

(Appendix One)

Further information about the key partners, place and project aims:

Safer Streets: Enabling Active Travel and Active Lives for Women and Girls in Trafford

GreaterSport (Lead partner)

GreaterSport plays a key role in supporting, connecting and leading GM Moving, Greater Manchester's movement for movement, to achieve our collective mission of Active Lives for All. We know that moving matters to everyone but not everyone currently has equal access to participate.

We've been convening conversations with people and partners across Greater Manchester to better understand how we create the conditions for Active Lives for All. These conversations informed **GM Moving in Action, GM's whole system strategy for physical activity, 2021-31.**

In these conversations women and girls have pointed to a number of changes that are needed to widen their access and participation in all forms of physical activity to include active travel and sport. **Making public spaces and streets safe and welcoming places where women and girls feel they belong has emerged as a key priority and a key GM Moving in Action commitment.**

Open Data Manchester CIC (key partner)

Open Data Mcr are working to create a fairer world built on responsible and intelligent data use – and we help people, organisations and communities make that happen. They will be leading on participatory women's safety audits and community-led mapping of perception, experience and imagined futures

Trafford Council (key partner)

Trafford Council will be supporting the project to take a place-based, whole-system approach, linking in key actors across both the Council and wider stakeholders to support both design and delivery and to help spread and embed learning for sustained change.

[GM4Women2028 \(supporting partner\)](#)

GM4Women are one of a number of Greater Manchester and Trafford groups and networks who will support the project. Ensuring the safety of women and girls is designed into the planning and operation of our streets, public spaces and parks across Greater Manchester, is named as one of the key [GM4Women2028 priorities for 2022-3](#), as one of our partners on the project.

Trafford Moving: People, Place and Participation

[You can read more about the work happening in Trafford to enable Active Lives for All here.](#) Trafford is renowned for its sports and culture and were recently the proud hosts for the opening game of the Women's Euros on 6 July 2022.

Data and insight shows that more work needs to be done to design moving into people's lives. Whilst physical activity levels in Trafford are amongst the highest in Greater Manchester, more than 30% of women and girls are doing less than the recommended minimum levels of physical activity (which are 30 mins of physical activity a week for adults and 30 mins a day for young people).

Activity levels across the population mirror patterns of wider inequality, with significant gaps between activity levels for men and women and boys and girls, which widen further when gender intersects with multiple barriers experienced by people with disabilities and long-term health conditions, our LGBTQ+ community, our older population, people living on low incomes, and culturally diverse communities including people of African, Caribbean or South Asian heritage.

[Further Active Lives data and insight available here.](#)

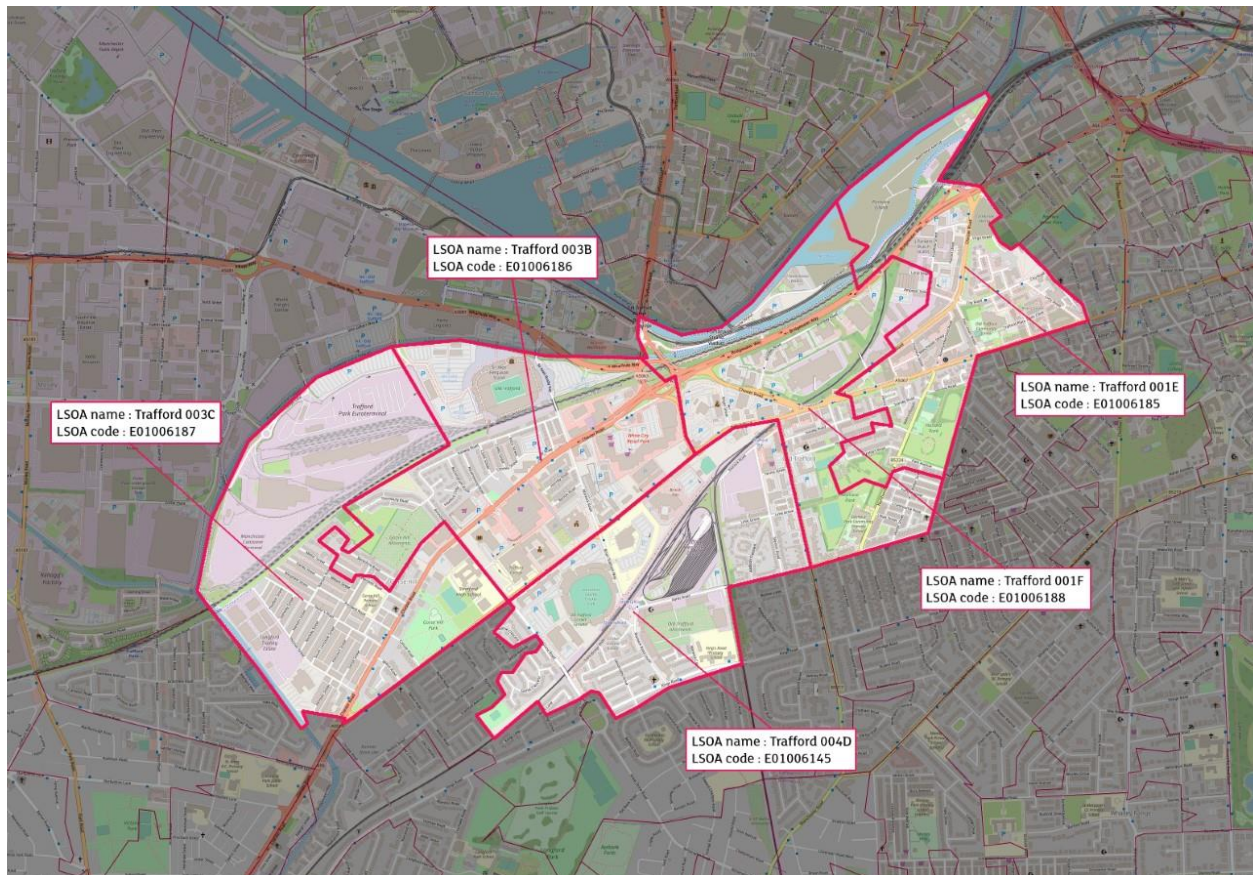
More about the project aims

The aim is to test and trial different interventions in order to widen access and participation in the many culture and sport opportunities Trafford has to offer and to make sure women and girls are safe and feel safe when walking when walking, cycling and wheeling and using local public transport.

This project provides an opportunity to involve people and partners in place and to grow as a movement for change. We'll be testing out various interventions, including participatory street audits, arts installations and bystander training. We'll be spreading and growing the conversation, to include mass walks and cycle rides,

and a podcast series for men and boys to share what they are doing to help shift culture and behaviour. We believe there is a role for everyone.

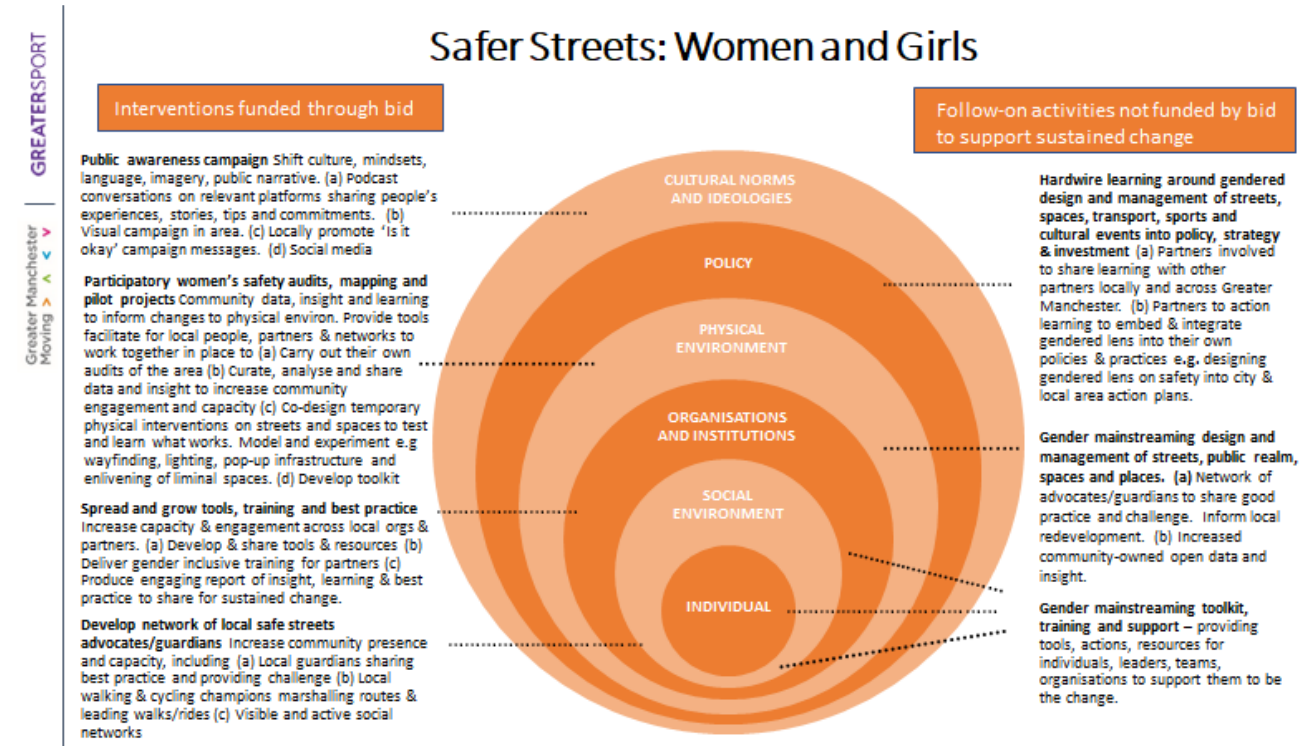
Project area (see map below)



Reasons for focusing on this geographic area

The specific area we are focusing on and the interventions we propose to trial have been informed by local crime data, consultations and insight (this is available upon request).

More about the project deliverables (see diagram below)



Local women and girls and women's organisations have told us that this presents a 'once-in-a-lifetime' opportunity to raise awareness of women and girls' experience of violence against women and girls, in particular street harassment, as a key barrier to their access and participation in sports and cultural events and to active travel and active lives.

We are delighted you are interested in collaborating with us on this journey.