



**Business
Intelligence
Unit**

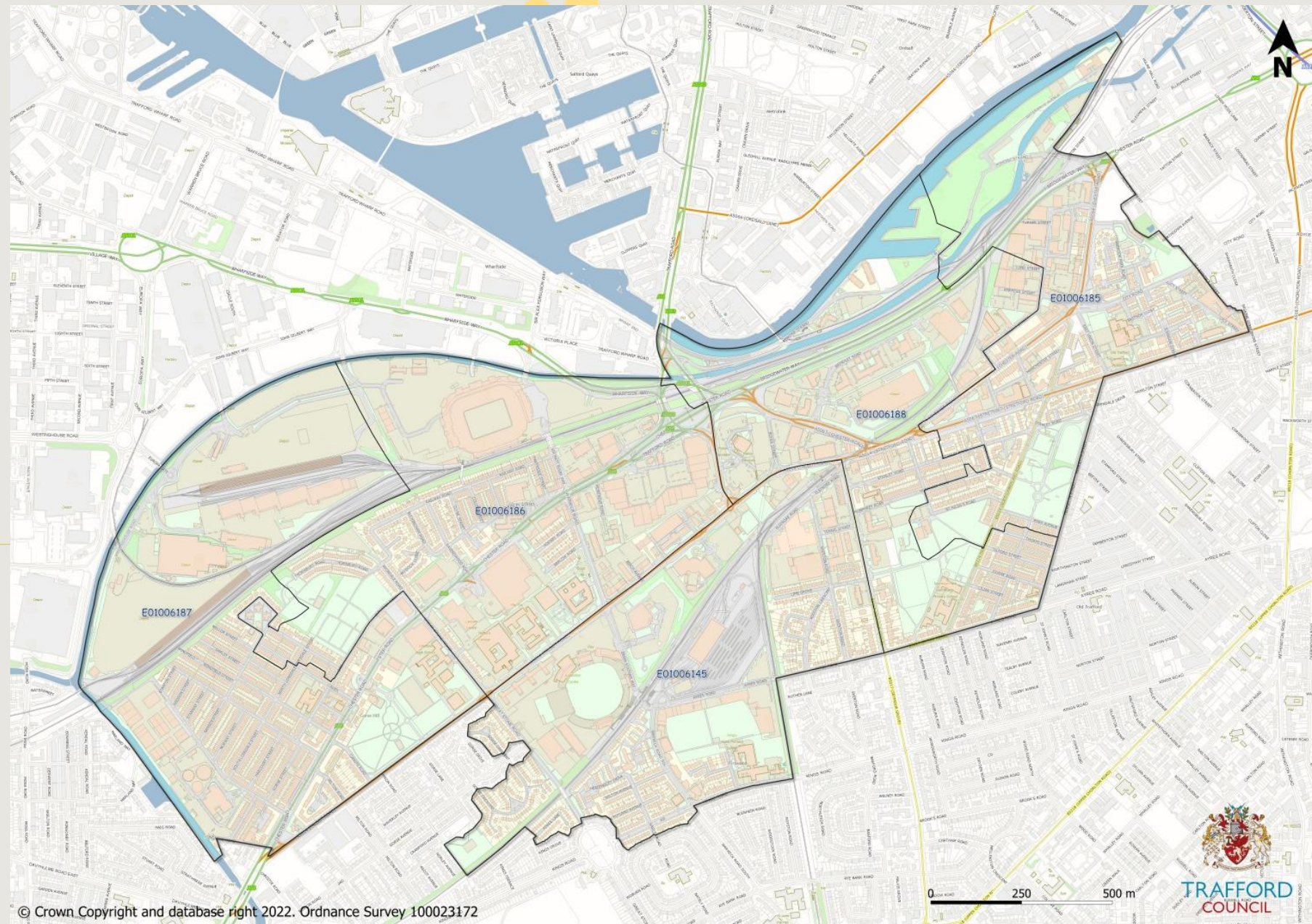
Right To The Streets Project

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Trafford Council**

- The Right To Streets Project ran from October 2022 – October 2023.
- GreaterSport, with the support of Trafford Council, were awarded £490,448 through the Home Office Safer Streets Fund to make the streets safer for women and girls through tackling gender-based violence and harassment in North Trafford.
- The project had a core focus on how concerns of safety affect women's engagement and participation in physical activity, active travel, and other local events in their community.
- This innovative project combined community activity, policy work, podcasting, visuals campaign, social media, artwork and communities grants to build a wide reaching, impactful grassroots project



The project focused on North Trafford in the Gorsehill, Old Trafford, and Stretford areas and was shaped through an ongoing co-design process using local data, engagement events and art projects.



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The Right to the Streets project was delivered in a partnership consisting of a variety of key organisations that have taken responsibility for certain elements; partners included:

- **GreaterSport** (project lead was Eve Holt, Strategic Director) coordinated and supported the team of project partners to deliver the planned interventions, as well as building and maintaining partnerships locally and systematically.
- **Open Data Manchester** ran workshops and walkabouts to map the area with a focus on feelings and experiences and exploring how other data – such as policing and crime statistics – compared to the lived experiences of those in the community whilst exploring what was needed to make streets more inclusive and welcoming.
- **Diva Creative** led on the Marketing and Communications campaign element, which included delivering creative workshops with local organisations and establishing the key messaging for the project.
- **MIC Media** has produced a podcast series focused on raising awareness of local case stories, lived experience, and learnings.
- **Publica** is an urban design and public realm practice, which brought research and expertise on how the physical environment informs perceptions of safety and belonging.
- **Trafford Council** maximised the impact to local residents through helping connect the project with local activity and partners, as well as informing wider policy and planning.

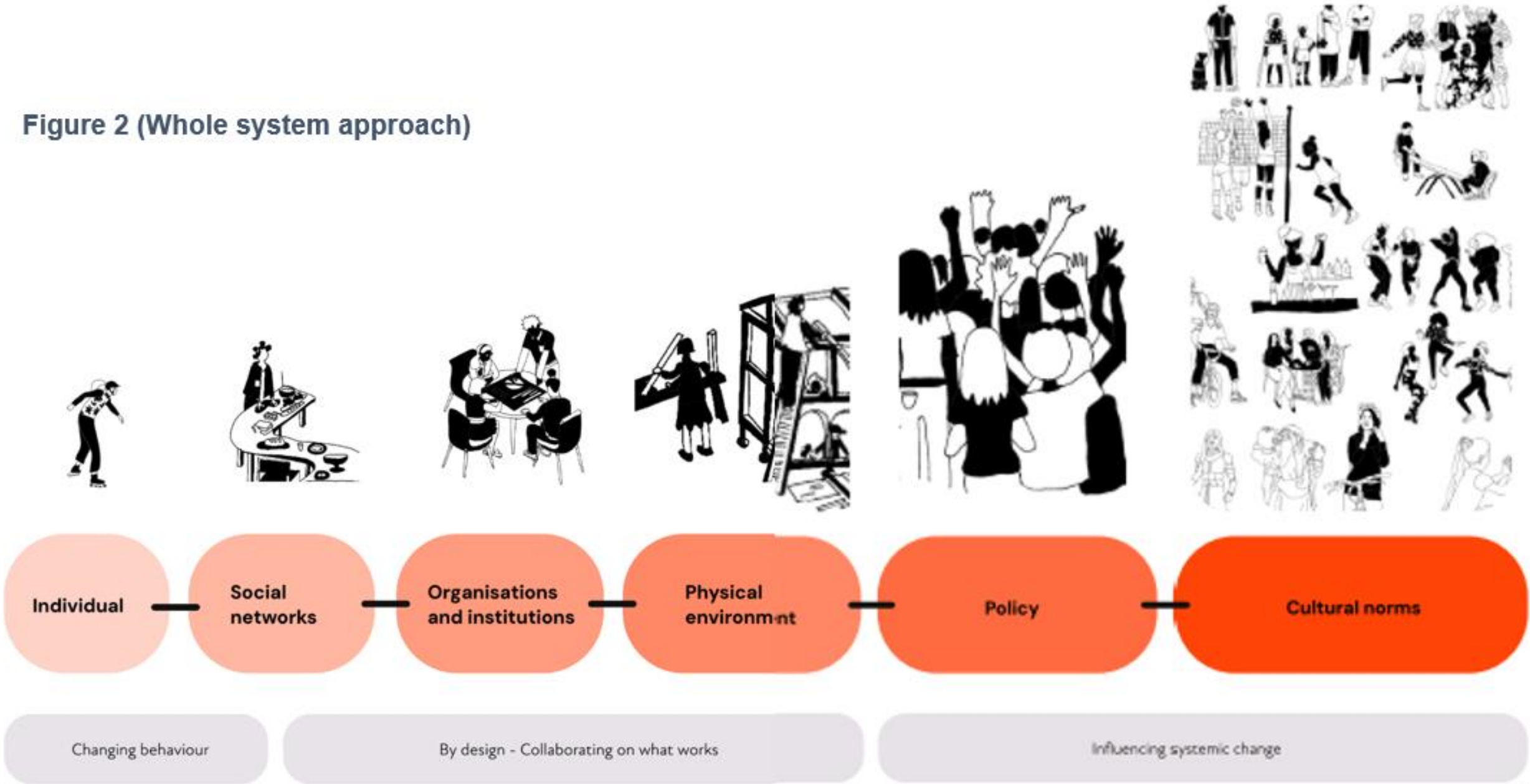
The Approach

The project used GM Moving's five enablers to create a successful place-based approach.

These enablers were intentionally designed into the approach from the start to:

- Bring together specialist partners with expert knowledge, alongside the people, communities, cross-sector partners and diverse stakeholders that live, work and play in Trafford, to learn together, co-create and co-deliver, a diverse, dynamic and energising array of activities.
- Facilitate a test and learn approach, with on-going reflection embedded in the process.
- Demonstrate the potential to make a difference, at pace, by growing distributive leadership, networks, and movements as effective mechanisms for rapidly rippling change.
- Develop, strengthen and grow effective and trusted processes, governance, partnerships and spaces to advance this work.
- Share effective models and ways to involve people and partners at scale to play their part in delivering a shift to the cultural, policy, physical, social and behavioural norms which perpetuate sexual harassment in public spaces.
- Through participation, support men and boys to be the change we want to see, equip people with tools and understanding to act, and support women, girls and gender diverse communities to move from fear to freedom.
- The hope is that this work acts as a catalyst for longer-term action to grow learning, inspiration and connectivity for sustained and systemic reimagining and change.

Figure 2 (Whole system approach)



Activity

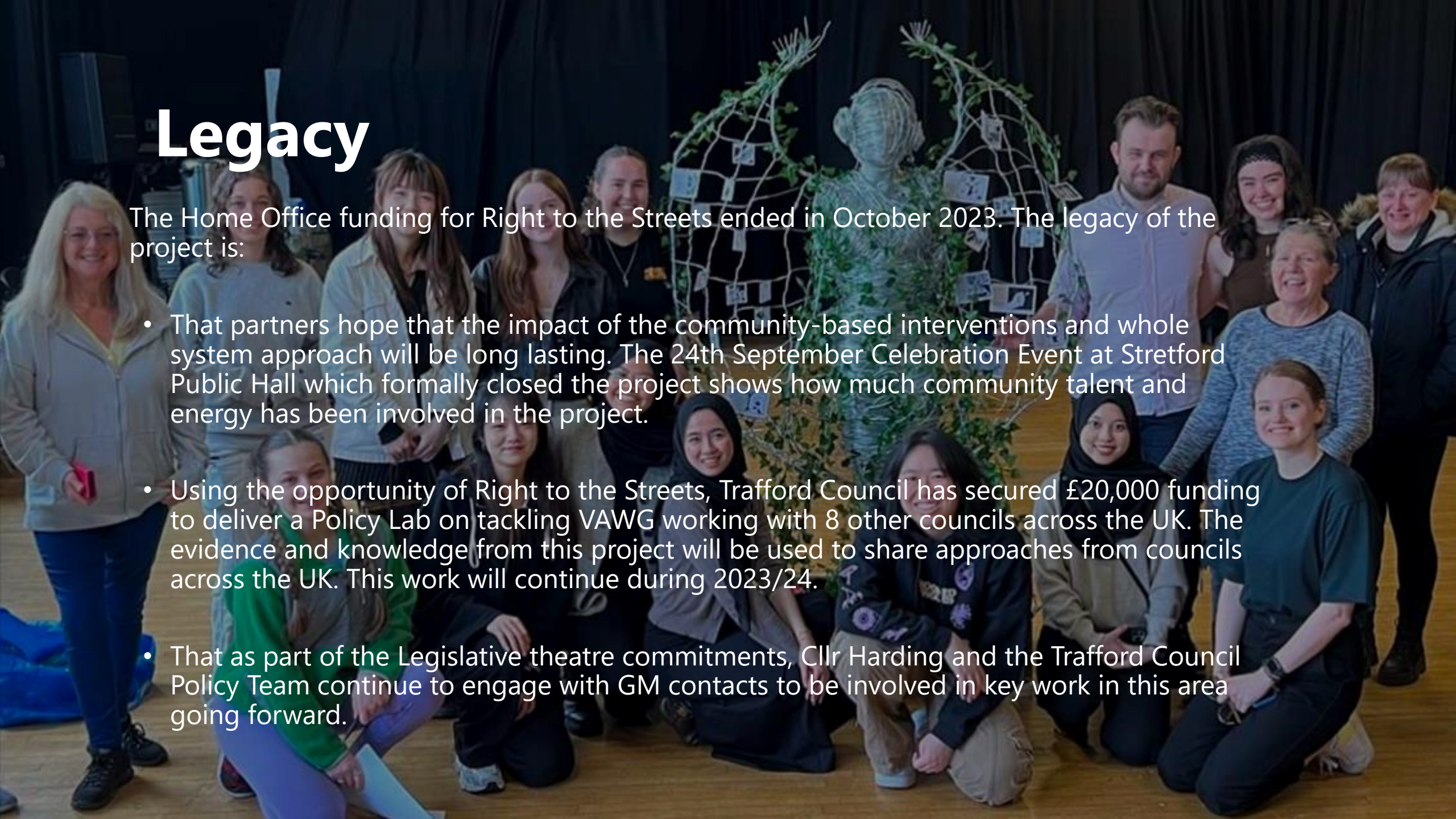
- A podcast series
- Promoting Active Travel
- Community Grants
- Street Space & Community Arts Projects
- project funded Bystander Training
- Manchester School of Architects Live Programme designed a Hygeia sculpture, a prototype for further interventions.
- A Legislative Theatre which is a creative participatory democracy tool where local partners and community members create, and present original plays based on lived experiences.
- Public Campaign
- Literature Review



Legacy

The Home Office funding for Right to the Streets ended in October 2023. The legacy of the project is:

- That partners hope that the impact of the community-based interventions and whole system approach will be long lasting. The 24th September Celebration Event at Stretford Public Hall which formally closed the project shows how much community talent and energy has been involved in the project.
- Using the opportunity of Right to the Streets, Trafford Council has secured £20,000 funding to deliver a Policy Lab on tackling VAWG working with 8 other councils across the UK. The evidence and knowledge from this project will be used to share approaches from councils across the UK. This work will continue during 2023/24.
- That as part of the Legislative theatre commitments, Cllr Harding and the Trafford Council Policy Team continue to engage with GM contacts to be involved in key work in this area going forward.



What can you learn from the project?

- The value of working with experts in the community
- The value of considering an issue from a holistic and intersectional viewpoint
- Funders are open to more innovative projects
- The value of funding what already exists
- The importance of partnership working –especially across sectors