

# Actively Improving Road Safety in the Community Junior Road Safety Competition 2021



## Background

As an automotive company Road Safety is vitally important to DENSO. For this reason we are working in partnership with Telford & Wrekin Council to promote **Junior Road Safety** aligned to **National Bike Week 2021**.



## The Challenge

DENSO and TWC are running a competition for **local primary school children** to create the next Road Safety messages for the community traffic island at Hortonwood (see image).

Every child who creates a design will receive a **goodie bag** from DENSO!

This is a great opportunity for school to create something important together, *Actively improving safety*.



**Each School** can submit a maximum of one entry per pupil, group designs will also be accepted. The categories are;

1. **The Green Cross Code**
2. **Seatbelt Safety**
3. **Slow Down, Save Lives**

**Designs** must:

- Be circular – please use the design template sheet
- Be simple, provide a clear image / message
- Message must fit into one of the above three categories
- Be submitted with the School Grant Plan

**The winners** will:

- Have their designs displayed on the 'living wall' for the community to see
- Receive a framed copy of their design to display at school
- The school will receive a Grant of **£1000** to promote Road Safety at the school
- Be invited to an award ceremony and lunch at DENSO UK

Schools will be asked to provide a plan for how you would use the £1,000 Grant. The school with the best Grant Plan will be awarded **£1,000!**

Actively improving safety, Envisioning a better tomorrow

## Eligibility for entry:

- KS2 Pupils from all Primary Schools in Telford & Wrekin
- There will be three overall design winners - one per category and one winner of the best Grant Plan

## To enter:

Keep your original artwork safe and send an image of it by email to:

[roadsafety@telford.gov.uk](mailto:roadsafety@telford.gov.uk)

For any questions please call 384691

**<Closing date for all entries is 5pm on Tuesday 29<sup>th</sup> June 2021>**