

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

Introduction

[GreaterSport](#) is delighted to have been awarded £490,448 through the **[Home Office Safer Streets Fund](#)**.

Our Safer Streets project will be delivered in partnership with Trafford Council, Open Data Manchester, local stakeholder groups and other **[GM Moving partners](#)**, running from September 2022 to September 2023. The local community will be at the heart of the project which will be further shaped through a participatory co-design process in the Autumn.

Appointment of a partner to lead on the production of Podcast series

We are seeking to appoint a partner with specialist skills and experience in podcasting. We are aiming to capture and share stories and learning and develop engaging content to help raise awareness of Violence Against Women and Girls (VAWG) as a barrier to access and participation in sports and cultural events, active travel and active lives.

The foci of this campaign are

1. To amplify the zero tolerance approach to VAWG, in particular street harassment in the Old Trafford area, and raise awareness among men and boys of their role in the reduction of VAWG.
2. To promote walking, wheeling and cycling opportunities and encourage participation in them, to help foster a feeling of safety and inclusion on the streets and public spaces, where all women and girls feel they are welcome and belong.

The podcast series would be complemented by a multi-media communications campaign as well as arts based installations and other interventions in the area.

Your role:

- (Project initiation) To work with GreaterSport and key project partners to develop a content plan, tone and approach for securing guest speakers, for two podcast series.
 - 1) Focusing on conversations with men and boys, project leads and partners, sharing their experiences and ways they are taking action

as allies and good bystanders to challenge culture and experience of VAWG

- 2) Focusing on sharing the project learnings as we go with the different stakeholders involved and capturing people's voices along the way. E.g. capture vox pop style interviews, out and about with people during the course of the project, e.g. on the walks, as part of the ethnographic explorations and participatory street audits, to get people's responses to arts installations, and to help capture people's experiences and feedback on the project as a whole.
- (Project delivery) To work with the project team to identify speakers, guest hosts, and support them to develop what they will say based on their story and perspective, for example developing questions and agreeing the conversation angle
 - **Logistics:** including arranging times and venue with hosts and guests. Relevant forms signed.
 - **Production:** including being present to host the recording and provide technical support and expertise, setting up of equipment. Producing a trailer to introduce the series, transcripts, audiograms with captions for each episode, editing of recordings and share back with host and guest to get sign off.
 - (Project learning and evaluation) To help capture, codify, curate and share key learning. To include commitment to supporting a test and learn approach, in the design and delivery of the project, as an active listener, observer, adviser and critical friend in the process and as part of an on-going dialogue with local people, to ensure the project is rooted in the reality of people's experiences and aspirations.

Deliverables

Two podcast series covering the two main foci of the project and providing a platform for a range of voices around this agenda as well showcasing the work being done to address the issue of safer streets for women and girls in Trafford and its impact on active lives.

Agency to outline what they can offer in the tender application, and these to be agreed with the partnership at inception.

Budget

The total maximum budget for this brief is **£25,000 (inclusive of VAT)**.

Timescales

Activity	Timeline
Brief issued	w/c 1 st August
Closing date for submissions	19th August - 5pm
Agency appointed	Conversations held 31 st August Appointed by 2 nd September
Project kick-off meeting	w/c 5 th September
Project takes place	Sept 2022 - end of Sept 2023

Tendering Process

We welcome proposals from individual agencies or consortiums. For consortium bids, the lead bidder must submit the proposal, listing who is involved, their role, and state who the lead partner is. Proposal should include:

- Outline of expertise and offer, capacity and support for the approach similar or comparable work (in terms of budget, complexity, approach) and how this has informed your proposed approach. This can be shared via links to previous research, work or case studies.
- A high level plan and estimates of how this budget would be apportioned to support the objectives above.
- Proposals should be a minimum of a 12 point Arial font and a maximum of 3 pages in PDF format, not including the cover sheet.

Tenders to be submitted to Louise@gmmoving.co.uk by 5pm on 19th August 2022.

Further information in the Appendix. Crime data and insight is available on request. For more details please contact **Louise Robbins,**
Louise@gmmoving.co.uk, **07740 883080**