

## Brief

### **The organisers...**

Alcoholhelp and Essex County Council Trading Standards are working together on an alcohol awareness campaign which aims to use education initiatives to raise awareness of the dangers of underage drinking.

**Alcoholhelp** aims to preserve and protect the good health, and to relieve the poverty, of persons who are affected by alcohol, by the provision of counselling, financial support and other facilities and to fund research into the factors contributing to alcohol abuse and the useful dissemination of such results. To advance the education of the public, in all matters relating to alcohol abuse with regard to its misuse and personal, medical and social issues. To offer training for professionals and volunteers in the treatment and prevention of alcohol misuse related problems.

**Essex County Council Trading Standards** is about offering advice to businesses and consumers, delivering a fair and safe trading environment and offering education. There are over-arching objectives to protect children from harm, reduce crime, disorder and anti-social behavior, as well as support vulnerable adults. Part of this remit is to inhibit the sale of age-restricted goods, especially alcohol, to young people and there is a team of officers dedicated to this task. Business advice, enforcement, through test purchasing and confiscation evenings, as well as education initiatives are used to ensure these products do not get sold to young people.

### **Judging...**

The films will be judged on the strength of their message and how well you engage the intended audience (13 year olds).

Alcoholhelp and Trading Standards will create a shortlist of ten videos that will then be sent to external judges (made up of representatives from Essex Police and our target age group) to choose the top five. The top five films will be screened at a public awards ceremony in November/December 2009 where the winner will be announced.

### **The Plan...**

- The competition will be launched on Monday 8 June 2009
- Deadline for entries is 31 October 2009. Any entries received after this date will not be included in the competition.
- The top ten entries will be decided by the organisers at Trading Standards by 13 November 2009.

- The top ten will then be reduced to a top five by external judges made up of representatives from Essex police and our intended audience (13/14 year olds).
- The top five entries will be shown at a public screening in November/December 2009 and the winner announced.

### **The Legal Bit...**

1. People featured within submitted films must provide written consent for their image to be used by Alcohelph and Essex Trading Standards.
2. Filmmakers cannot use any existing copyright material. This includes footage from feature-films or television programmes.
3. Filmmakers must get permission from copyright holders to use published music or use their own compositions.
4. The person submitting the film confirms they hold the rights to the film and its contents and agree to grant Alcohelph and Essex Trading Standards the right to use the whole or part of their submitted work, without payment, for the purposes of our regional alcohol campaign in a variety of formats which could include publishing the films on our website. This could also include screening of the films within the media, on television and online, as well as during the competition. The films may also be reproduced in DVD format for educational purposes.
5. The decisions of the judges will be final. No correspondence or discussion concerning any decision shall be entered into.
6. No entries will be returned. Each entrant is advised to retain a copy where appropriate.
7. The entry submitted is their original work and will not infringe the copyright or any other rights of any third party.
8. There is no agreement with any other person which shall in any way interfere with any rights granted to the organisers hereafter.
9. Entries must not be defamatory, obscene, profane or pornographic nor contain materials which disclose private or personal matters or personal data concerning any person without such person's written consent, nor contain any message, data or images that would violate the intellectual property rights of others including unauthorised copyright text, music, images or programs, trade secrets or other confidential proprietary information or trade marks used in an infringing fashion.

10. They will appear in any publicity regarding the competition.
11. The description of the awards prizes and selection process in any competition literature or other medium may be varied by the competition organisers.
12. Entrants must be 14-19 years and be enrolled in a school, or college within Essex.
13. The organisers reserve the right to seek and issue publicity on behalf of entrants.
14. The organisers shall not be obliged to make use of any entry.
15. Entries are made at an entrant's own expense and the organisers shall not be liable to reimburse any costs accrued in the production of the films.

By entering this competition, applicants agree to be bound by the above terms and conditions.