

# The New Forest National Park Authority Award for Outstanding Contribution to the National Park



## Sally Fear Photography

Business Contact: Sally Fear

# SALLY FEAR

Sally Fear Photography takes real photos of real things, people, animals and the landscape of the New Forest. The business specifically only photographs the New Forest in order to educate people. The photographs and books teach people about New Forest Commoners, the history of the forest and the wildlife. Sally Fear Photography has a large customer base and receives lots of positive feedback about her work.

The business publishes the books themselves so that they can ensure it is a true reflection of their work. By having her own ponies on the forest, Sally understands the challenges Commoners face which is reflected in her photographs and helps her to educate others at a deeper level. This also means she has a good relationship and trust with the Commoners and communicates with them before she publishes any work about them.

Sally Fear's Photography books have encouraged people to move to the New Forest to live and work. Although there is a passion to cover all things New Forest related there is a particular passion to reflect the communities within the New Forest.

Sally Fear Photography is looking at branching out by getting more of her work on social media channels. In recent years Sally has documented life in the New Forest and her most recent book, Crown Keepers of the New Forest, is her most extensive collection yet and this 6-year project has a Foreword by HRH The Duke of Edinburgh.

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