

Award puts local photographer in the frame

Local photographer John Boddy, from Eaglescliffe, has received the official stamp of approval for his work from the national qualifying body for professional photographers.

Recognised across the world as a benchmark of excellence, John has been awarded Licentiate status with the British Institute of Professional Photography (BIPP).

What started off as a childhood hobby, saw John set up his business, 'Reflect Your Life' almost four years ago. Since then he has turned his love of being behind the lens into a viable enterprise, with regular commissions to capture people's special moments.

"Lots of organisations overlook the importance of high quality images to help promote their products and services. They say that a picture speaks a thousand words and I firmly believe that professional images add value to websites, company brochures, press releases, newsletters and product portfolios," he continued.

"I've really got my Mum to thank for helping me to get started with photography. My first memory of picking up a camera was on a school trip to Whitby where I captured pictures of everything from the fishing boats in the harbour to the donkeys on the beach. My Mum was so excited by the photos I took that she entered them into a children's photography competition - in which I won first prize!"

As one of only a handful of North East photographers who have received accreditation from the BIPP, the award has given John the official seal of approval that he has been looking for. Its members are bound by a professional code of conduct, covering their standard of work, level of service and premises.

"What started off as taking pictures of my children, with endless photos displayed around our home, saw requests from friends to photograph their families too. My business has built up from this point, entirely by word of mouth, and I am now pursuing a business venture which is both hugely rewarding and enjoyable" said John.

To find out more about John's photography business, 'Reflect Your Life,' visit www.reflectyourlife.co.uk or phone (01642) 787761.

