Right to the Streets

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Aims of the session

- Why I/we did this work
- What we did stats and stories
- So what? –learnings and impact
- Now what?





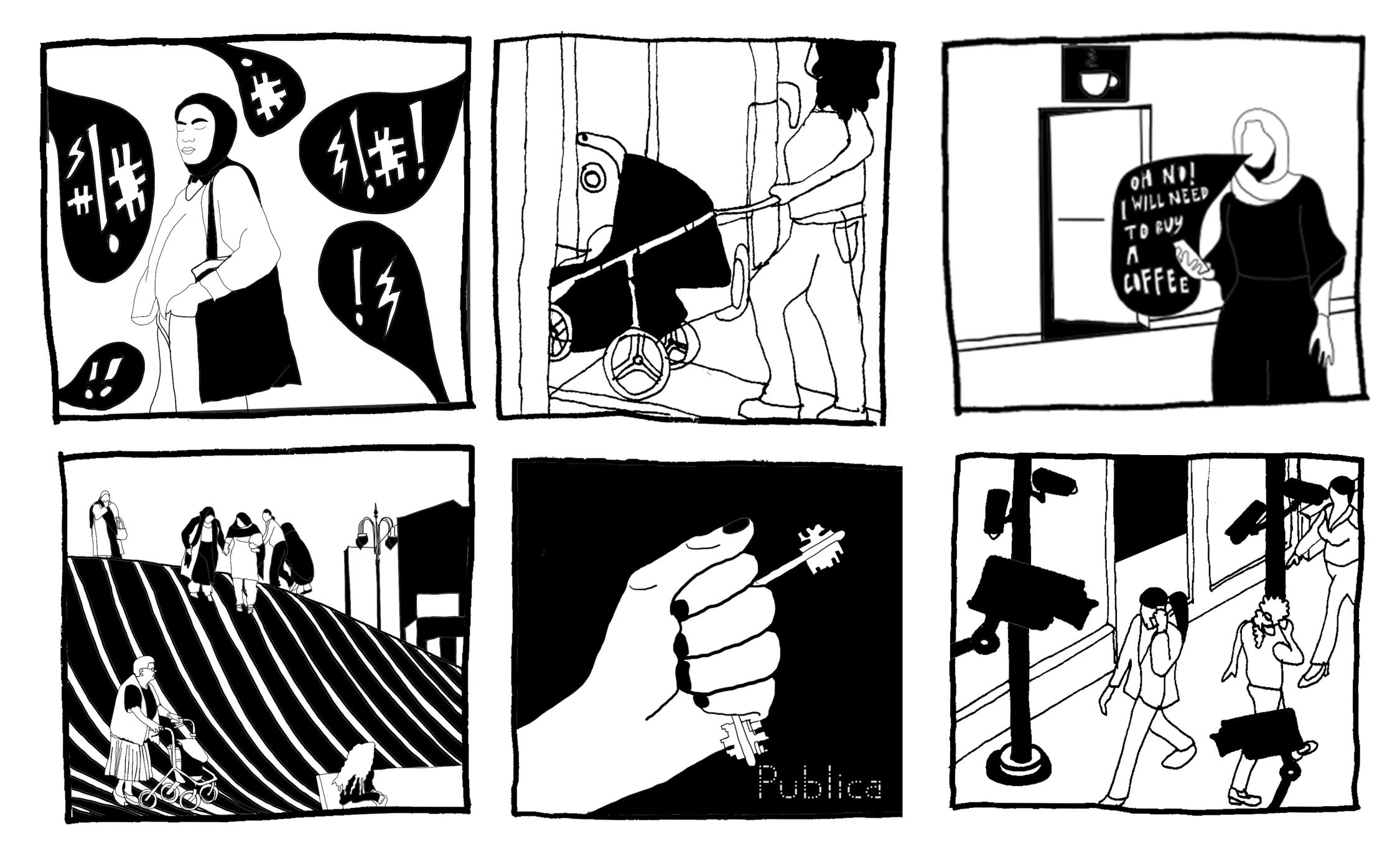
Enabling Active Lives for All

As a Movement for Movement



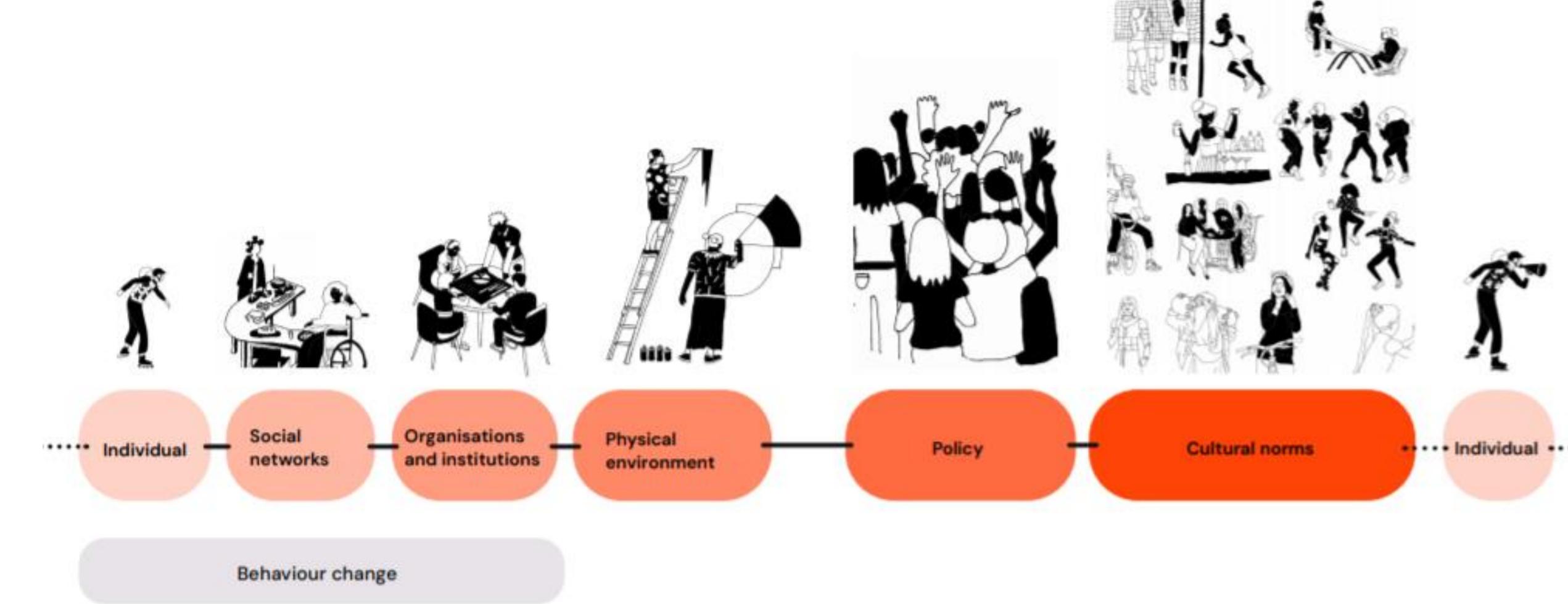
Why focus on women and girl's safety?





Illustrations and literature review by Gaia Crocella, Daniel Blyth & Ellie Cosgrave at Publica CIC

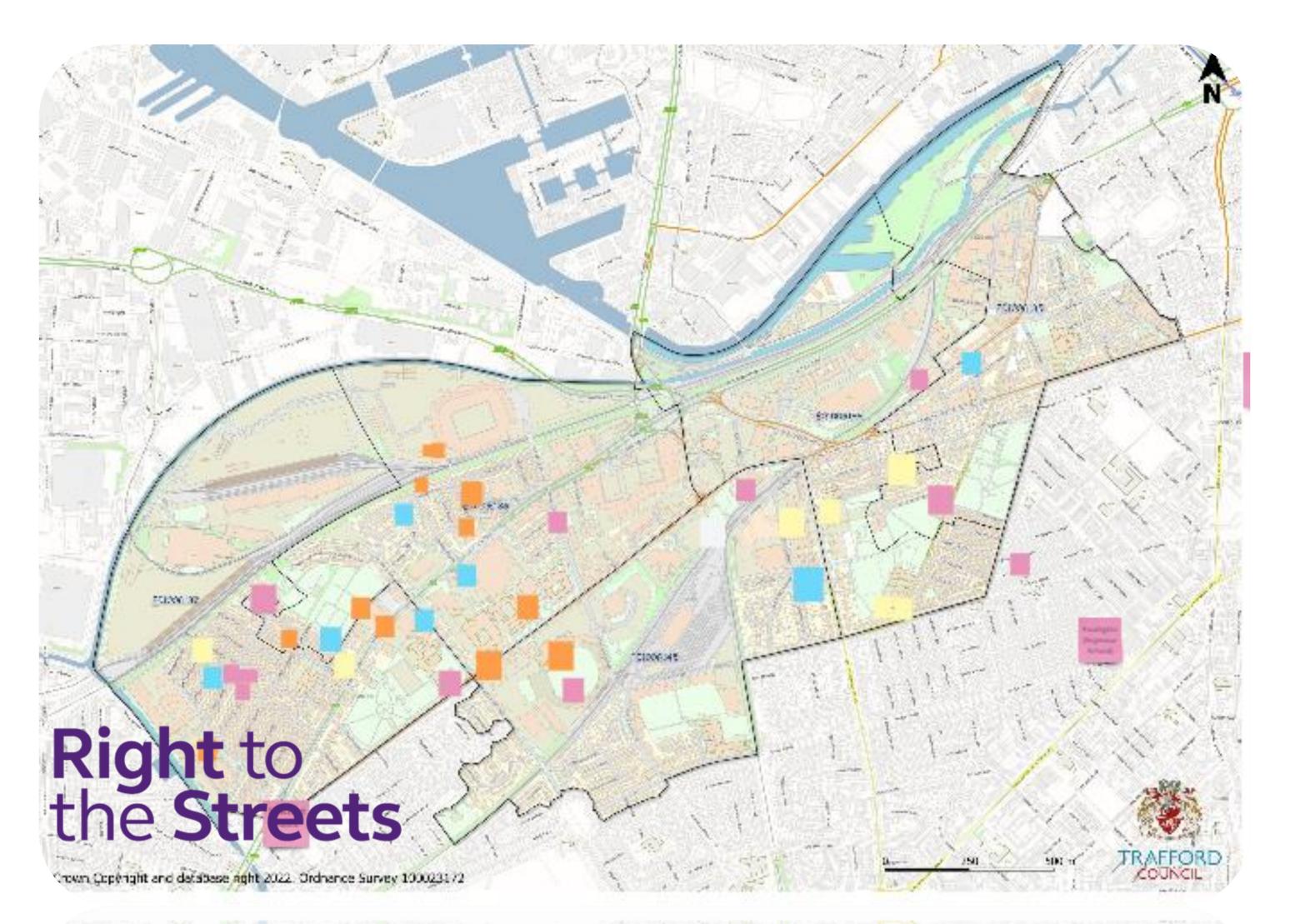
Taking Whole System Approach



Test, learn and act together

Working together in a place

North Trafford







Drawing on what we've learnt about 'the how'

Designing in our key enablers



Our submission to Home Office Safer Streets Fund

Interventions funded through bid

Public awareness campaign Shift culture and behaviour with, language, imagery, public narrative. (a) Podcast conversations on relevant platforms sharing people's experiences, stories, tips and commitments. (b)

Powerful visual campaign in area. (c) Mass walks and rides along routes. (d) Social media

Participatory women's safety audits, mapping and pilot projects Community data, insight and learning to inform changes to physical environ. Provide tools facilitate for local people, partners & networks to work together in place to (a) Carry out their own audits of the area (b) Curate, analyse and share data and insight to increase community engagement and capacity (c) Co-design temp. arts-based physical interventions on streets and spaces to test and learn what works. Model and experiment e.g wayfinding, lighting, pop-up infrastructure and enlivening of liminal spaces

Spread and grow tools, training and best practice Increase capacity & engagement across local orgs & partners. (a) Develop & share tools & resources (b) Deliver gender inclusive training for partners (c) Produce engaging report of insight, learning & best practice to share for sustained change.

Develop network of local safe streets
advocates/guardians Increase community presence
and capacity, including (a) Develop trusted Local
guardians (b) Local walking & cycling champions
marshalling routes & leading walks/rides (c) Data
champions and design advocates. Visible and active
social networks

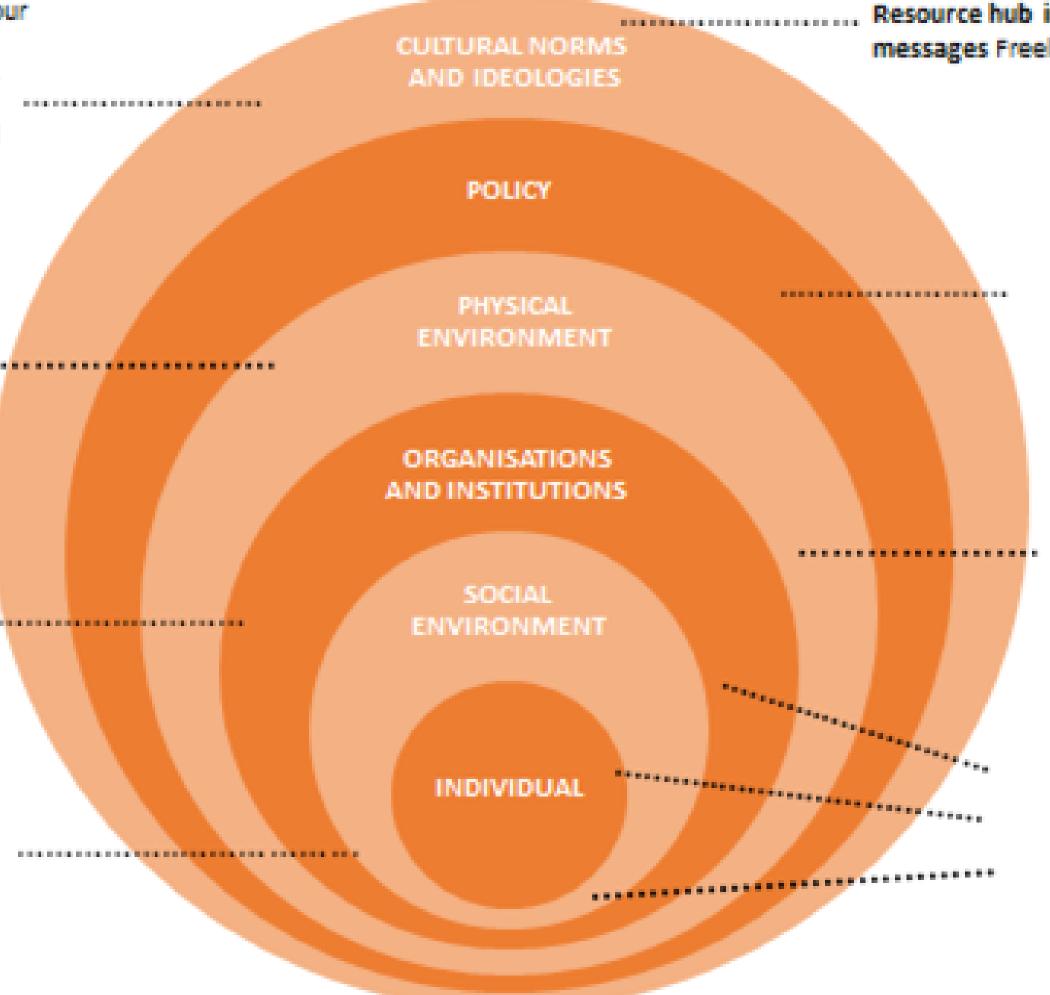
Generating sustained change

Resource hub including local campaign assets & key messages Freely available for continued use.

Hardwiring learning on gendered design and management of streets, spaces, transport, sports and cultural events into policy, strategy & investment (a) Partners involved to share learning with other partners locally and across Greater Manchester. (b) Partners to action learning to embed & integrate gendered lens into their own policies & practices e.g. designing gendered lens on safety into city & local area action plans.

Gender mainstreaming design and management of streets, public realm, spaces and places. (a) Network of advocates/guardians to share good practice and challenge. Inform local redevelopment. (b) Increased community-owned open data and insight.

Gender mainstreaming toolkit, training and support – providing tools, actions, resources for individuals, leaders, teams, organisations to support them to be the change.



Individual

E.g. Active Bystander training

People

Freedom Personal Safety delivered 26 'How to be an Active Bystander' sessions to 310 people in 14 different settings.



Participant

'We are hoping to cascade
this training down to our teams
as there are some amazing tools
and knowledge that would be
beneficial for our staff'.



Individual

E.g. Walkabouts and Place Reviews



People Mapping Trafford

Open Data Manchester engaged with 167 people who mapped Trafford.



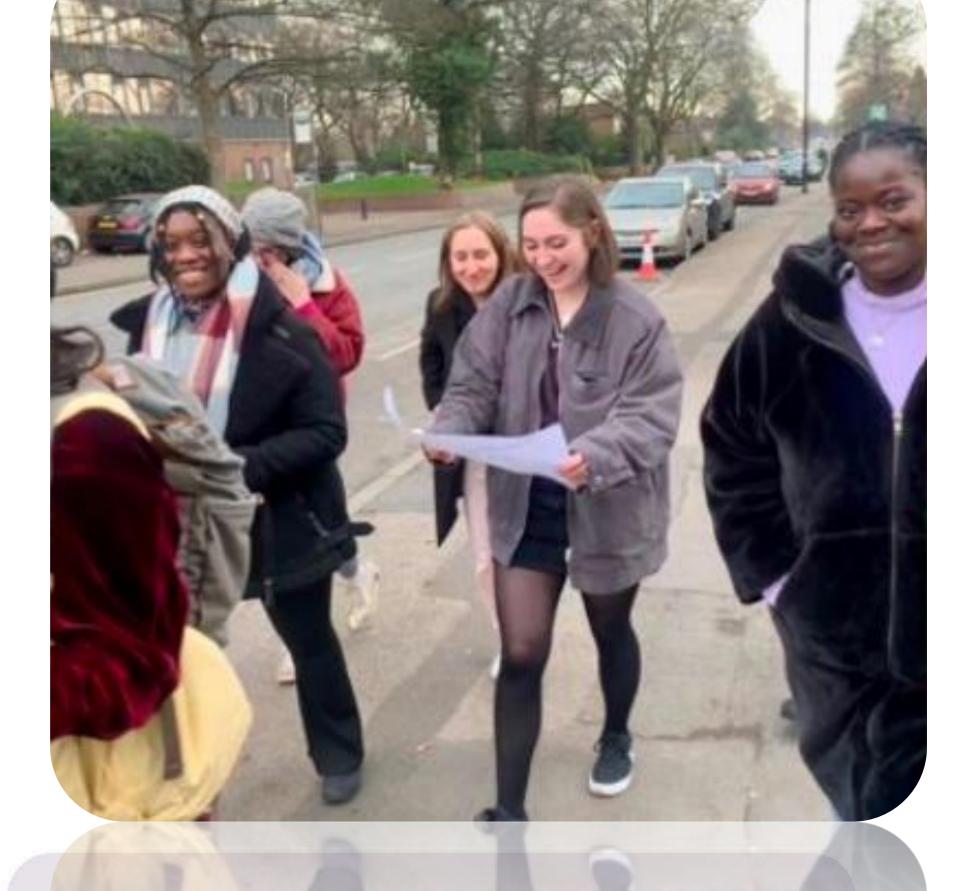
Open Data Manchester hosted a total of 23 events, including:

14 workshops

6 sharing sessions

3 joy diversions





'It gladdens my heart to see two young women moving this work forward.'

'I think this workshop and chance to talk is great!

Please do more.'

Participants during two walkabout workshops

Social Environments

E.g. Walking, Wheeling and Cycling



Community Groups

12 community groups were involved in the development and testing of the mapping activity. Together they developed the map of:

- three walking and wheeling routes around Old
 Trafford
- three walking and wheeling routes around Gorse Hill
- three cycling routes around North Trafford

Manchester City
Council

'These localised maps are great, we could learn from this in conversations about Manchester becoming a Child-Friendly city.'

'There's a colourful surprise around every corner!
As a result of testing this route I've discovered a
quieter route to Stretford that I feel much safer
cycling along.'

Infrequent cyclist living in Stretford

intequent cyclist hyling in stretford



Organisations and partners

E.g. Community Grants



People involved through the project process

Around 1,000 people were involved throughout the project process, spanning across project leads, community hubs, workshop participants, interested parties, artists, Legislative Theatre participants, podcast interviewees and Sharing Session listeners.





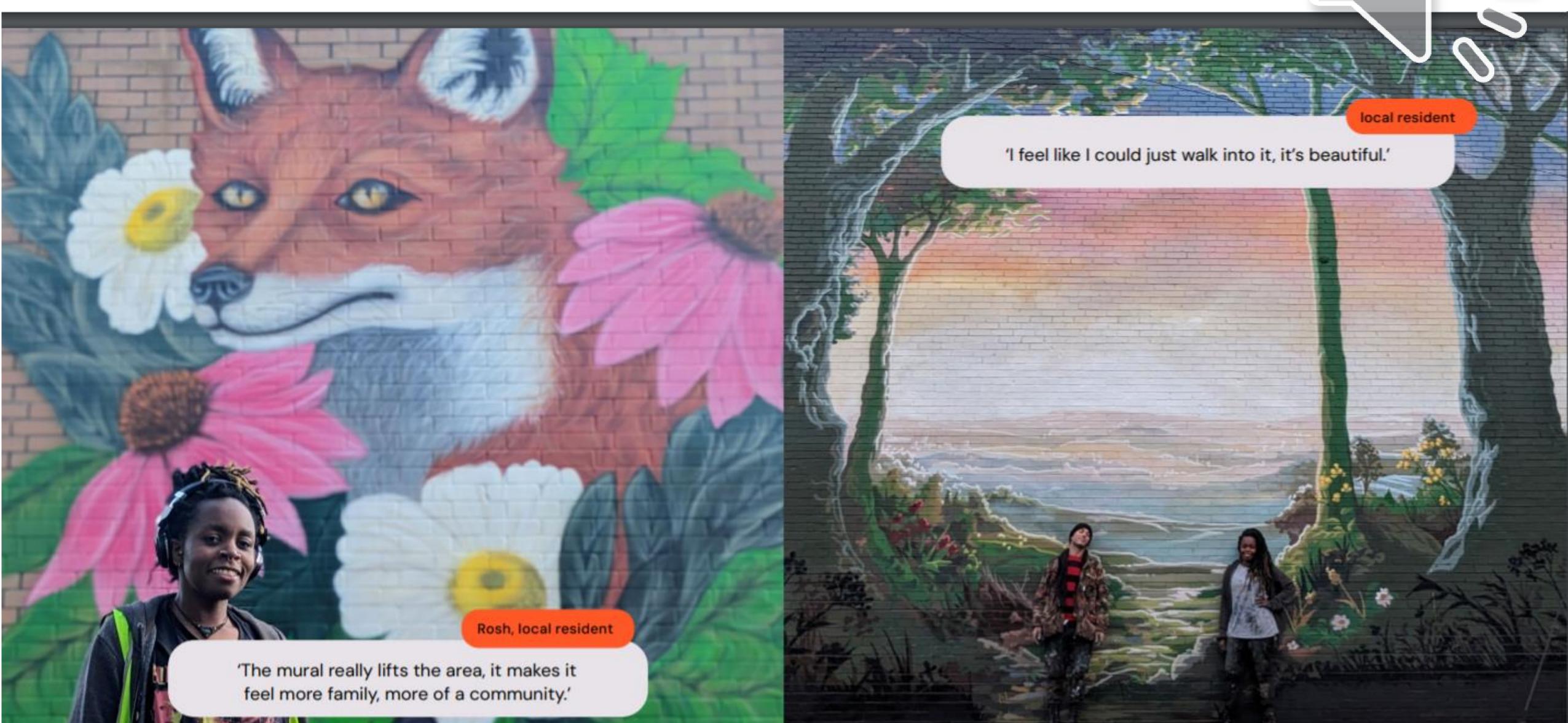






Physical Environment

E.g. Street art – murals and poetry



Policy

E.g. Legislative Theatre

70

People in Legislative Theatre Events

Approximately 70 people took part in the Legislative Theatre Event. The Legislative Theatre process included one group of community actors (10 youth and adults); one youth co-facilitator; approximately 60 community audience members at the event, including 8 local policymakers (GMP, Trafford Council, TfGM, GMCA)



Commitments to Action

Legislative Theatre contributed to the creation of 3 policy proposals and 8 commitments to action. Policymakers now have one month to take the first actions which were publicly committed to on 21 September 2023.



Young person performer

'We loved working together and meeting new people: even though everyone had different perspectives, we had a shared goal and we really made a difference.'

Culture

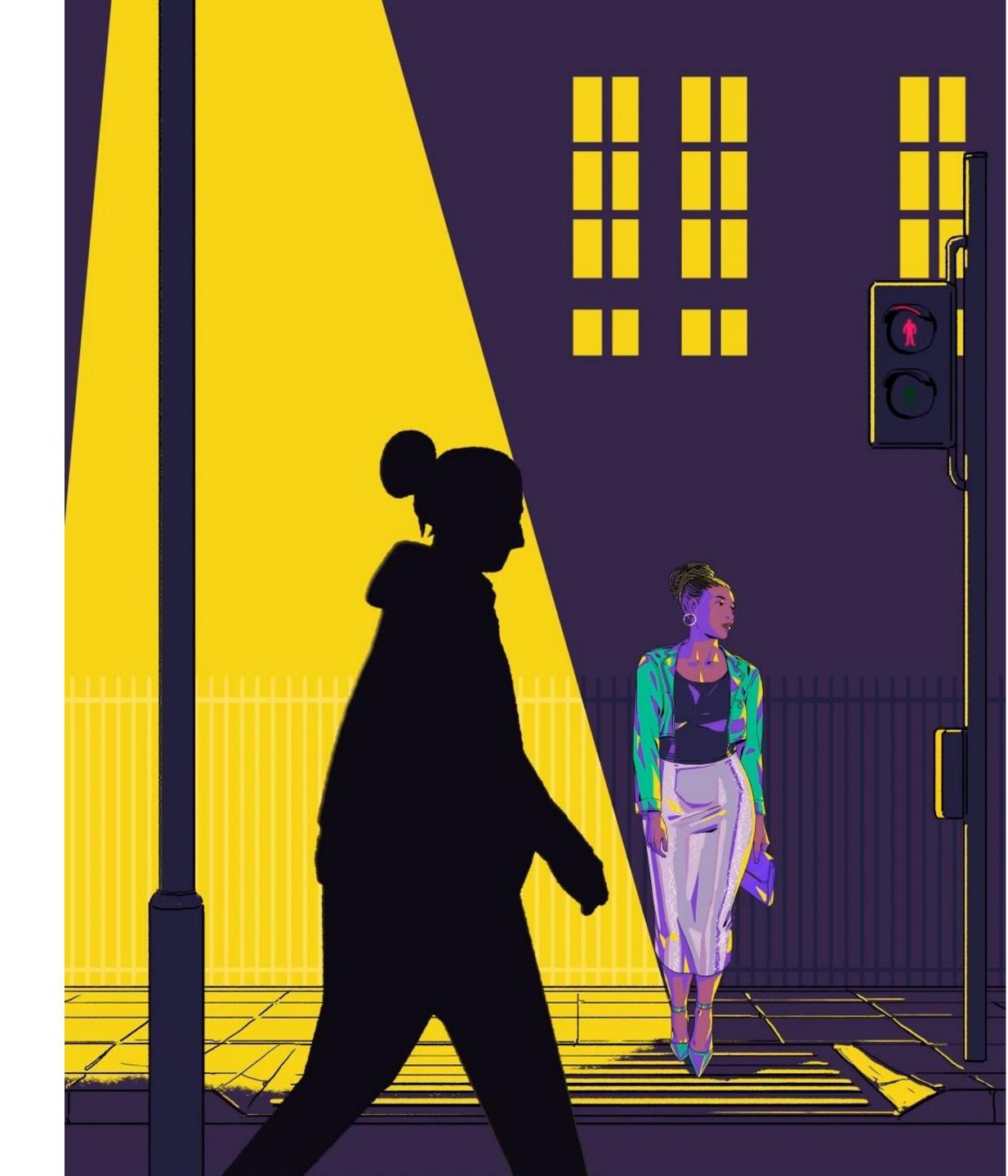
E.g. #NoPlaceForlt Campaign



Out of home billboards.

Animations and digital assets.

Social media campaign on Instagram and Snapchat



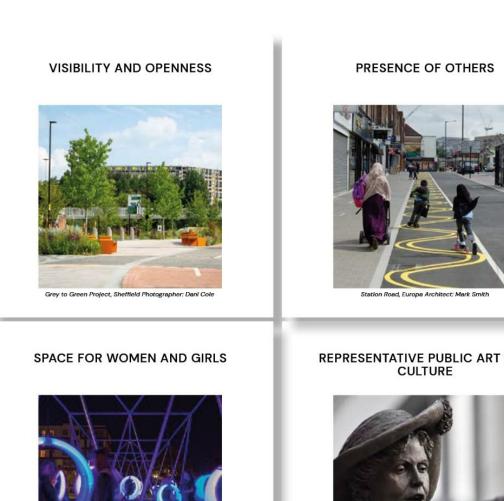
Resources

Literature review, tools, cards, case studies, podcasts



Feminist design

First steps

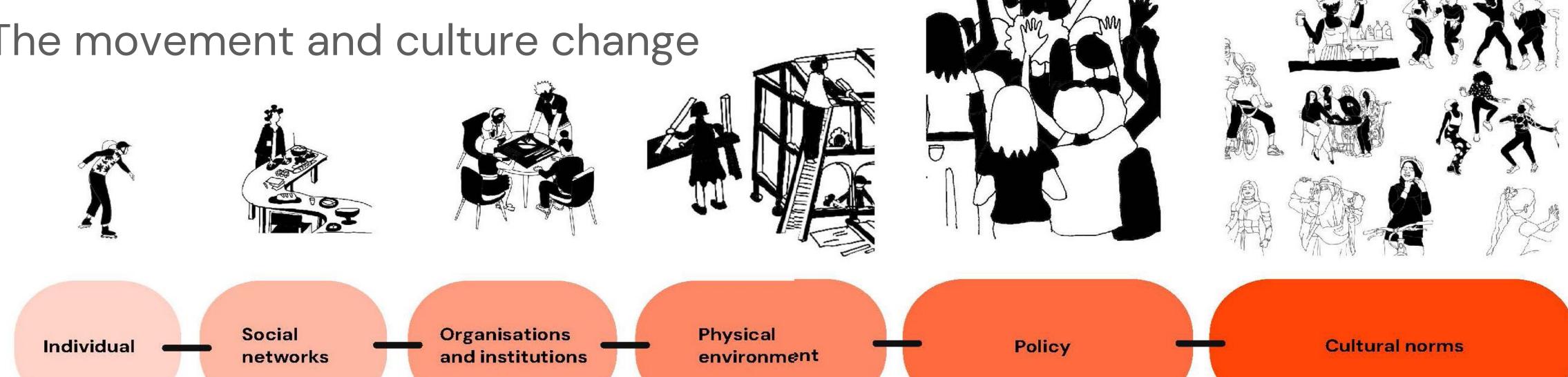






Everyone has a role to play to spread and grow...

- Active bystander training and messages
- 2. The conversation through social networks
- 3. Role of trusted people and partners in place
- 4. Feminist design principles and place-making
- 5. Women's voice in policy-making
- 6. The movement and culture change



Key learnings – what matters in how we work?

- 1. The questions we ask: take time to articulate the problem and goal.
- 2. Participation: Each act should grow agency and power.
- 3. The invite: This is heart-work, art-work and hard work. Take care.
- 4. Partnership: Invest in collective design, action and learning.
- 5. Coherence: Look up, connect and align with other things going on.
- 6. What we measure: Look for the shared outcomes
- 7. The ongoing ripples: Tune attention to what flows or doesn't flow.



Key learnings – shared shifts

Mainstream approach	Outcomes	RightToTheStreets	Shared outcomes
Reactive	Prosecute and victimise	Preventative	Stronger communities
CCTV	Fear	Street art and events	Pride in place, sense of home, wellbeing
Policing	Criminalise	Community led	Social connections and relationships
Cut back greenery	Less attractive/biodiverse	Resident led growing	Green and biodiverse
Floodlights	Harsh environments	What kind of lighting?	Loveable places
Women's safety work	Isolate, exclude, burden	Participation	Activated streets, spaces and places
GBV = a cultural norm	Distrust and victimise	GBV is not ok or inevitable	Increased awareness and dialogue
Top-down delivery	Short term	Led by local people	Work continues long term
Single actor	Singular response	Everyone has a role	Societal action, learning, growth
Power over	Powerlessness	Power with and to	Agency, trust and community power
Capital programme	Ends	Approach and partnership	Sustained action and ripples

Now what?

Making our streets, spaces & places safe & welcoming for all

Children and young people

Women and girls

Older adults











