

Road safety competition

Help us to design our new mascot

Road Safety Week Mascot Design Competition - *Teacher Information Sheet*

Organised by: VolkerHighways in partnership with West Sussex County Council

Target Group: West Sussex Primary School pupils

Theme: Highways and Road Safety

Further information: [Road Safety Week competition](#)

Purpose of the competition

As part of National Road Safety Week (16th – 22nd Nov) we are pleased to launch a road safety initiative, aimed at engaging children in learning about road safety through creativity and imagination. Primary Schools throughout West Sussex are encouraged to **design a brand-new mascot** to join our existing characters, Kerby the traffic cone and Amber the traffic light.

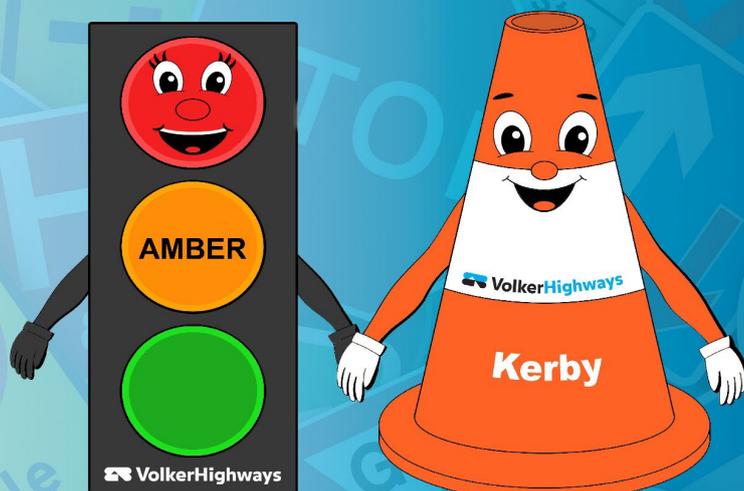
Road Safety Week is an annual campaign led by the road safety charity, Brake, to raise awareness about road safety and promote life-saving messages.

Prizes

- **Winning school:** £1,000 worth of school improvements/resources
- **Winning pupil:** £100 in book tokens
- **Runner-up schools (x5):** £250 worth of school improvements/resources
- **Runner-up pupils (x5):** £25 in book tokens
- **All runners-up and the winning school will have a visit from the new mascot as part of a Road Safety Assembly delivered to the school (from January 2026, dates tbc)**

What pupils need to do

1. Pupils are to design a new highways-themed mascot (e.g. based on road signs, crossings, vehicles, etc.) Hand-drawings are encouraged



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2. Give the mascot a name
3. Briefly describe what the mascot does to help keep people safe
4. Schools to internally select one winning entry to submit to the judging panel.

Teacher instructions and tips

- **W/c 17th November** - Use the [animated video](#) to introduce the competition in assembly or class.
- **During Road Safety Week (16th – 22nd November)** – dedicate some class time to Road Safety and the design competition. Encourage pupils to think about road safety rules like the **Green Cross Code: Stop, Look, Listen, Think!**
- **Discuss what makes a good mascot:** Friendly, memorable, and with a clear safety message and catchy name!
- **Collate the entries:** choose **one design** to submit to VolkerHighways (only one submission per school)
- Submit your scanned or photographed entry (A4 or A3) via the website to vhsocialvalue@volkerhighways.co.uk by **Monday 1st December**

Key dates:

- **Launch by teachers:** 17th November 2025 (Road Safety Week)
- **Submission deadline for schools:** 1st December 2025
- **Winner and five runners up announced:** W/c 15th December
- **Road safety assemblies and mascot visits:** Scheduled from January 2026 (dates tbc)

If you have any questions, please contact vhsocialvalue@volkerhighways.co.uk