



ROLE OF THE OFFICIAL PHOTOGRAPHER

The Festival Photographer is required to:

- Take images of audiences to evidence attendance
- Take images that evidence specific aspects or themes of the Festival offer, including diversity, accessibility, inclusiveness, community engagement, volunteering
- Capture the energy and essence of the Festival
- Capture the range and scale of events/performances/pop-ups at the Festival
- Take images that feature our partners, sponsors and general supporters
- Document events and ‘happenings’ or ‘moments’
- Record official or important events, eg. VIP receptions
- Capture everyday occurrences that are in fact extraordinary or the ‘unusual’
- Include iconic Milton Keynes architecture and settings where possible, eg. centre:mk, The Point Car Park, Campbell Park, etc

Images will be used in the following ways:

- On the Festival website
- In Festival publicity
- In the media
- To support evaluation reporting to funders, partners and supporters
- In presentations about the Festival, eg. to support generating sponsorship
- Some images may be used in the media or in news/industry publications
- Subject to prior agreement with Festival photographer, selected Festival artists and partners to have access to selected images post-Festival at no extra fee

Identification and Access:

- The Photographer will be given branded Festival T-shirts and an Access All Areas Festival lanyard pass to wear when working.

Resources provided to assist with planning:

- Website can search by day or venue (under What’s on Calendar and Search)
- Festival Listings document

Notes and information about special 'moments':

- As in previous Festivals, there will be a number of key moments and occasions, over and above the general and performance/event-driven photographic coverage you provide, that we will require images for – these are likely to include VIP events, openings, press calls. As soon as the details of these become clear, we will supply further information. These to be covered as part of the schedule as outlined below.

Online gallery

- As in previous years an online gallery to be provided, that enables the Festival to review and select images, OR an agreed upload to The Stables online system

Schedule:

- The brief covers the 10-day period of the 2025 Festival – Friday 18-Sunday 27 July

The Festival falls into three distinct periods:

- Opening Weekend – Friday 18-Sunday 20 July
- Weekday period – Monday 21-Thursday 24 July
- Closing weekend – Friday 25-Sunday 27 July

Estimated Number of Days:

- 3 full days to cover opening weekend – 18-20 July
- Equivalent of 2 full days – 21-24 July – mostly late afternoons & evenings
- 3 full days to cover closing weekend – 25-27 July
- TOTAL: 8 full days

Main point of contact:

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