

## WOW – the walk to school challenge

### Badge design competition 2022: terms and conditions

The competition is managed by Living Streets (The Pedestrians' Association), herein known as Living Streets. Registered Charity No. 1108448 (England and Wales) and SC039808 (Scotland), Company Limited by Guarantee (England & Wales), Company Registration No. 05368409.

Every primary school across the United Kingdom is eligible to participate in the badge design competition. There will be eleven individual winners (the pupils) who will be awarded a WOW trophy, certificate, and resources for their school (see below for exact school resources).

All information detailing how to enter this competition forms part of these terms and conditions. It is a condition of entry that all terms and conditions are adhered to. Submission of an entry will be taken to mean acceptance of these terms and conditions.

How to enter:

Step 1: Teachers should complete their school details on the badge design template and then hand out copies of the entry form to all pupils to complete. Forms may be found on our website: <https://www.livingstreets.org.uk/badgecompetition2022> and are also available on the WOW Travel Tracker (login and access required).

Step 2: Teachers should collate all pupils' entries and choose the three best designs to enter in the competition. We will only accept the top three entries from each school.

Step 3: Each school should then submit their best three designs, either via:

- Email to [badgecompetition@livingstreets.org.uk](mailto:badgecompetition@livingstreets.org.uk), with the subject header "Badge Competition 2022"; or
- Upload at [livingstreets.org.uk/badgesubmission](https://www.livingstreets.org.uk/badgesubmission).

Postal entries will not be accepted and cannot be returned.

Free entry:

There is no charge for entering the competition, no money is exchanged.

Competition closing date:

All entries must be received by **Friday, 18 March 2022**. Late, incomplete, lost, damaged or corrupt entries will not be accepted.

The prizes:

Eleven winning designs will be selected. The pupils that produced the winning designs will each receive a WOW trophy and certificate, and have their designs made into over 300,000 badges for use in the next academic year of WOW. Additionally, the pupils' schools will receive a year's supply of WOW resources (up to £500) and a school gate banner. The prizes are valid for the academic year 2022-2023 only.

Every school that enters will also be eligible for entry into a prize draw, from which five schools will be randomly selected to receive a year's supply of WOW resources (up to

£500). The prize draw will take place after the eleven winning designs have been selected. The eleven schools already due to receive prizes will be excluded from the prize draw.

#### Living Streets Project Funded Schools – Prizes

As an existing WOW school, taking part via direct funding from Living Streets, winning schools will receive one Living Streets WOW goody bag\*, which includes:

- One WOW trophy for the winning pupil
- One certificate for the winning pupil
- One WOW school gate banner
- 30 Strider badges
- £10 book token for the winning pupil
- A gate event or assembly to be confirmed by your Living Streets contact
- A bespoke press release prepared by Living Streets, to be released to coincide with the WOW badge month the winning design relates to.

\*Value of resources £86.30 (excluding assembly time and press release).

#### Runners-up

Eleven designs will be selected as highly commended and each will receive a runners-up trophy.

The prizes described are available at the date of publication. All prizes are non-transferable and cannot be exchanged or changed. There are no cash alternatives.

Events may occur that render the competition itself or the awarding of the prize impossible due to reasons beyond the control of Living Streets and accordingly Living Streets may at its absolute discretion vary or amend the promotion. The entrant agrees that no liability shall attach to the promoter as a result thereof.

#### Entry restrictions:

Every primary school in the whole of the United Kingdom is eligible to enter, regardless of whether they already participate in Living Streets' WOW – the walk to school challenge, or not.

If the judges consider that no school merits the award of a prize, the prize will not be awarded. The competition is not open to employees or volunteers of Living Streets, their families, or anyone else directly associated with the competition.

Only complete competition entries will be valid for judging purposes. Only one entry will be accepted per pupil. Entries should be original designs and not breach any copyright law.

#### Entry conditions:

Living Streets has the right to use content for promotional purposes for the duration of three years.

Living Streets has the right to display/publish content by means of the Living Streets' website, social media channels, print and press.

Living Streets has the right to contact the winner to discuss further use of the submission for the duration of three years.

Only complete competition entries will be valid for judging purposes and any material sent in as part of a competition entry cannot be returned to the entrant.

By entering you are confirming that you are not submitting any offensive content. Should it be deemed as inappropriate your entry will be removed from the competition.

The designs should be no larger than the templates provided and should not include any photographic images or representations of people. Designs should be hand drawn only.

Judging criteria:

The designs will be judged on creativity in line with the theme "Walk Through Time" and the suitability of designs to be made into badges for manufacture.

Independence of the judging:

The winning submissions will be selected by a panel of judges from Living Streets. Judging will be independently supervised and judges will have no personal connection with any of the participating schools. The decision of the judges is final and no correspondence will be entered into regarding their decision.

Winner notification:

The winner will be notified by email, post or telephone within two months of the deadline for entries (18 March 2022). If the winner cannot be contacted or is not available or does not want the prize, the judges reserve the right to select another winner from the eligible entries that were received before the closing date.

Promoter's name and address:

Living Streets Registered office: America House, 2 America Square, London, EC3N 2LU

Company Chief Executive: Stephen Edwards.

Retention of terms and conditions:

The competition terms and conditions are available on request by calling Living Streets on 0207 7377 4900 or on our website. Should the terms and conditions be amended, these avenues will be updated for entrants' review. If printed, this is not a controlled document.

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Data protection:

Living Streets will only process the data you have provided to administer the competition.

Living Streets stores submitted entries from schools securely. Once winning designs are announced, school and pupil details will be kept for one month and then deleted. This allows for certificates for winning entries to be sent to applicable schools.

Winners' names and ages, along with their school's name, will be used in our communications relating to the badge competition and the WOW scheme, including on our website, in media relations activity and in scheme promotional materials. No surnames of children are used in any press coverage, online promotion or marketing materials.

The names of the winners will be available by contacting Living Streets within two months after the closing date (18<sup>th</sup> March 2022).

Applicable law:

English law applies and the exclusive jurisdiction of the English Courts shall prevail.