

The Nods

The Big Idea Student Award

› Client:

The Traffic Warden

› Who are we talking to?

Anyone who drives a vehicle.

› Requirements:

Submit your Big Idea in the format of a maximum of six PowerPoint slides that covers:

1. What your Big Idea looks like as a static visual (whether rough sketch(s), photos, etc).
2. Your thinking behind your Big Idea.
3. Where it will appear (TV, poster, print, radio, social media, outdoor, etc).

› Miscellaneous

- There is no fee to enter.
- You may enter as an individual or as a team of two.
- You may enter more than one Big Idea.
- Entries must be uploaded to The Nods website by 6pm on Monday 25 March.
- The judges' decision is final and no correspondence will be entered into before or after the competition.
- A cash prize of £1,000 will be awarded to the winning entry.
- Open to students at university or college in Scotland only.

In association with



www.thenods.co.uk/register

What we'd like from your Big Idea

› Useful background info:

Like the poor, put-upon, slimy earthworm, the traffic warden performs a vital duty. Not to aerate the earth, but to maintain the circulation and momentum of busy cities.

Theirs is not an easy life and nobody gives a jot. It's not their fault that drivers can be idiots. Traffic wardens may seem to be petty, but they're doing their job.

There are 5,383 traffic wardens in the UK. The traffic warden is a civilian (local government employee – previously known as a civil servant) and is recruited via the local police force. There is no traffic warden charter or governing body (but many of them are members of the public service trade union, UNISON).

› What we want your Big Idea to achieve:

The purpose of this public service Big Idea is to simultaneously

- Increase the traffic warden's self-esteem
- Create respect for the role the traffic warden plays in maintaining the infrastructure of the UK's urban areas, consequently lead to the general public thinking twice before haranguing the traffic warden the next time they feel hard done by.

› What's the main message that we want you to cover?

The world without traffic wardens would be in a sorry state.

› How can you justify the above claim?

Without Traffic Wardens:

- city centres would snarl up.
- parking would be impossible.
- car crime would be even more prevalent than it is already. (Traffic Wardens look out for stolen vehicles.)
- there would be more road accidents. (Traffic Wardens prevent and reduce dangerous parking and obstructions.)
- you'd find it more difficult to find your way about strange towns (Traffic Wardens are a great source of local information and are encouraged to help people with directions to streets, shops etc.)

› How we'd like your Big Idea to sound:

Positive, upbeat, unapologetic, friendly.

› How we want people to react:

- "Maybe I've been a bit hard on them. When you think about it they do actually do more good than harm".
- "I guess I should be a bit more tolerant in future".