

Stop, look, listen:
you've won a prize for a road safety competition

Southall pupils were rewarded for their artistic flair at a series of prize-giving ceremonies at local schools.

Over 70 entries were received for a competition to create eye-catching artwork as part of a road safety awareness campaign. The banners were designed to draw particular attention to the dangers of stopping on the ZigZag lines next to pedestrian crossings. The initiative is also aimed at encouraging the local community to consider alternative, more sustainable ways of travelling to school or work, such as walking or cycling.

Through careful selection, six designs were chosen from pupils at St Anselm's Catholic Primary School, Hambrough Primary School and Blair Peach Primary School. The artwork has been used to create road safety banners for the schools.

The winners were presented with a fun safety pack each at individual prize-giving ceremonies where the banners were unveiled and hung prominently outside the schools. The initiative was supported by the London Borough of Ealing's road safety team and Berkeley West Thames, which is transforming a brownfield site to deliver a new neighbourhood for Southall and is currently under construction. When complete, Southall Waterside will provide new homes, entertainment and leisure facilities, including plans for a cinema, alongside new parks and green spaces.

Ruth Sykes, head teacher of St Anselm's Primary School, commented: "It was great to be part of this important local campaign. A little healthy competition is never bad so we relished the opportunity to engage with other schools in the area. All of the artwork is so creative and colourful – it's great to see the winning designs up outside the school."

Damian Leydon, operations director at Berkeley West Thames, said: "Road safety and awareness is such an important topic for children to learn about so it's fantastic that so many pupils got involved – although it made the judging extremely hard!"

Nicky Batkin, Ealing Council's senior school travel advisor, said: "We're delighted that so many schools took part and hope that drivers will take note of these banners in the future and heed their messages. Learning about road safety and sustainable travel is vitally important for students. As a council we promote active travel and have a strong belief in journeys made by foot, bike, scooter or public transport."

- ENDS -

For further editorial information please contact:

Francesca McCann / Catherine Grindley

Camargue

+44 (0) 20 7636 7366 / berkeley@camargue.uk

Notes to editors

Southall Waterside

Southall Waterside, Berkeley's exciting new development in West London is one of the capital's most ambitious regeneration projects. The 3,750-home scheme will bring a redundant gasworks site back into use for the whole community to benefit from. Southall Waterside is about more than just homes. It will be a thriving new neighbourhood on the Grand Union Canal – with a buzzing commercial district, two new parks and landscaped green spaces, and open up access to the adjacent 90-acre Minet Country Park for all to enjoy.

The first 304 homes to be delivered at Southall Waterside are all affordable, and are being offered to existing Ealing residents under either affordable rent or shared ownership.

Every home at Southall Waterside will be within a five-minute cycle of a station, and the arrival of Crossrail will provide a direct service to Bond Street in 17 minutes and Canary Wharf in 30 minutes. A network of safe cycle paths and walkways will improve connections to the surrounding area and open up access to a 1km waterside trail along the Grand Union Canal.

About Berkeley Group

[Berkeley Group](#) builds homes and neighbourhoods in London, Birmingham and across the South of England. We create beautiful, successful places where communities thrive and where people of all ages and backgrounds enjoy a great quality of life.

We are a FTSE 100 company. In the last five years we built more than 19,500 homes of all types and tenures and made a £12bn contribution to the UK economy.

We take a holistic approach to placemaking that goes beyond the conventional role of a developer and puts the strength and wellbeing of the wider community at the heart of every plan. Every place that we create has a bespoke, locally inspired masterplan and every home we build is individually designed.

Our business strategy is called [Our Vision](#). It provides a framework by which we strive to become a world-class business. It pushes us to create better places, to strengthen local communities and to achieve the highest standards of environmental sustainability.

Through the [Berkeley Foundation](#) we fund impactful charitable programmes and partnerships, which make a profound difference to thousands of disadvantaged people every year.

Find out more at www.berkeleygroup.co.uk