



“Together we’re better protected”

2018 Business Against Crime In Leeds Poster Competition

BACIL is calling on artists and graphic designers around Leeds and beyond to submit designs for the 2018 Poster Competition. We are looking for an original poster design that catches the attention of a wide target market. The lucky winner will receive a **£250 cash prize** and their poster will be circulated throughout the night time and daytime economy in Leeds city centre.

Business Against Crime In Leeds

BACIL is the Leeds Business Crime Partnership working with over 400 members across Leeds City from both the day and night time economy. We work in partnership with Leeds City Council, West Yorkshire Police, Safer Leeds and other bodies across the city to actively reduce crime. By uniting local business through the use of a BACIL radio, members are able to communicate city wide to other businesses and agencies on the network to prevent and reduce criminality and anti-social behaviour on our streets. By working together and sharing information, we help make Leeds a safer city-centre in which to live, work and play.

Design Brief

Graphics are often circulated throughout the city to inform the public of thefts and other crime related issues, but do these designs appeal the public, particularly the younger generation?

We are challenging the designers of Leeds to create a completely new and innovative design to inform the public to ‘watch their stuff.’ It is important that the poster raises awareness of the chance for theft of personal property without creating a negative impact on the venue it is used in. It will be used in the day time economy including cafes and retail and the night time economy such as bars and clubs. The poster must be effective to both target markets and include the BACIL logo. Bag theft is a problem in all cities within the UK with expensive mobile phones being the main reason for the theft, we hope the use of visual aids will deter thieves and inform the public.

Entries must be received by 5pm, Friday 30th November 2018 and must be accompanied by the official BACIL poster entry form attached.

Entry Specifications

There is no entry fee and any student within Leeds is invited to submit and enter into the competition.

Entries must be received by 5pm, Friday 30th November 2018 to **BACIL, Merrion Centre Management Suite, Merrion Centre Merrion Way, Leeds, LS2 8LY** or **Rachael@bacil.org**

Entries must be 1x A4 colour copy of your final design (PDF format if send via email) accompanied by the official BACIL poster entry form attached.

The poster must be suitable for reproduction in both colour and black and white.

The winner may be required to provide a layered Illustrator/ Photoshop/ InDesign version of the poster with a minimum resolution of 300DPI at A1 size (594 x 841) - please keep this in mind when creating your submission.

Suggested format for the posters is Portrait.

The BACIL logo must be included in the design. (Please find attachment within the email or contact Rachael@BACIL.org)

If you use any images you haven't created yourself you must own the copyright for the images or have permission to use them in you design.

The winner will be announced Monday, 3rd December 2018 and posters will be in print & circulation from 1.12.18 until 1.12.19.

Terms and Conditions

Entries must be received by 5pm, Friday 30th November 2018

Late entries will not be accepted.

The warrant that you own the copyright in the image and/or parts that comprise the image and are able to unimpeded assign copyright in full to Business Against Crime in Leeds

BACIL may at its absolute discretion use part or the entire image for any purpose and in any form or matter

Entry forms must provide complete contact information: your name, name of institution or design firm (if applicable), mailing address, telephone, and email. Incomplete information may cause your entry to be disqualified.

Submissions that do not meet the deadline or technical specifications will be disqualified.

The judges' decision is final and no correspondence will be entered into.

The winner will be notified by telephone and/or email by Monday 3rd December 2018.



2018 BACIL POSTER COMPETITION ENTRY FORM

Enter the competition fill out the below form and email along with your poster design to Rachael@bacil.org. Alternatively, you can send the posters to **BACIL, Merrion Centre Management Suite, Merrion Centre Merrion Way, Leeds, LS2 8LY**

Name: Click or tap here to enter text.

Name of Institution: Click or tap here to enter text.

Area of Study: Click or tap here to enter text.

Address: Click or tap here to enter text.

Postcode: Click or tap here to enter text.

Telephone: Click or tap here to enter text.

Email: Click or tap here to enter text.

Age: Click or tap here to enter text.

Title of your entry (not essential):

Brief (50-100 word) explanation of your entry (not essential):

Click or tap here to enter text.

Terms and Conditions:

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The judges' decision is final and no correspondence will be entered into.

I hereby agree to and will abide by the above competition terms and conditions:

Signature: Click or tap here to enter text.

Date: Click or tap here to enter text.