



BUS TO THE FUTURE 2021



West
Yorkshire
Combined
Authority

First

transdev
the mobility company

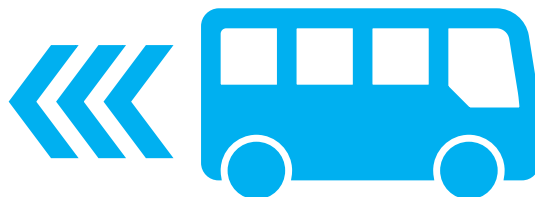
arriva

A REGION-WIDE CREATIVE MARKETING CHALLENGE

YOUR ENTRY PACK

SUBMISSIONS OPEN UNTIL: 31 JANUARY 2022

PRIZES: VOUCHERS FOR FREE BUS TRAVEL!



YOUR BRIEF

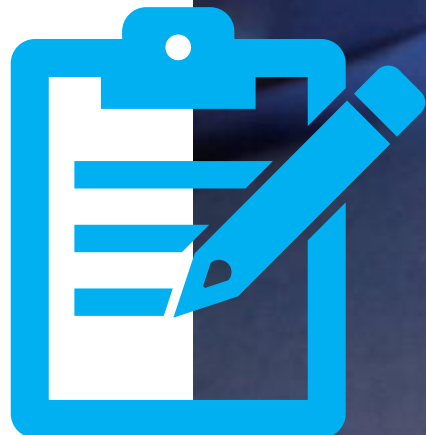
We want you to create a piece of media that persuades people to choose to use the bus for their journeys.

You might use film, animation, or even make use of TikTok's editing tools to create a video. Perhaps you will record a music performance in your favourite style, produce a poster or plan a social media campaign, or maybe you will dream up something else entirely.

You can work alone, in pairs or as part of a team.

To take part, you need to be age 11 to 18 and we are accepting entries until 31 January 2022.

The next page will tell you about some of the key messages we'd like to see you get across in your entry.





KEY MESSAGES FOR YOUR ENTRY

We want your help increasing the public's awareness of the following points:



Improving the air that we breathe in West Yorkshire is a big priority. We can't always see it, but **air pollution has a detrimental effect on our health and our environment.** It is therefore important that we all take action to keep our air clean and continue to improve air quality.



The West Yorkshire Bus Alliance are focused on reducing emissions, through reducing congestion on the roads. More people on buses instead of in cars reduces congestion. **Less cars on the roads mean faster journey times for us all.**



One, full, double-decker bus can take up to 75 cars off the road.



Low and zero emission buses reduce carbon emissions – **electric buses will save more than 400 tonnes of carbon per year on a single route.**



Buses take us to school, work, home, to meet friends and see family, to play sports, or go to the cinema or shopping.



Things you can do while travelling on the bus: read, listen to music, socialise with friends, use the free Wi-Fi, charge your phone, play computer games, catch up on social media.



WHO CAN TAKE PART?



Any young person **aged 11 – 18** who lives in West Yorkshire.

WHAT CAN I WIN?



A shortlist of winning entrants will be selected by West Yorkshire Bus Alliance and Ahead Partnership.

Winners will receive vouchers for free bus travel.

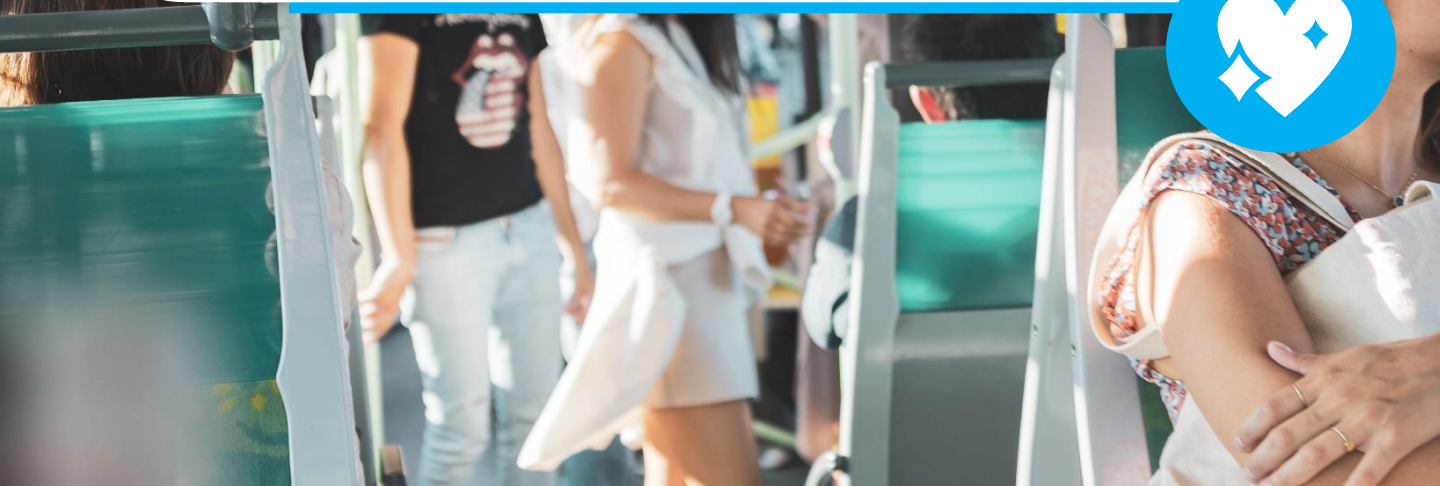
HOW DO I ENTER?



Submit your entries to bustothefuture@aheadpartnership.org.uk by **January 31st 2022**

Please complete the entry form (the final page of this booklet) and submit this with your entry. **Under 16s will need to a parent or guardian to sign their form.**

WHY TAKE PART?



As well as the chance to win fantastic prizes and compete against other young people: this challenge is an opportunity for you develop skills and experience for the world of work.

This challenge will give you a glimpse into careers in areas like:



TRANSPORT



**MARKETING &
CREATIVE
INDUSTRIES**



**CUSTOMER
SERVICE**



**ENVIRONMENTAL
SCIENCES**

Whilst helping you develop and demonstrate skills like:



TEAMWORK



CREATIVITY



COMMUNICATION



RESILIENCE

TERMS OF ENTRY



Please read this section carefully. By completing the entry form on the next page and submitting your entry to bustothefuture@aheadpartnership.org.uk you agree to the terms laid out on this page.

How we store your data:

Your data (this includes any images, videos, artwork, or text you submit as part of your entry, as well as the information you provide through your entry form, and the email address you use to submit these items) will be stored according to our privacy policy, which you can find here

<https://www.aheadpartnership.org.uk/privacy-policy/student-privacy-policy/>

How we use your entry:

Ahead Partnership and members of the West Yorkshire Bus Alliance will review your entry, and may use it in public releases about the challenge. This may include sharing your entry on social media or YouTube.

BUS TO THE FUTURE ENTRY FORM

Name: _____

Age: _____

Name of school or college: _____

Up to 150 words about your entry:

PARENT/ GUARDIAN CONSENT

This section **must** be completed by the parent or guardian of anyone under 16. If this section is not completed, we can not keep your entry and you will need to re-submit with parent or guardian consent.

Name of Parent/ Guardian: _____

Parent/ Guardian email : _____

Signature: _____

Date of signature: _____

By completing this form, and submitting your entry to bustothefuture@aheadpartnership.org.uk you have agreed to the terms of entry on the previous page – please read them carefully.