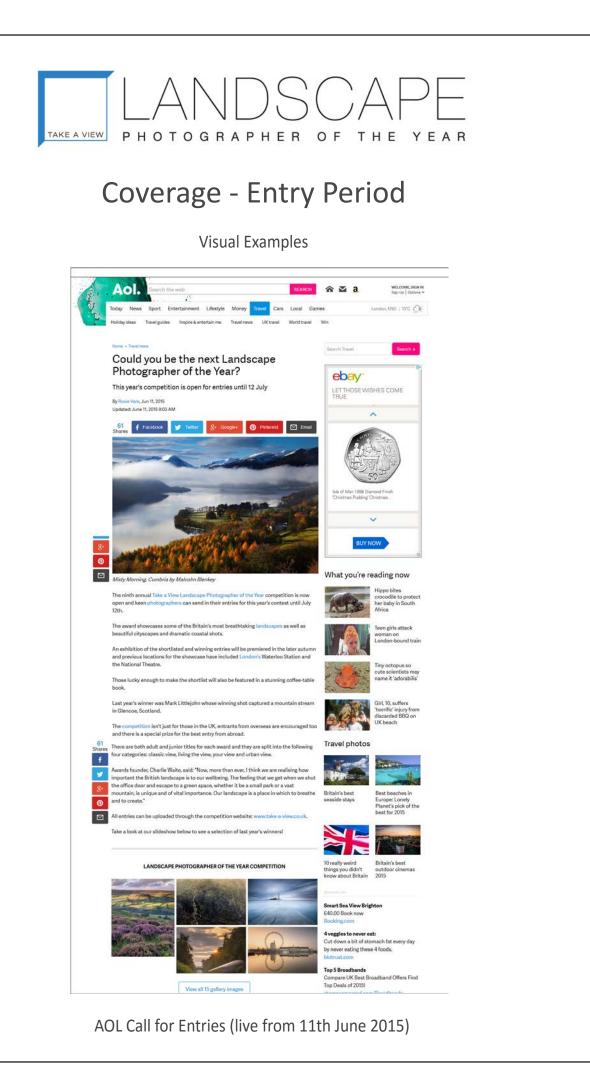
Countryside Magazine The Field Country Living Curious Animal Scotland Outdoors FROST We Love This Book My Photo School Primary Times Horse & Countryside Saga Art in Liverpool



The Sunday Times Magazine - 7th June 2015









Coverage - Entry Period

Visual Examples



Country Walking - July 2015



Daily Record - 18th June 2015



The Sunday Times Magazine - Spectrum section - 10 pages - 18th October 2015

The Guardian - Double page spread - 19th October 2015

Independent - Full page - 19th October 2015

Press Association Wire - 19th October 2015

The Times - Half page - 19th October 2015

The Daily Telegraph - Quarter page - 19th October 2015

The Daily Telegraph - Full page feature - 7th November 2015

Outdoor Photography - Seven page feature - December 2015

Amateur Photographer - Six page feature - 7th November 2015, plus subsquent follow-up interview with overall winner, Andy Farrer

The Dalesman - Photo story of Yorkshire images in December 2015

Wanderlust - DPS photo story in December/January

Digital Photographer - Five page feature - 22nd November 2015

Geographical - Cover story and eight page feature - December 2015

Mail Online - Picture story - 19th October 2015

Express Online - Picture Gallery - 19th October 2015



Square Mile - Photo story - December 2015 & Online

Escapism - Photo story - November 2015

Country Walking - Photo story & Photographer interview - December 2015

Photography News - News story - November 2015

Lonely Planet Traveller - News story - December 2015

Country & Town House - Book review - December 2015

BBC Countryfile - Double page spread - November 2015

Scottish Memories - Photo story - November 2015

Outdoor Fitness - Photo story - November 2015

The Scotsman - Coverage ran on 24th October 2015

The Countryman - Ongoing column by Charlie Waite includimg book credit etc plus an Awards feature in November 2015

Black + White Photography - News story - December 2015

Saga Magazine - Five page feature including top tips section by Charlie Waite - November 2015

Walk - Photo story in Winter edition - out 12th November 2015 + Online book review



AOL - Online Gallery & News Story - 28th October 2015

Coast - Double page spread - February 2016

BT.com - illustrated news piece - 21st October 2015

Geographical - Online gallery

Go Holiday - Online Gallery

Culture 24 - Online gallery & News feature with competition

BRITAIN - Online picture-led news feature - 19th October 2015

Practical Photography - Online story

ePhotozine - News story

Saga - Online gallery

Conde Nast Traveller - Online gallery

Country & Town House - Online news feature & gallery - December 2015

Wex Photographic - Interview with winner, Andy Farrer

Cumbria - Photo feature - November 2015

Adventure Travel - January/February 2016

CPRE - Countryside Voice - Double page spread - Spring 2016



VisitBritain blog - 19th October 2015

DP Review - Online story - 19th October 2015

Lambeth Weekender - November 2015

WalkHighlands.com - Online news piece - 20/10/2015

Cumbria Life - News story

Digital Camera - News story & interview with entrant, Peter North

Brighton & Hove News - Interview with local winners

Brighton Argus - Interview with local winners

EOS Magazine - News piece - Jan-March 2016

Country Life - News piece featuring Countryside is GREAT image

TimeOut - Thigs to Do feature - November 2015

Newcastle Journal - News feature

Express & Star (Shropshire) - News feature

N-Photo - Seven page feature - January 2016

Shooting Times - News story

Londonist - Online feature - 28th November 2015



Digital SLR Photography - News story

Amateur Photographre - Online news story - 25th November 2015

JCDecaux - News story - 3rd December 2015

Photo Plus - Photo story in January 2016

Point 102 - News story with pictures and link - 4th December 2015

Resurgence - Full page - January/February 2016

southbanklondon.com - News story & gallery

Staffordshire Newsletter - Online piece about local winner - 29th November 2015

Telegraph Christmas Book Review

The Week - News story - 25th November 2015

Network Rail - News story & Twitter

Countryside NFU - Review - January 2016

Cambridge News - Gallery & News story - 19th October 2015

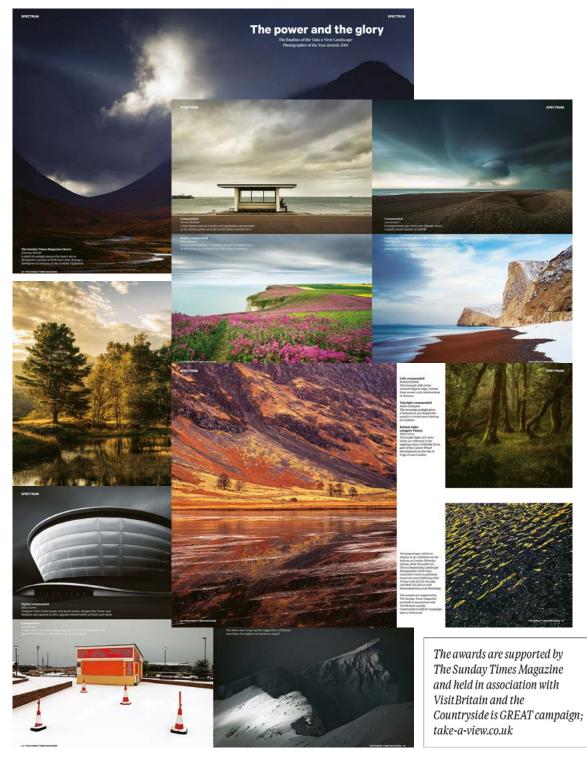
Outdoor Photography - The Big View - Double page spread - January 2016

WalesOnline.co.uk - Illustrated news feature - 19th October 2015

RPS Journal Book review in December 2015



Visual Examples



The Sunday Times Magazine - Spectrum - 18th October 2015



Visual Examples

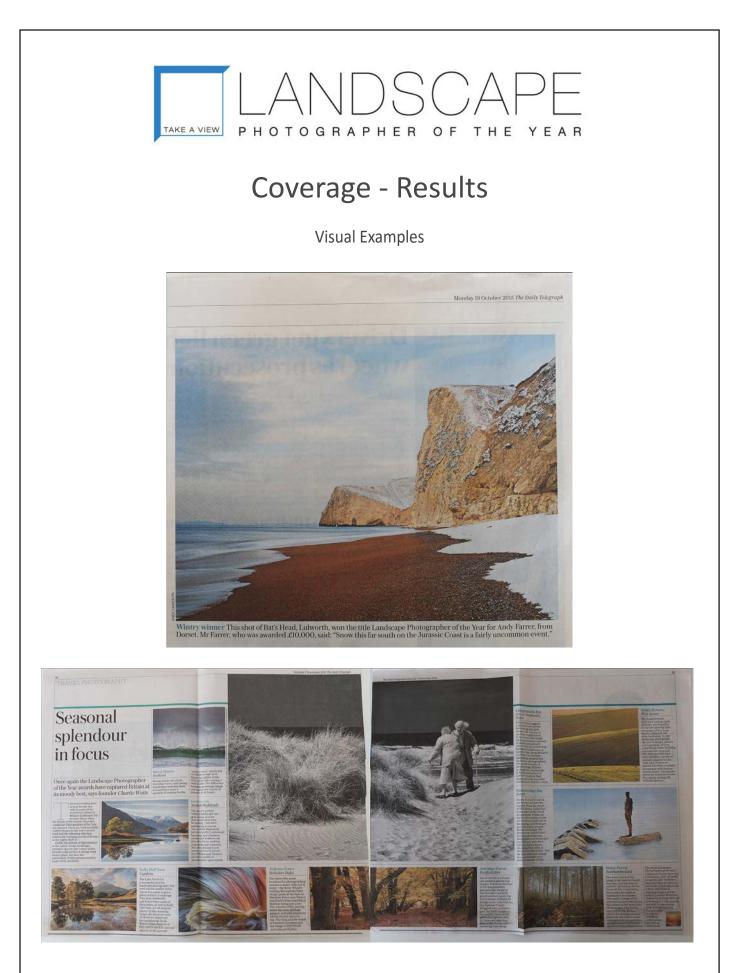




Guardian - Double page spread & Online - 19th October 2015



Amateur Photographer - Cover & Six Page Feature - 7th November 2015



Daily Telegraph - In print on 19th October & 7th November 2015, plus online



Visual Examples



The Times - 19th October 2015



The Independent - 19th October 2015 (& Online Gallery)



Evening Standard - 19th October 2015



Visual Examples



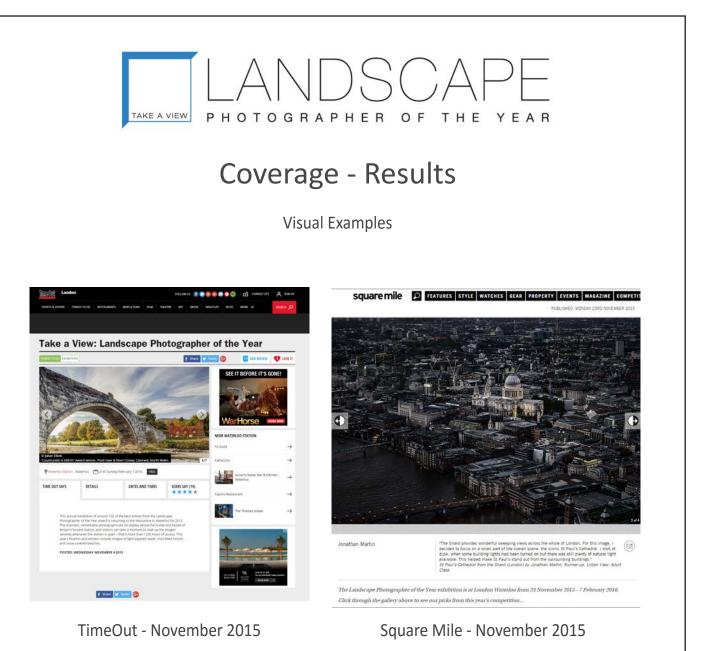
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Outdoor Photography Seven pages - December 2015



N Photo - 8 pages - January 2016





Geographical - 8 pages plus cover - December 2015



Coverage - International

Images requested for print & online use

MSN International - Picture gallery used by the following markets:

Germany German speaking Switzerland Austria USA Philippines Malaysia South Africa Australia Canada Poland

Weather.com (Weather Channel) - 19th October 2015

GardenDrum - Online news story - 20th October 2015

Treehugger.com - Online news feature - 20th October 2015

Australia News - Print res images sent 20th October 2015

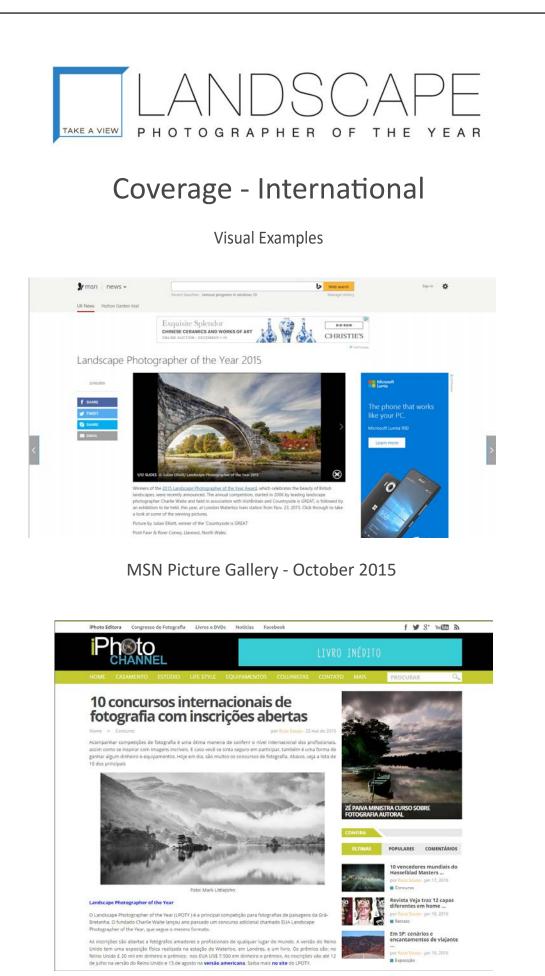
iPhoto CHANNEL, Brazil - 'Call for entries news story' - May 2015

Polish Radio London / Cooltura Polish Weekly Magazine - December 2015

CNN Thailand (Facebook) - 20th October 2015

Fotozona.it - Online news story

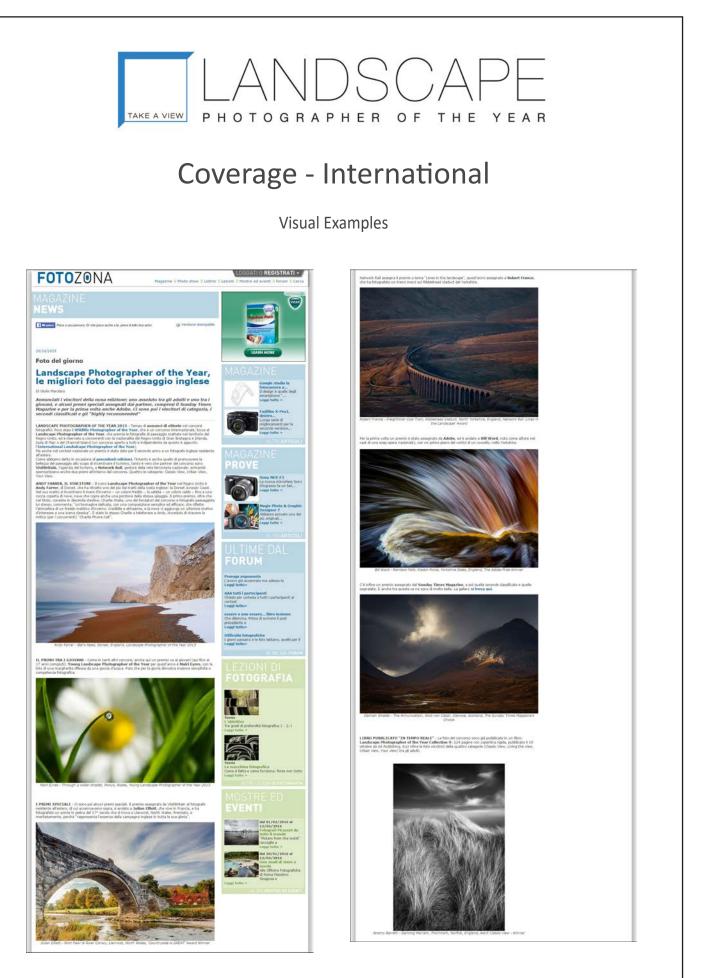
+ Facebook & Twitter



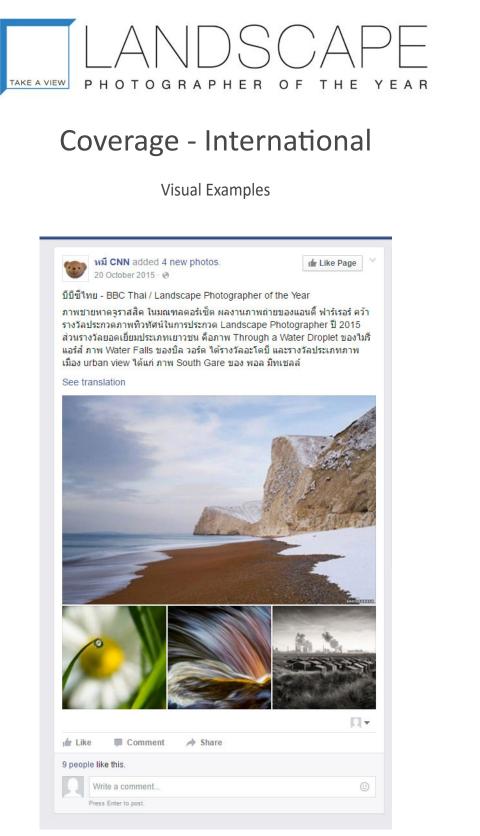
iPhoto CHANNEL, Brazil - May 2015



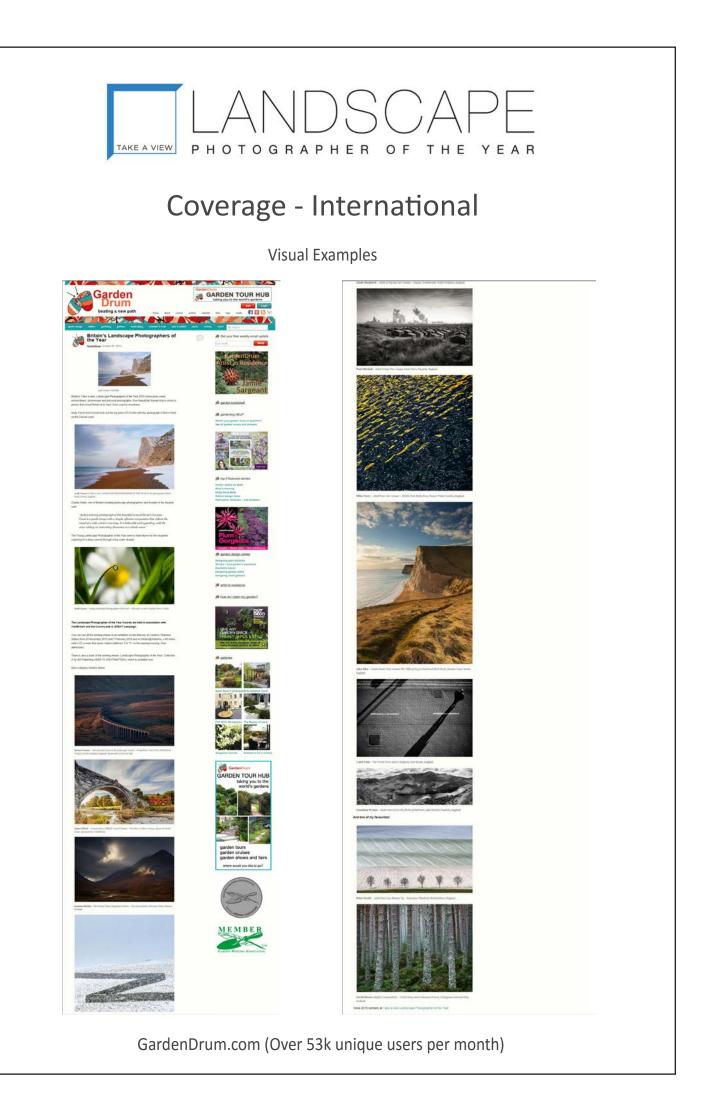
The Weather Channel - 20th October 2015



Fotozona Italy- 20th October 2015



CNN Thailand - 20th October 2015





Coverage - International

Visual Examples

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雪が積もった際の写真。via @Takeaview

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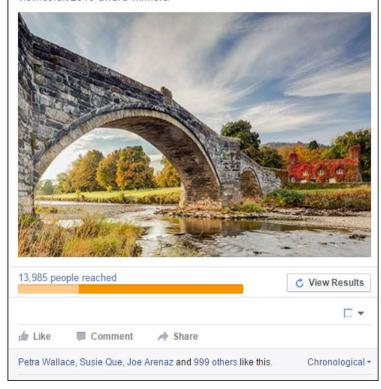
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Take a view

Published by Diana Leppard [?] - 19 October 2015 - @

Julian Elliott's autumnal image of Llanwrst on the edge of the beautiful Snowdonia National Park won the Countryside is GREAT award, offered by VisitBritain & the Countryside is GREAT campaign for the best image from an entrant living overseas. Julian lives in France's Loire Valley. You can see a full list of winners on our website http://www.take-aview.co.uk/2015-award-winners/



Twitter & Facebook



The Exhibition

23rd November 2015 - 7th February 2016 on the Balcony of London Waterloo

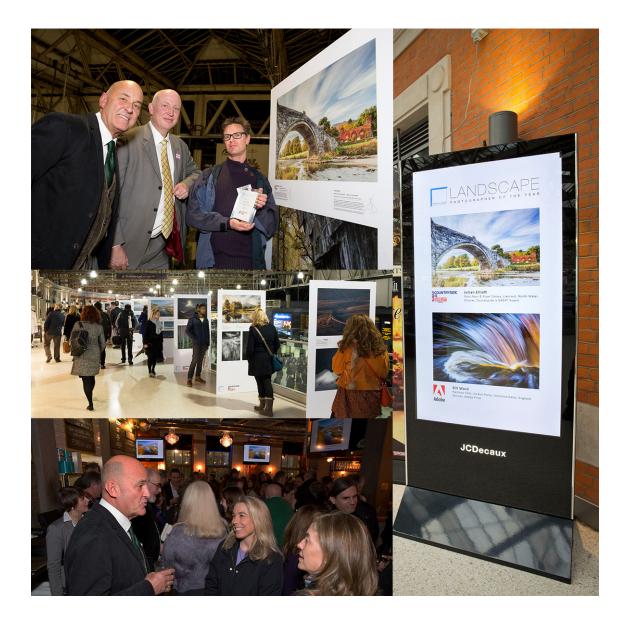
The images also appeared on Motion@Waterloo, which, at 40m wide, is the largest indoor screen in Europe. Displayed on opening night, the images also appeared on additional days during the exhibition run.





Exhibition - Opening Night

The 2015 exhibition opened with a Private view event on Monday, 23rd November; an evening attended by in excess of 300 people including winners and special guests.





Exhibition - Opening Night

Awards were presented and short speeches made by Joss Croft, Marketing Director for VisitBritain; David Biggs, Managing Director of Property for Network Rail; Russ O'Connell, Picture Editor of the Sunday Times Magazine; Richard Curtis from Adobe and actor, Peter Egan. Awards founder, Charlie Waite introduced the speakers.

The 'Countryside is GREAT' Award was won by Julian Elliott who travelled over from his home near Tours in France to receive the accolade. His prize was a weekend stay in London prior to the event, which included accommodation and travel.



Llanwrst, Wales by Julian Elliott



Exhibition - Branding

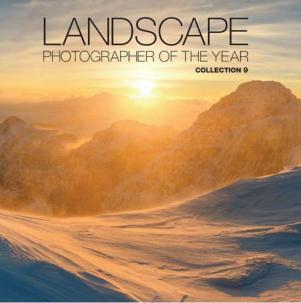
As agreed, the Countryside is GREAT brand was used as the main public facing logo and appeared at London Waterloo as follows:

- 1) On the Motion@Waterloo 40m screen
- 2) On each free-standing display stand
- 3) On the information panel and direction boards
- 4) On the digital display (D6) running throughout the exhibition
- 5) On the escalator panels
- 6) On the image panel for the 'Countryside is GREAT' Award winner
- 7) On the slide show playing on all the TVs inside the opening night venue
- 8) On two sponsors' panels inside the opening night venue
- 9) On the Awards blocks given to the overall winner and special award winners
- 10) On the Private view invitation

In addition, the VisitBritain logo appeared on the information panel, the slide show, the invitation & the sponsors' boards.



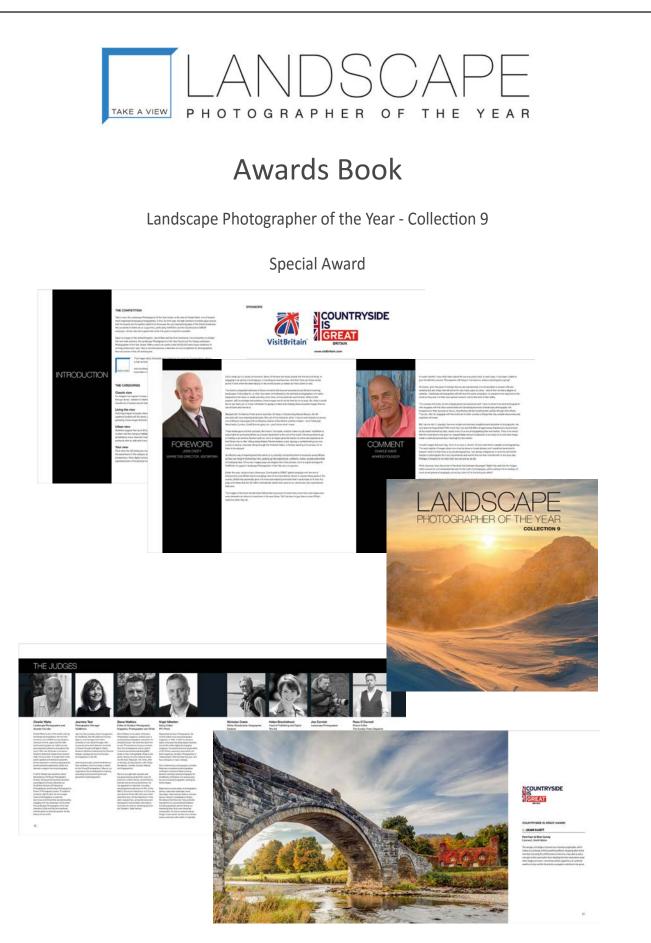




Awards Books 2007 - 2015 by AA Publishing

All still in print

Regularly in the Amazon Top 100 list



The Countryside is GREAT Award for the best image from an Overseas Entrant led to increased PR opportunities and significant coverage in all media channels.



Website - www.take-a-view.co.uk

All new website for 2015, with responsive template and bespoke, fully flexible image uploader.

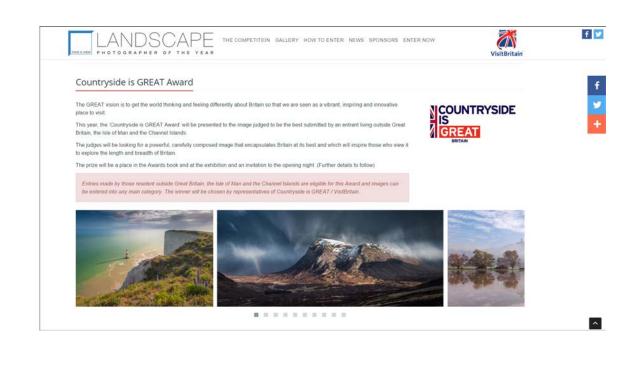
Alternating VisitBritain & Countryside is GREAT logos at the top of every page of the Awards' website, www.take-a-view.co.uk. Presence on special awards, awards & prizes, sponsors', winners' galleries and news pages, with all logos being linked to the relevant sites.

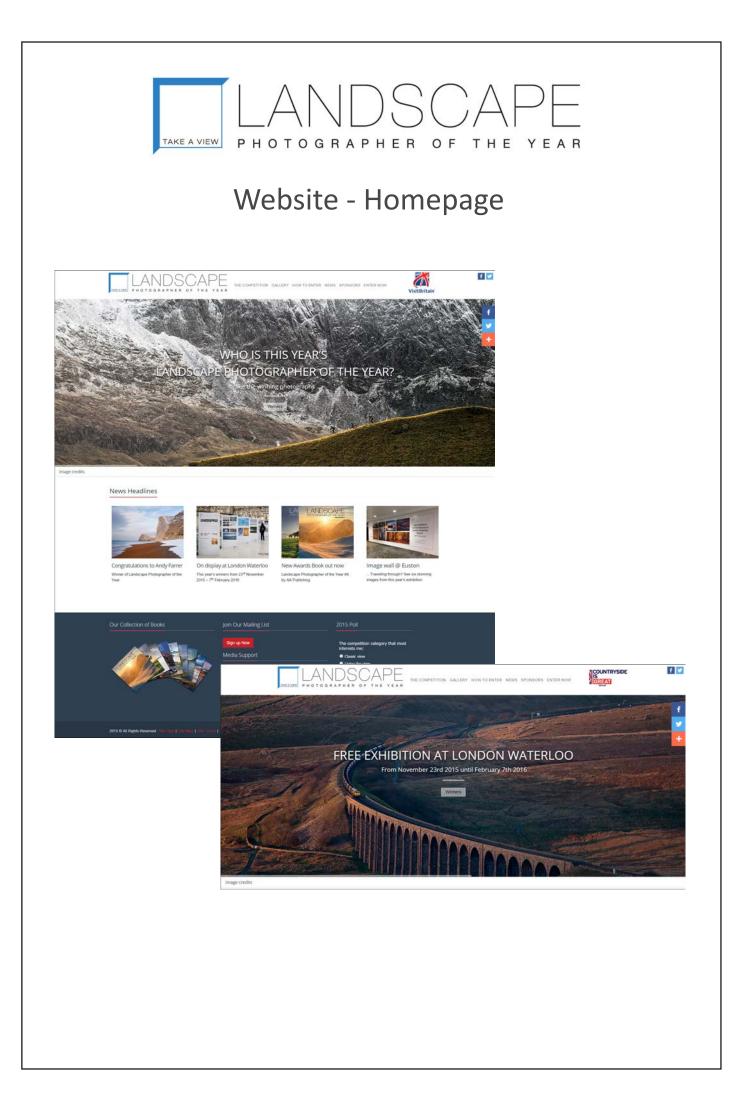
Competition Year (1st March 2015 - 28th February 2016)

Data to 14th January:

Users: 67,321 Sessions: 100,292 Page views: 256,938

The most frequent international visitors to the site were from Rusia and the USA, followed by Germany, Czech Republic, Brazil, China, Australia, Italy & Japan.







Call for Entries - Leaflet



THE COMPETITION • Total prize fund worth £20,000 including £10,000

Enter up to 25 images of the UK across four

for the overall winner

categories (entry fees apply)

with prize of £1,000 Chance to appear in high quality Awards book

by AA Publishing Awards from Network Rail and The Sunday

Times Magazine

- Exhibition of selected images at the end of 2015
- Special Award from Countryside is GREAT
- Closing date for entries 12th July 2015
 - LANDSCAPE

Enter online today. Just visit www.take-a-view.co.uk for a chance to win £10,000

10,500 leaflets distributed via TICs, leaflet racks in hotels, motorway services etc, railway reception areas & Natural England events + sent to India and UAE





Social Networking

Active facebook and twitter pages are maintained by the Awards, with an ongoing increase in traffic.





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3,014 likes

O Annual Competition to find the UK's Landscape

Photographer of the Year Chttp://www.take-a-view.co.uk/

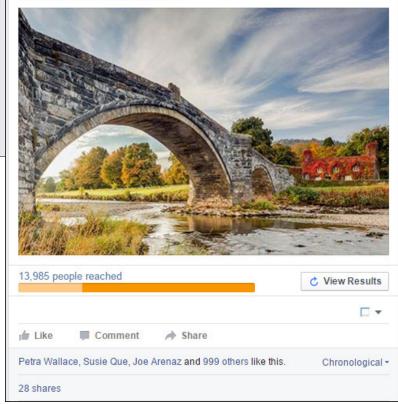
ABOUT

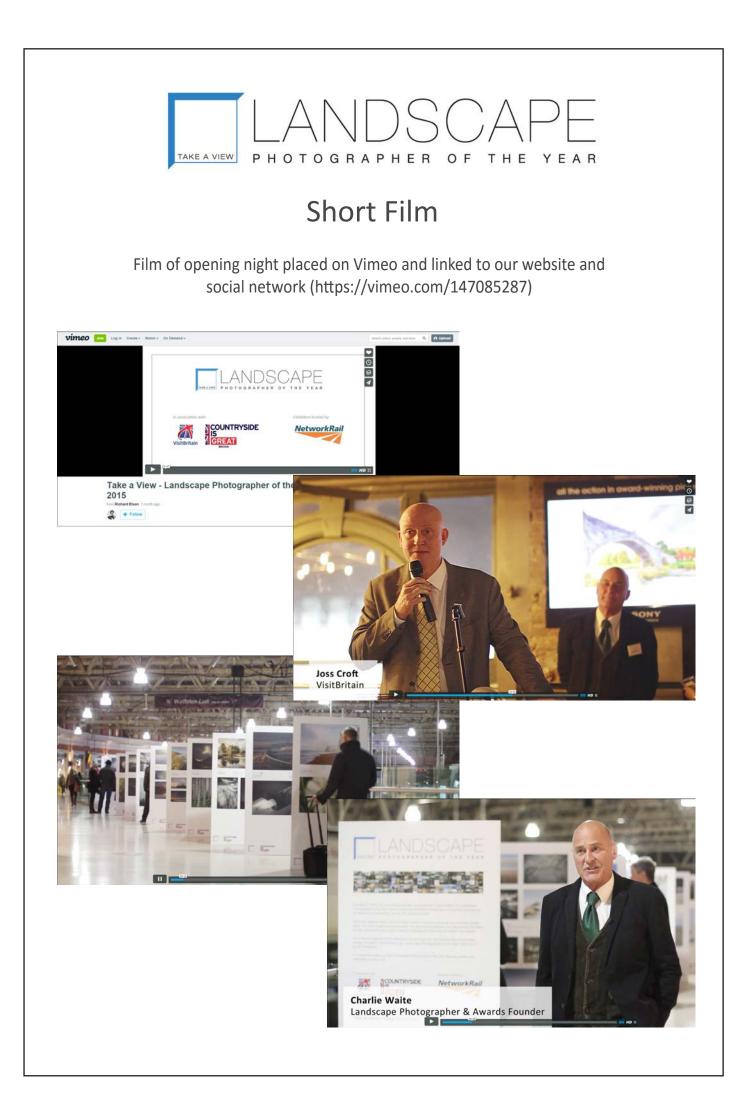
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PHOTOS

Take a view Published by Diana Leppard [?] - 19 October 2015 - @

Julian Elliott's autumnal image of Llanwrst on the edge of the beautiful Snowdonia National Park won the Countryside is GREAT award, offered by VisitBritain & the Countryside is GREAT campaign for the best image from an entrant living overseas. Julian lives in France's Loire Valley. You can see a full list of winners on our website http://www.take-aview.co.uk/2015-award-winners/







Emails

Competition emails, such as confirmation of registration, notification of shortlist etc have been sent throughout the year and include the Countryside is GREAT logo (with link). A name check was integrated into our standard email signature for 2015, "The 2015 Awards are held in association with VisitBritain and Countryside is GREAT."

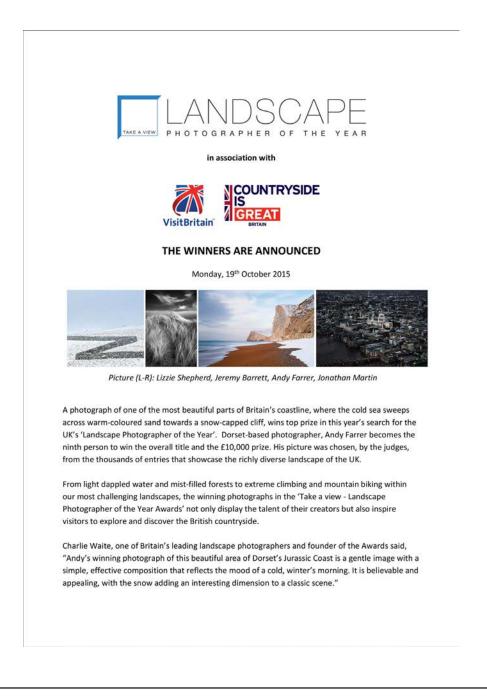
TAKE A VIEW PHOTOGRAPHER OF THE YEAR
Dear Simon
The judging of all shortlisted images in the <i>Take a view</i> Awards has now been completed and the final results decided.
(Please could you keep the fact that you have received this email and information about your success confidential until Monday 19 th October & not put it on web pages/blogs etc until thenthanks!)
We are pleased to tell you that one of your images has been commended by the judges and has won a place in the Awards book and will be part of a digital display at the London exhibition.
The Sunday Times Magazine will be the first to show their selection from all the successful images on 18 th October, followed by a feature in Amateur Photographer (Cover date: 7 th November). A full list of winners will be added to the <i>Take a view</i> website in the week commencing 19/10. The book - Landscape Photographer of the Year: Collection 9 - is published on October 19th.
The exhibition will be at London Waterloo from 23 rd November 2015 until the 7 th February 2016. There will be an opening night event on Monday 23rd November 2015 from 6.00 until 8.00pm. If you would like to come, please let us know and we will make sure that you are emailed an invitation nearer the time. (One invite is for 2 people).
Congratulations!
PS If you had more than one entry shortlisted, this email covers all successful images.
If you have any questions, please email us at info@take-a-view.co.uk
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Press Releases

Three press releases were written and distributed throughout the 2015 Awards. Targetted releases were also issued by VisitBritain, Network Rail and Midas PR.

- 1) Open for entries
- 2) Winners announced
- 3) Exhibition opens





Comments

I took up the all consuming hobby six years ago and have bought this book every year and marvelled as to the images in it. Dreamed that one day I would be good enough to get in it and that day has come today. You have made my day, month, year. (*RF, by email - October 2015*)

I think the LPOTY Awards are amazing. I thoroughly enjoy leafing through the books each year with all those stunning images to inspire one....It has been an ambition to see an image of mine in one of the books - & I still can't believe that I did it this year at only my second attempt! I was pinching myself most of the weekend - ever since the email popped into my in-box at the end of a busy day on Friday! I can completely understand how stunned yet excited the overall winner must feel each year to find out they have won the actual title. (JH, by email - October 2015)

Another inspirational Landscape Photographer of the Year book. Far more than merely a "coffee table" publication, I find my self moved not only by the pictures themselves but by the evident passion of the photographers. I've been following the series since about volume 5 and I'm delighted to say that, if anything, the quality of the work submitted is getting better and better. Particularly encouraging is the quality of the junior photographers - Mairi Eyres "Through A Water Droplet" assures me that the future of photography is in capable hands. *(KB, Amazon - November 2015)*

Great photo and makes you want to visit the location. Congratulations. (SM, Facebook re: Countryside is GREAT winner - October 2015)

Landscape Photographer of the Year exhibition at Waterloo Station (balcony) - wonders are worth seeing @Takeaview (TH-W, via Twitter - December 2015)

Thanks again for all you have done in support of the 2015 LPOTY, the communication and organisation was first-class. *(Peter North, Prize winner - November 2015)*

TAKE A VIEW PHOTOGRAPHER OF THE YEAR



Mairi Eyres - Young Landscape Photographer of the Year

'A landscape image cuts across all political and national boundaries; it transcends the constraints of language and culture.'

Charlie Waite

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diana@take-a-view.co.uk