

**TRAFFORD COUNCIL**

**Report to: Executive Briefing**  
**Date: 15 January 2024**  
**Report for: Information**  
**Report of: Executive Member Communities & Safety**

**Report Title**

**Right to the Streets – end of project report.**

**Summary**

**This report provides an end of project overview and evaluation of the Right to the Streets project in North Trafford.**

**Recommendation(s)**

Following the completion of the Rights to Streets project, the Executive is asked to note the contents of the report which provides an overview of the project outcomes.

Contact person for access to background papers and further information:

Name: Dianne Geary/Emma Moseley  
Extension: 1821

Background Papers: None

## Implications:

Relationship to Policy Framework/Corporate Priorities	<i>The Right to the Street project supports the Corporate Plan and strategic priorities relating to safe streets, active travel and gender-based violence</i>
Relationship to GM Policy or Strategy Framework	<i>The project is aligned to the GM policy and strategy where required.</i>
Financial	<i>No direct impact</i>
Legal Implications:	<i>No direct impact</i>
Equality/Diversity Implications	<i>The Right to the Street project supports Equality/Diversity commitments</i>
Sustainability Implications	<i>The Right to the Streets project hopes to have a sustainable impact.</i>
Carbon Reduction	<i>No direct impact</i>
Resource Implications e.g., Staffing / ICT / Assets	<i>No direct impact.</i>
Risk Management Implications	<i>No direct impact</i>
Health & Wellbeing Implications	<i>The Right to the Streets project has had a positive health and wellbeing impact and longer term this is expected to continue.</i>
Health and Safety Implications	<i>No direct impact.</i>

## 1. Introduction

This briefing provides an end of project report on the Right to the Streets, a Home Office-funded gender-based violence street safety project. The Right to the Streets project commenced in Trafford in September 2022 and completed in September 2023.

This innovative project has combined community activity, policy work, podcasting, visuals campaign, social media, artwork and communities grants to build a wide reaching, impactful grassroots project.

## 2. Background

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.

Local partners in the area, including Trafford Council, were keen to kickstart a successful place-based approach to addressing this complex issue of physical inactivity and community exclusion caused by fear of and experience of male violence against women and girls.

North Trafford was chosen as the locality following a series of sexual assaults on women in 2021, along the Bridgewater canal which runs through the area, and the Trafford Equality and Safety survey, which identified this as an area where local residents, mostly women, felt unsafe.

Our Safer Streets project, 'Right to the Streets', explored ways to make streets and public spaces safer and more welcoming for women and girls so they feel a sense of belonging in their community and are able to live active lives.

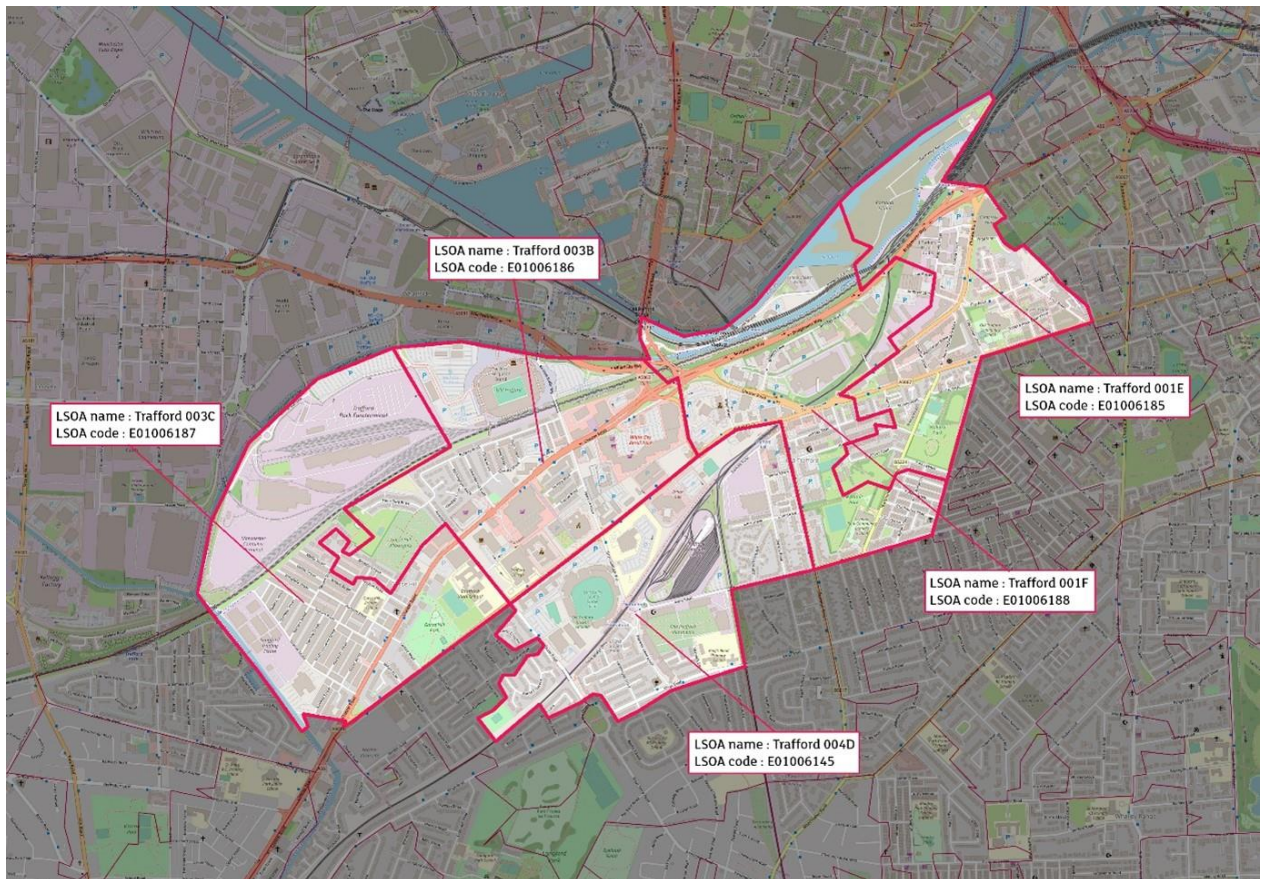
Concerns of safety on the streets has been identified as a key barrier to women and girls accessing or engaging with physical activity, active travel, and sports or cultural events in their area.

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, with support from a range of teams such as Sport, Leisure, Community Safety and Policy.

The project focused on North Trafford in the Gorsehill, Old Trafford, and Stretford areas (See Figure 1 map below) and was shaped through an ongoing co-design process using local data, engagement events and art projects.

**Figure 1 (map of area of work)**



### **3. The approach**

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

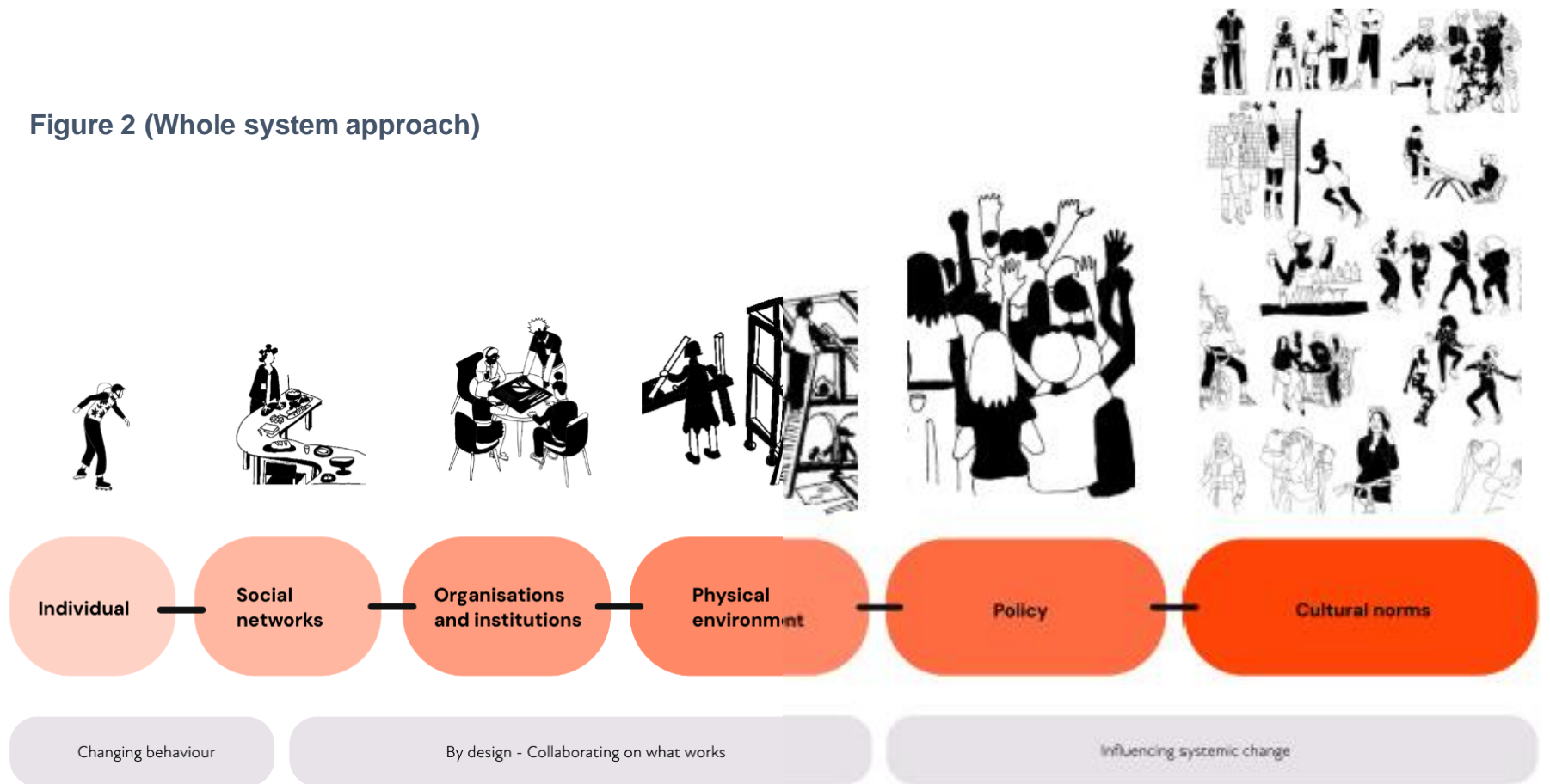
These enablers were intentionally designed into the approach from the start to:

- 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. Please see Figure 2 below for the whole-system approach taken by the project.

Figure 2 (Whole system approach)



#### 4. Trafford Council activity

As a strategic partner, Trafford Council have supported Right to the Streets through building networks and making connections. Our role has been to support the project with expertise, networking, focusing on the local area, embedding in local plans and with local data and insight.

The Policy Team were part of GM Moving's initial, design and development of the Home Office bid, using our place-based insight to shape the project early on. Since the beginning of the project, the Policy Team have used the Council's partnerships for stakeholder mapping across North Trafford and engagement with place based local partners. This has supported and developed the community impact of the project. Trafford Council will now take the learning from this project and integrate it into other work, through the Policy team's Co-operative Councils Innovation Network Policy lab and Legislative theatre commitments.

Right to the Streets were invited by the Leisure team to the 2023 Trafford Moving Conference at The Point to host workshops throughout the day. Attendees were shown ways that the project could inform their thinking when delivering their services and projects in their localities to encourage participation and safety from women and girls.

Right to the Streets also helped with Trafford Council's thinking when developing our Move More Partnerships in Trafford Moving priority areas. This is through understanding of localities and the issues within them. This has been particularly seen in Partington and the Levelling Up Fund project at Partington Sports Village and Cross Lane Park and where Trafford Council ensured that women and girls' safety from male violence was considered throughout the elements of the project.

#### Other activities including the Policy Team

The Policy Team has attended and fed into the biweekly project steering group, this has ensured that Trafford Council are able to link the project into current work and facilitate close work between the project and the council. Details of activity that has taken place are outlined below (further details on activity completed can be found in appendix 1 Social Media Posts & appendix 2 Details of Activity):

- **Launch event** delivered at Trafford College with Executive Member for Culture, Leisure and Strategic Partnerships and Poverty 2022/23 to share the project with local networks and groups. Closing event delivered at Stretford Public Hall was attended by the Policy team.
- Trafford Council have inputted into the GM Moving [podcast](#) programme for Trafford voices and topics, including Executive Member involvement by Cllr Jo Harding and Cllr Rose Thompson as well as Emma Moseley, Senior Policy Manager and Eleanor Roaf, Director of Public Health at Trafford Council as a guests. The [podcast](#) focuses on different topics including; culture and nightlife, active lives, public health, public space design, crime, young people and sports, next steps and the second season has just been released.
- Councillors, policy and community safety staff have participated in project funded **Bystander Training**. Bystander training has been conducted with

numerous community groups, young people and members of the public across North Trafford.

- Trafford Council **hosted 5 Bystander Training sessions** via their safeguarding team which attracted teachers, nurses and other community groups and 2 sessions for the general public.
- The project has funded a **local community connector role** which has been recruited through Trafford Community Collective and is distributing grant funding.
- Trafford Council identified and shaped the successful bid to the **Manchester School of Architects Live Programme** for volunteer support. Architecture students collaborated with community members to explore spatial interventions that address women and girls' perceptions of safety. The final product of the collaboration was a Hygeia sculpture, a prototype for further interventions.
- Policy helped shape the **Legislative Theatre** where the Council participated, and Exec Member for Culture, Leisure and Strategic Partnerships and Poverty in 2022/23 made commitments. Legislative Theatre is a creative participatory democracy tool where local partners and community members create, and present original plays based on lived experiences.
- Policy has used the springboard of the project to successfully apply for Policy Lab funding on tackling Violence Against Women and Girls through the Co-operative Councils Innovation Network, with Trafford Council the Lead Partner along with 8 other councils across the UK.
- Emma Moseley, Senior Policy Manager from the Policy team wrote a [LGIU article](#) to promote the project, the article was approved by Exec and CLT leads (See appendix 3).

## 5. 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 24<sup>th</sup> 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. Partners have committed to maintaining the relationships build during this project.
- Using the opportunity of Right to the Streets, Trafford Council has secured £20,000 funding from the Co-operative Councils Innovation Network 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, will be reported back on the Network regularly and will be evaluated in Summer 2024.



- That as part of the Legislative theatre commitments, Executive Member for Communities and Safety and the Policy Team continue to engage with GM contacts to be involved in key work in this area going forward. Trafford Council will be working with GMCA on their new GBV strategy delivery plan in 2024.
- Teams from Trafford Council such as the Policy team and Leisure committed to ensuring the learning gain is acted on and the legacy is followed through and maintained.

## **6. Executive are asked to:**

Following the completion of the Rights to Streets project, the Executive is asked to note the contents of the report which provides an overview of the project outcomes.

## **7. Reasons for recommendation**

It is recommended that the Executive note the contents of the Right to the Streets Report for information.

**Key Decision:** No

**If Key Decision, has 28-day notice been given?** N/A

**Finance Officer Clearance:** GB

**Legal Officer Clearance:** DS

**DEPUTY CHIEF EXECUTIVE & CORPORATE DIRECTOR'S SIGNATURE:** Sara Saleh

To confirm that the Financial and Legal Implications have been considered and the Executive Member has cleared the report.



## Appendix 1 - Example Media Campaign posts

**What is Right to the Streets?**

→

2/8  
A community project showing there's no place for sexual harassment in North Trafford, so women have the freedom to move around safely.  
We're doing this by...

3/8  
Showing people of all genders how we can take simple, **practical steps to stop harassment when we see it.**

4/8  
Studying this area in detail to **map the real experience of women and girls** who live and work here.

5/8  
Using art and community activity to **make spaces safer and more welcoming.**

6/8  
Holding community events like **group walks and bikes rides to reclaim spaces.**

7/8  
Creating a toolkit of best practice to help professionals work with women to reduce the risk of sexual violence – across policy, planning, transport, housing and policing.

8/8  
We're doing this because we want women to lead **healthier, happier lives.**  
Research shows it's currently harder for women to lead active lives and go out because of fear of being sexually harassed in public spaces.



“  
**Sexual harassment or harmless fun – where's the line?** ✕  
→

1/6

**If the attention is unwanted and sexual in some way then that's harassment.**

2/6

**That includes:**

- Wolf whistles and catcalls
- Comments on her body
- Staring
- Sexual jokes
- Getting in her personal space
- Cyber flashing

3/6

”  
Many women find this behaviour from men **repulsive, humiliating and intimidating**. Dealing with the impact makes their lives more difficult and stressful.

4/6

When you see it happening, **step in to support the woman** who's being targeted...

5/6

...it's perhaps the **most effective thing** we can do to create safer communities.

6/6

## **Appendix 2 – A list of activity:**

### **Bystander training**

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

Sessions were delivered to 6 community groups, 5 businesses, 1 NHS group and 1 college. Trafford Council hosted 5 sessions via their safeguarding team which attracted teachers, nurses and other community groups and 2 sessions for the general public. Feedback was overwhelmingly positive with 99% of participants that completed the feedback exercise responding 'yes' to the question 'would you recommend the workshop to a friend/colleague'.

### **Manchester School of Architecture**

Through the Manchester School of Architecture Live Project programme, architecture students collaborated with community members to explore spatial interventions that address women and girls' perceptions of safety. The final product of the collaboration was a Hygeia sculpture, a prototype for further interventions.

### **Walking and wheeling**

12 participants took part in GM Walking Festival, the Walking Recipe walk in Old Trafford. Out of the 12 participants, two were male, 10 female and two were the walk activity leaders.

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

The training was part of a wider community event allowing over 150 people to witness the cycle training. To achieve this, the Community Connector introduced the Asian women's group to the female cycle instructor to establish a local relationship. This event was funded through community grants.

Seven women attended the course led by Bee Pedal Ready. Representing a wide age range and cultural demographic, the participants loved being in an environment where they felt heard. Thanks to the session, they grew in confidence and shared stories of their experiences on bikes and not feeling confident on the road.

In April 2023, Greater Manchester Moving convened residents, partners and stakeholders to understand where people walk, wheel and cycle and what they would like to see for walking, wheeling and cycling in the area. From the contributions of over 40 people, along with insight from the Open Data Manchester walkabouts and ideas from the October launch event, a meeting with delivery partners was arranged to develop an action plan for the work. The aim was to provide opportunities, inspiration, and confidence to support women and girls to walk, wheel and cycle in the area and feel they belong on the streets and public spaces.

## **Project funded community art projects and grant**

The project saw 21 successful Community Grant applications (both fully and partly funded). These collectively contributed to the development of over 150 outputs. The outputs ranged from individuals making their alleyways clear, clean, painted and planted to 5 Saturday sessions of women and girls football, to Heritage and History events, to forest bathing, yoga in the park, sound walks and family fun days. All bringing a sense of belonging, movement and creativity.

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.

The 21 Community Grants projects engaged approximately 950 participants. Some projects were community gathering while others were recurring workshop sessions with crossovers between projects.

As part of the Right to the Streets community outreach, Verity Gardner was appointed as the Community Connector to lead on the Community Grant Fund. Working on the ground in North Trafford, Verity worked to connect with local residents and community groups. Through her work, £17,500 was allocated to individuals and groups in the community to deliver community projects that would contribute to more active, safe and gender inclusive public spaces.

### **For example:**

#### **Alchemy Arts**

Series of x 12 workshops with 15-20 women between April – June culminating in a

- Poetry exhibition
- Photography exhibition

Co-facilitated with experienced artists and creative professionals and VAWG specialists to ensure interventions are inclusive/sensitive to needs and experiences of women and girls.

#### **Anthea Cribbin (working with GHS)**

Work with cohort of 10-15 women and girls on arts/ gardening/strength-based activities to create wire statue installations placed in key routes/spaces in the community. X 1 of each session per week March – August with photographer documenting progress.

- Support traineeship for 2 people wishing to pursue careers in exercise or landscaping. Encourage them to lead part of sessions/aid online learning.
- Take photos of work and showcase at a festival

#### **Gorgeous Gorse Hill 'A Light in the Dark'**

- 4+ community workshops with local artist Caroline Daly using themes/images from previous lantern parades
- 6 arts installations on Openreach boxes and other street furniture
- 3 walk abouts murals on identified locations

#### **Gorsehill Studios**

- Arts Trail - Working with 10-15 local young people and x 2 local artists (one in visual arts and the other in music/production) to create/develop/deliver a

programme of activities (March – June) and up to 10 interactive art installations (July) (physical and digital)

- Art installations set out across physical routes to encourage others to explore and celebrate their safe spaces. Checkpoints will include digital artwork via QR codes.
- Video walkthrough/cyclethrough of the route to put online to encourage active travel/lifestyles.
- Party in the Park - Cohort of young people took the lead in the planning and management of the day, with support from GHS staff and local volunteers. This will contribute to their Arts award accreditations. Estimated capacity of 900 contacts throughout the day 12pm-6pm

### **Old Trafford Creative Space**

Working with the community in collaboration with a local artist in order to co-create

- 4 workshops (16 young people and members of the wider community) with VAWG, hate crime and street harassment as themes to explore.
- 2 pop up workshops on site of installations – identified through community engagement.
- 2 community workshops to develop audio guide with 15-20 people each
- 2 murals on identified locations.

### **Stretford Street Arts Club (x 3 organisations working together) – Purple Parade**

Our walking parade aims to transform the urban environment through a joyous, active and public celebration of female creativity and encourage debate around women and girls' safety and belonging on the streets.

- up to x 7 creative workshops at different locations to reach as diverse a group of participants as possible.
- devised an inclusive and accessible parade route to showcase outputs of workshops.
- delivered a community lead parade in summer 2023.

### **Walkabouts and Place Reviews**

Open Data Manchester engaged with 56 women and girls from different age groups, ethnicities, disabilities, and socio-economic backgrounds.

Open Data Manchester engaged with four community centres and different groups such as gardening, community collectives, resident WhatsApp and Facebook groups

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

Open Data Manchester (ODM) was commissioned to engage the local community by delivering a programme of walkabouts and developing a place review. Throughout the project process they engaged people through trusted channels like community centres, schools, and local authorities.

ODM designed and conducted a survey to gather residents' perceptions and experiences, focusing on favourite streets, descriptions of streets, and changes in walking routes. The outputs from this survey informed the walkabout mapping

workshops, which delved deeper into safety, physical and social activity and belonging. Participants mapped out routes, highlighted places of interest, and discussed their experiences.

ODM developed a place review tool based on this community input, including categories linked to workshop themes. They conducted usability testing to ensure the review's relevance, appropriateness, and potential for future use by local organizations and updated the tool based on feedback. The team developed a digital online map to house outputs from the walkabouts and the data from the wider project, including walking routes, arts project installations and other relevant data. They also hosted online sharing sessions to showcase project insights.

## **Legislative theatre**

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.

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).

The people engaged during the process represented different age groups:

- 7 young people (15-18);
- 3 adults (30s-40s);
- one co-facilitator (21);
- one youth tech support (18);
- 4 volunteers.

In the summer of 2023, a group of young people and adults from North Trafford came together to build a play reflecting their lived experiences of safety in parks, on public transport, near schools, on roads, and more, leading to a public Legislative Theatre event on 21 September 2023. In Legislative Theatre, audiences and policymakers watch a play based on the community actors' experiences with oppressive policies and practices. Then, audiences act onstage to rehearse ways to confront the problems presented and test new policies in real time. Actors and audiences propose ideas for new laws, rules and policies to address the problems, working together with advocates, organisers, and government representatives. Finally, participants vote on new rules, and policymakers commit to immediate actions.

## **Public campaign**

During the Public Awareness Campaign, the project generated 23 Instagram paid ads providing 215 days of targeted advertising. This included 393,000+ impressions, reaching almost 75,000 accounts and generating more than 1,000 clicks through to the Right to the Streets Instagram account.

The Snapchat ads comprised of 15 paid ads providing 85 days of targeted advertising. They included 105,000+ impressions, with a combined reach of 26,700+ accounts.

Across the paid ads created by the campaign, the animations were viewed by 50% or almost 129,000 times.



Organic posting and sharing of additional community content on the Right to the Streets Instagram account attracted 389 followers, 9,537 organic post impressions across 8,050 accounts. Across the organic posts there were 732 likes and 108 shares.

The No Place for It mass-media campaign, was designed by Diva Creative for 18-35 year olds, to:

- raise awareness of what everyday sexual harassment towards women and girls looks like
- highlight the ways it affects women's freedom to move around give people practical, low-risk tactics to disrupt and prevent sexual harassment when they witness it (bystander intervention).

The campaign was primarily delivered through Instagram (organic content and paid ads), with a series of animations crafted to increase emotional engagement and motivation to act, information based-posts providing 'bite-sized bystander intervention training' and rallying illustrated slogans to communicate the zero-tolerance message. This was supported by Snapchat video ads and paid out-of-home advertising and posters for use within the community. The focus was on the most commonplace types of harassment to 'lower the bar' on what is considered problematic and in need of challenging.

## **Literature Review**

The literature review is compiled of 17 illustrated postcards which expand on literature, statistics and reflections responding to the questions that the themes of Active Life, Safety and Belonging raise.

The Literature review collates 19 case studies showcasing both national and international best practice examples and capture, where possible, precedents from Greater Manchester.

The second part of the Literature Review collates a number of practical tools that can be used to address each theme through programmes, projects and initiatives. Each tool is accompanied by a case study showcasing best practice to bring the tool to life.

Publica conducted a targeted literature review on gender, mobility and active lives. Drawing on evidence and many years of feminist scholarship, research and action, the review outlines the core principles and challenges of gender inclusive urban design, providing the underpinning framework for all the project's workstreams. The review equips project partners and the wider community with information, in-depth knowledge and a multifaceted perspective to better understand public space through a gender lens. It is presented in the form of a set of postcards – which provide practical tools to plan and design gender inclusive public spaces.

## Podcast

MIC Media provided the full production (including, ideation, pre/post-production, recording, and marketing support) to produce two, 8-episode podcast series totalling 16 episodes with over 100 different guests to accompany Right to the Streets.

Series 1 kick-started the safer streets conversation with examples of existing and upcoming strategies, it explored challenges, generated ideas for change and profiled those already delivering safer streets projects in North Trafford.

Series 2 captured the journey, projects and learning of Right to the Streets to help inspire others to test, adopt or develop similar approaches. The series featured conversations with decision-makers, leaders and local voices including Nazir Afzal, ex-Chief Prosecutor, GM Deputy Mayor Kate Green, GMP, TGfM, GMCA, Trafford Council, Manchester United Foundation and Stretford High School.

## Non-Trafford events/ talks

Spreading Right to the Streets learning, resources, outputs and recommendations through other events and talks including:

- Trafford Moving Strategy Launch event, 22 March 2023
- National Walking and Cycling Summit hosted by Living Streets, Leeds, 23 March 2023
- London Walking and Cycling Summit, Westminster, 9 June 2023
- Kantar case story for Home Office Safer Streets Fund, Oct 2023
- 'How do we enable healthy, active places for all' GM Moving event
- hosted with Kim Leadbeater, MP and Andy Burnham, Mayor of Greater Manchester, Manchester 6th Oct 2023
- Interview with Imogen Halls, GM Moving and Jane Dennison, MileShyClub on BBC Radio Manchester on 12th Oct 2023
- Greater Manchester Ageing in Place Learning Event, Manchester 18 Oct 2023
- Local Transport Summit, Sheffield, 19 Oct 2023
- UK Network of Age-friendly Communities: Crime and safety event, 26<sup>th</sup> Oct 2023
- Shared with Sport England CEO and Director of Equalities, Manchester 31st Oct 2023
- 'Tackling street harassment of women' GM Moving event with University of Manchester, Manchester on 6th Nov 2023
- Active Travel England film, Nov 2023
- GMCA #IsThisOk? campaign and podcast signposts to Right to the Streets
- Learning shared with GM Moving team and Board, Manchester 7th Dec 2023

## Appendix 3 – LGIU Article

### [Community action to tackle violence against women and girls](#)

In this article, Emma Moseley Policy Officer at Trafford Council explains how GreaterSport's Right to the Streets is aiming to make streets and public spaces safer for women and girls.

Women's safety from male violence impacts all women's lives with 97% of women aged 18 to 24 having experienced sexual harassment in public spaces and more than 70% of women of all ages having endured such behaviour.

While the vast majority of male violence against women happens in the home, concerns of safety on the streets has been identified as a key barrier to women and girls accessing or engaging with physical activity, active travel, and sports or cultural events in their area.

It is the responsibility of local government to make it their collective mission to intervene to address this massive, but often invisible, barrier to women's freedom and ability to access the public realm.

A total of £120 million has been awarded through the Home Office Safer Street Fund to projects across England and Wales, with funding being awarded to more than 100 projects that promise to make our streets safer by tackling violence against women and girls.

The money has gone to police forces, local authorities, British Transport Police and eligible community groups to prevent violence against women and girls in public, neighbourhood crime and anti-social behaviour.

These projects have decided to tackle this issue in a range of ways from rolling out extra CCTV and streetlighting in their communities and to expanding work to change attitudes and behaviours.

One such project has been GreaterSport's Right to the Streets project which is being delivered in partnership with Trafford Council, Open Data Manchester and a number of local stakeholder groups, running from September 2022 to September 2023.

GreaterSport were awarded £490,448, which is being used to explore ways to make streets and public spaces safer and more welcoming for women and girls so they feel a sense of belonging in their community and are able to live active lives. With a focus in North Trafford around Old Trafford, Gorse Hill, Longford and Stretford, an area that contains parks, canals, colleges, civic buildings, stadiums and housing plus many other local assets.

The project is focused on using community action and feminist approaches to tackle violence against women and girls at the root, rather than putting the emphasis on victims to change their behaviours and limit their freedoms (such as victim blaming is shown to not reduce male violence behaviours).

'Right to the Streets' includes the following activities:

Bystander intervention and allyship training to empower people to make informed decisions when witnessing gender-based violence, hate crime, or street harassment, emphasising that anyone and everyone can be allies in tackling Violence Against Women and Girls.

Workshops delivered by Open Data Manchester and Diva to help inform the project campaign, organised walks, arts installations, and project evaluation.

Organised walks led by Open Data Manchester with local residents to identify and understand common routes and locations based on lived experience and perceptions of safety.

Creative art installations around the local area co-designed by arts organisations and people in the community to make the streets more welcoming. The chosen streets will be informed by the organised walks and other learnings.

Walking, wheeling and cycling initiatives to encourage more engagement and participation in active travel.

Connecting with others in the area to get a range of perspectives and expertise. The project has been sure to engage with local groups already working in this area and to support them to build a solid foundation that will extend beyond the life of the funding. This funding has also provided a much-needed cash injection into an area and a sector that is often neglected by national policy makers.

As a policy officer at Trafford Council, I enabled the project's realisation by using local evidence from an Equality and Safety survey, horizon scanned for the funding opportunity, helped design and develop the bid with partners, worked with project leads and local residents, took part in bystander training, identified local voices, built connections, promoted project activity and contributed to podcasts.

This kind of cross organisation, close local focussed working, along with local knowledge and strong community links, is vital to addressing gender-based violence and feelings of street safety. Local authorities are very well placed to support much needed work in this area and address the global issue of gender-based violence and street safety on a local level. As outlined by Trafford Councillor Joanne Harding:

“One of our main priorities is that all our communities are happy, healthy and safe and this funding will do a lot to secure that. No one should face barriers to being involved in the many culture and sport opportunities Trafford has to offer just because they don't feel safe getting there.

Therefore, it's massively important that the funding we have helped secure is used to make sure our sport and cultural events are accessible, and women and girls are safe and feel safe when walking our streets.”

What next?

Using the opportunity of Right to the Streets, Trafford Council has also secured 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.

