**Safer Sandwell Partnership Impact Through Imagery Award**

We are excited to announce the **Safer Sandwell Partnership Impact Through Imagery Award**, an initiative aimed at highlighting the power of visual storytelling in the fight against knife crime. This award will be presented to the photographer whose image creates the strongest impact, portraying how knife crime affects individuals and communities and how, together, we can work towards positive change.

**Award Details:**

* **Prize**: The winner will receive a framed print of their winning photograph, as well as the prestigious **SSP Impact Through Imagery Award**, to be presented at the closing ceremony on **29 October**.
* **Recognition**:
  + The winning image will be featured on the front page of Sandwell’s **new Community Safety Strategy**, setting the tone for our ongoing commitment to reducing violence.
  + The image will also feature as the **front cover of the Sandwell Herald in Spring 2025**, continuing our message of reducing knife violence.
  + The photograph will be displayed in one of the **large frames in the Annexes/Committee Rooms**, serving as a permanent reminder of our collective effort to tackle knife crime.
  + The image will be showcased in **public spaces** across Sandwell, including libraries, schools, community centres, and **JCD digital sites** across the borough.
* **Community Impact**: The winning photograph will be featured in **Sandwell’s community safety publications, social media, and educational materials**, helping raise awareness and encouraging ongoing discussions on knife crime prevention.

**Judging Criteria:**

* **Impact**: How effectively does the image evoke an emotional response or provoke thought on the issue of knife crime?
* **Creativity**: How unique or artistic is the approach to capturing the Knife Angel or the broader message of knife crime awareness?
* **Message**: How well does the photograph convey the importance of making positive choices and turning away from violence?

**Submission Guidelines:**

* Photographs must be of or inspired by the **Knife Angel** and its presence in Sandwell.
* **Entries must be submitted by 25 October 2024**.
* To participate, share your photo using the hashtag **#KnifeAngelSandwell** on one of the dedicated Knife Angel Sandwell social media pages and ensure you tag:
  + Instagram: <https://www.instagram.com/knifeangelsandwell/>
  + Facebook: <https://www.facebook.com/profile.php?id=61566638394146>
  + X (Twitter): <https://x.com/SaferSandwell>

Alternatively, you can submit your entry via email at **communitysafety\_team@sandwell.gov.uk**

**Award Presentation:**

The **SSP Impact Through Imagery Award** will be presented to the winner during the **closing ceremony** of the Knife Angel event in Sandwell on **29 October 2024**. Join us as we celebrate the power of photography to inspire change, raise awareness, and help create a safer future for Sandwell.

**Marketing the Winning Entry:**

The winning photo will be marketed through:

* Display on **JCD digital sites** across Sandwell.
* Sharing across all of **Sandwell’s social media channels**.
* Featuring in the **Spring Herald**.
* Display in one of the **large frames in Council Annexes/Committee Rooms**.
* Featured as the **front cover of the Sandwell Community Safety Strategy**.

**Terms and Conditions:**

* Entries must be submitted by **25 October 2024**.
* The photograph must be of or inspired by the Knife Angel.
* The photograph must be your own work.
* By entering, you consent to the use of your photograph in **Sandwell Council’s marketing materials, publications, and displays**.
* The winning entry will be awarded at the **Knife Angel Closing Ceremony** on **29 October 2024**.
* All information will be processed in accordance with **UK GDPR** and the **Data Protection Act 2018**, and held only for the purposes of the competition. [www.sandwell.gov.uk/privacynotice](file:///C:\Users\rameez1_akhtar\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\0P4S7D6N\www.sandwell.gov.uk\privacynotice)

For more details, please visit: [www.sandwell.gov.uk/knifeangel](file:///C:\Users\rameez1_akhtar\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\0P4S7D6N\www.sandwell.gov.uk\knifeangel)