



# MEDIA RELEASE

***For immediate release***

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## Photographer wanted to capture Moments on Mendip

**21 Feb 2023**

The Mendip Hills AONB Service, Somerset Film, and Seed Sedgemoor are working together to create a new community-led photographic exhibition of the spectacular Mendip Hills landscape.

The project 'Moments on Mendip' will capture and celebrate the [twelve special qualities](#) that make Mendip an Area of Outstanding Natural Beauty on camera.

"The Mendip Hills, with its abundance of caves, gorges, limestone grasslands, drystone walls, stunning views, and ancient human settlements are a unique place of national interest" says project officer Tim Haselden "We hope this project will encourage people to spend time in this exceptional landscape, to learn how to capture effective landscape images that celebrate the special qualities of the Mendip Hills and hopefully inspire others to do the same".

With support from community arts organisation Seed Sedgemoor, The Mendip Hills AONB Service is now seeking [a fine art photographer](#) to join the project as lead artist, to capture a series of images and to inspire others to do the same. Community workshops will build photography skills and inspiration encouraging local people to take and submit photos for inclusion in a digital gallery and outdoor projection planned for later this Autumn.

Scott O'Hara, CEO of Seed says "The images will be brought together to transform Cheddar Gorge into a digital gallery through outdoor projections onto rock faces. This will be a spectacular celebration that showcases this wonderful landscape in a new and creative way, alongside the creativity of local people".

It is hoped that through the project local people will find a greater understanding and appreciation of the exceptional Mendip Hills landscape, and that new visitors from more urban local communities will be tempted to enjoy the art and nature of the hills.

The project is supported by Seed Sedgemoor, an Arts Council Creative People and Places project and partner organisations including Windrose Rural Media Trust and The Mendip Society. For more information about the invitation to artists or future workshops visit [www.seedsedgemoor.com/activities/moments-on-mendip](http://www.seedsedgemoor.com/activities/moments-on-mendip)

**The full photographer brief can be found [here](#) and the deadline for applications is Sunday 5th March 2023 (11pm).**

## IMAGES

Full size Images to accompany this release can be downloaded via:

<https://drive.google.com/drive/folders/1A8vUxI4rU1eULzP1vN7N-UVIQUO5ODwH?usp=sharing>



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### **Mendip Hills AONB**

Mendip Hills AONB Service, Charterhouse Centre, Blagdon, Bristol BS40 7XR.  
01761 462338

The AONB Partnership brings together people and organisations to ensure that the Mendip Hills retain their unique character and special qualities, whilst recognising that it is a place for people to live in, work in, and visit.

12 Special Qualities of the Mendip Hills

<https://www.mendiphillsaonb.org.uk/exploring/special-qualities/>

Link to the Fine Art Photographer brief deadline 5 March 2023

[https://www.mendiphillsaonb.org.uk/wp-content/uploads/2023/02/Moments-on-Mendip-Photographer-Brief\\_final10022023v2.pdf](https://www.mendiphillsaonb.org.uk/wp-content/uploads/2023/02/Moments-on-Mendip-Photographer-Brief_final10022023v2.pdf)

### **Seed Sedgemoor**

The Engine Room | 52 High St. Bridgwater Somerset TA6 3BL [info@seedsedgemoor.com](mailto:info@seedsedgemoor.com) | 01278 433187

**Seed** is a Consortium of local organisations comprising:

Homes in Sedgemoor,  
Community Council for Somerset,  
Bridgwater Senior Citizens Forum,

Somerset Film; Young Somerset and  
Bridgwater Town Council.

We believe that arts, culture and creativity are not elite activities, but should be an ordinary part of everyday life, created by, with and for the people. This can be achieved in partnerships with artists in all forms of the creative arts, working in response to the collective imagination and reflecting the things that are important to the communities of Sedgemoor. We seek to make creative arts, culture and heritage part of everyday life in Sedgemoor by growing new opportunities for its people to participate, create and celebrate.

**Seed** is part of Arts Council England's Creative People and Places programme (CPP). Creative People and Places is about more people taking the lead in choosing, creating and taking part in arts and culture experiences in the places where they live. It is an intervention by Arts Council England to inspire new ways of thinking about cultural engagement in local authority areas where the official statistics showed historically low levels of engagement. There are 39 projects across the country, each located in a place where people are least likely to engage with arts and culture. The Arts Council is committing £38 million to the programme between 2022-2025. Between 2012 and 2019 it created 7.4 million engagements with the CPP programme and 86% of people who participate in weren't previously engaging regularly with arts and culture.

#createyourplace

[www.creativepeopleplaces.org.uk](http://www.creativepeopleplaces.org.uk)

[www.artscouncil.org.uk/creative-people-and-places/creative-people-and-places-projects](http://www.artscouncil.org.uk/creative-people-and-places/creative-people-and-places-projects)

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**If you would like further information about Seed, this announcement or to arrange an interview please contact Liz Fox via [liz@seedsedgemoor.com](mailto:liz@seedsedgemoor.com) or on ph. 07586 348372**

**If you would like further information about the Mendip Hills AONB or the Photographer's Brief please contact Tim Haselden via [tim@mendiphillsaonb.org.uk](mailto:tim@mendiphillsaonb.org.uk) or on ph. 07811 314872**

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