



CIVIC

The Future of Inclusive Design

**thriving
together**

What we'll cover today

1. Why is inclusive design important?
2. How to do it:
 - Data
 - Design
 - Diversity
3. Final thoughts
4. Discussion

**Why is inclusive
design important?**



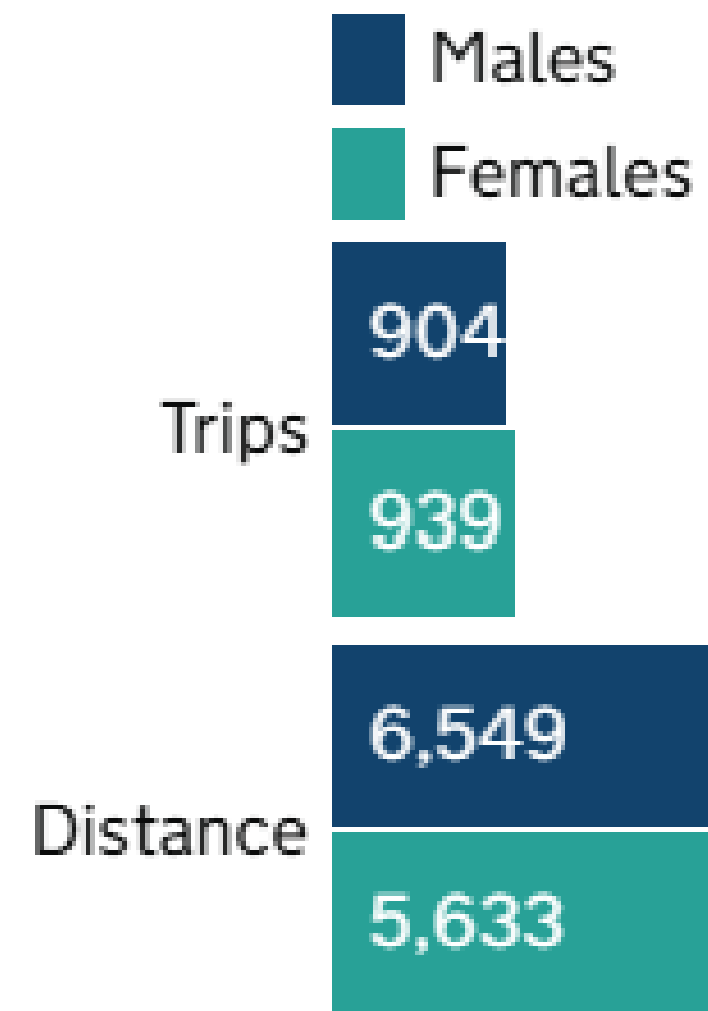
**Climate
Connections
Confidence
Community**



How to do inclusive design

Data

Average trips and distance per person per year by sex



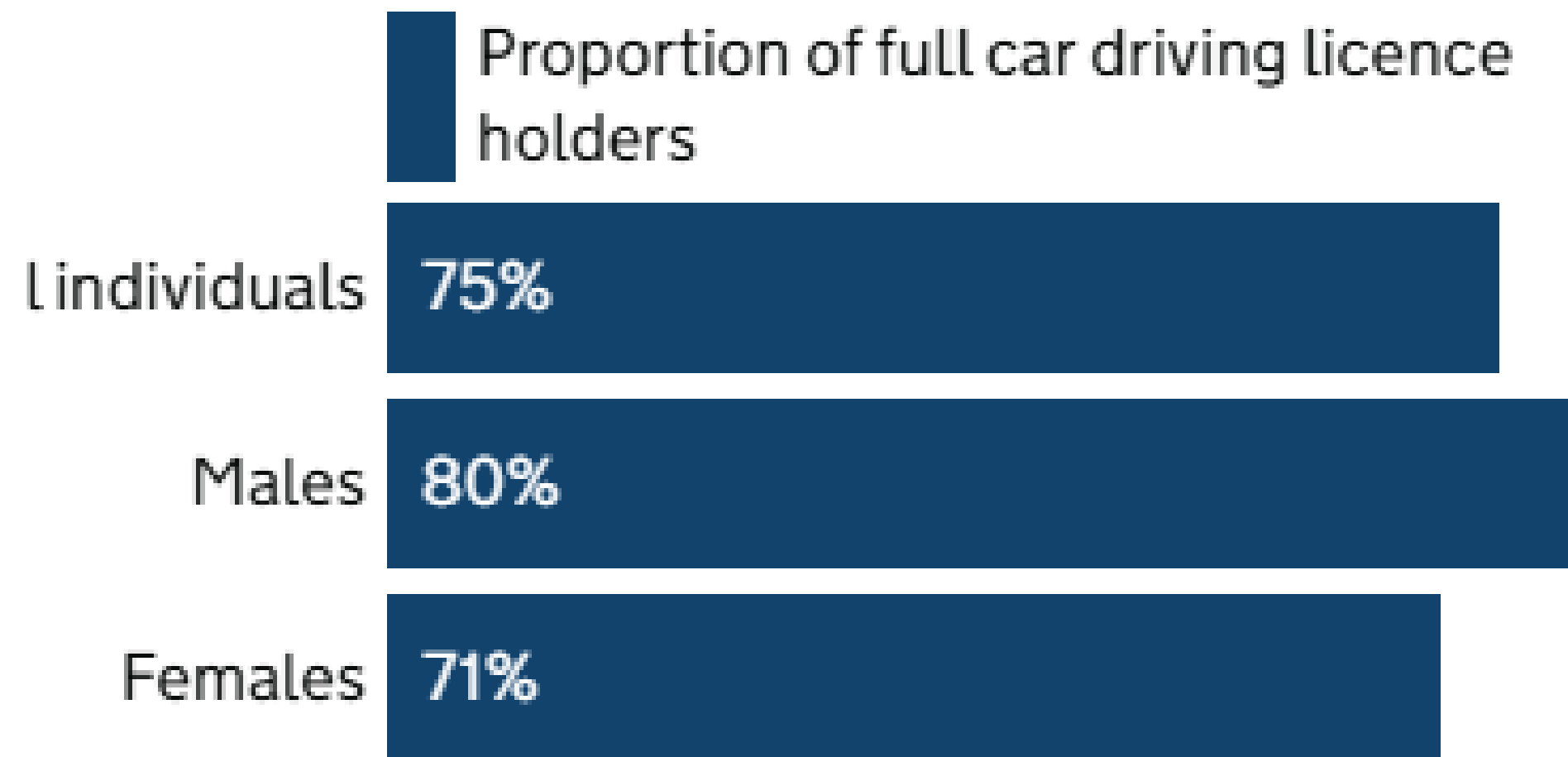
Travel data by sex

UK: 27% of cycling trips are made by women (it's 56% in The Netherlands)

Women make 4% more trips than men, but men travel 16% further

Women are more likely to walk or use the bus

Women are 3 times more likely to take children to school than men



Source: National Travel Survey



Data: why it's important

Identifies the problem

Allows fair allocation of resources

Enables you to measure outcomes



Data: Consultation

Make it meaningful: Seek out the people you really need to talk to, be cautious about using online surveys

Make it honest: What's the budget, what's the programme?

Make it rewarding: value the time of the community who are participating

Be patient: people don't always know what's possible

Make Space for Girls: www.makespaceforgirls.co.uk

Design



Design: The whole system

Hardware: physical infrastructure

Software: operation & maintenance

Behaviours: culture, messaging, advocacy

Policy and procurement



Stretford Kingsway: Before

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Outcome: Better Pedestrian Crossings

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Before & After: Kingsway Transformed

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Significant Impact



“Marvellous. A lovely model to take forward elsewhere”

“It was horrible... Now it feels like a place you actually want to be in”



Diversity



How to diversify teams

Recruitment

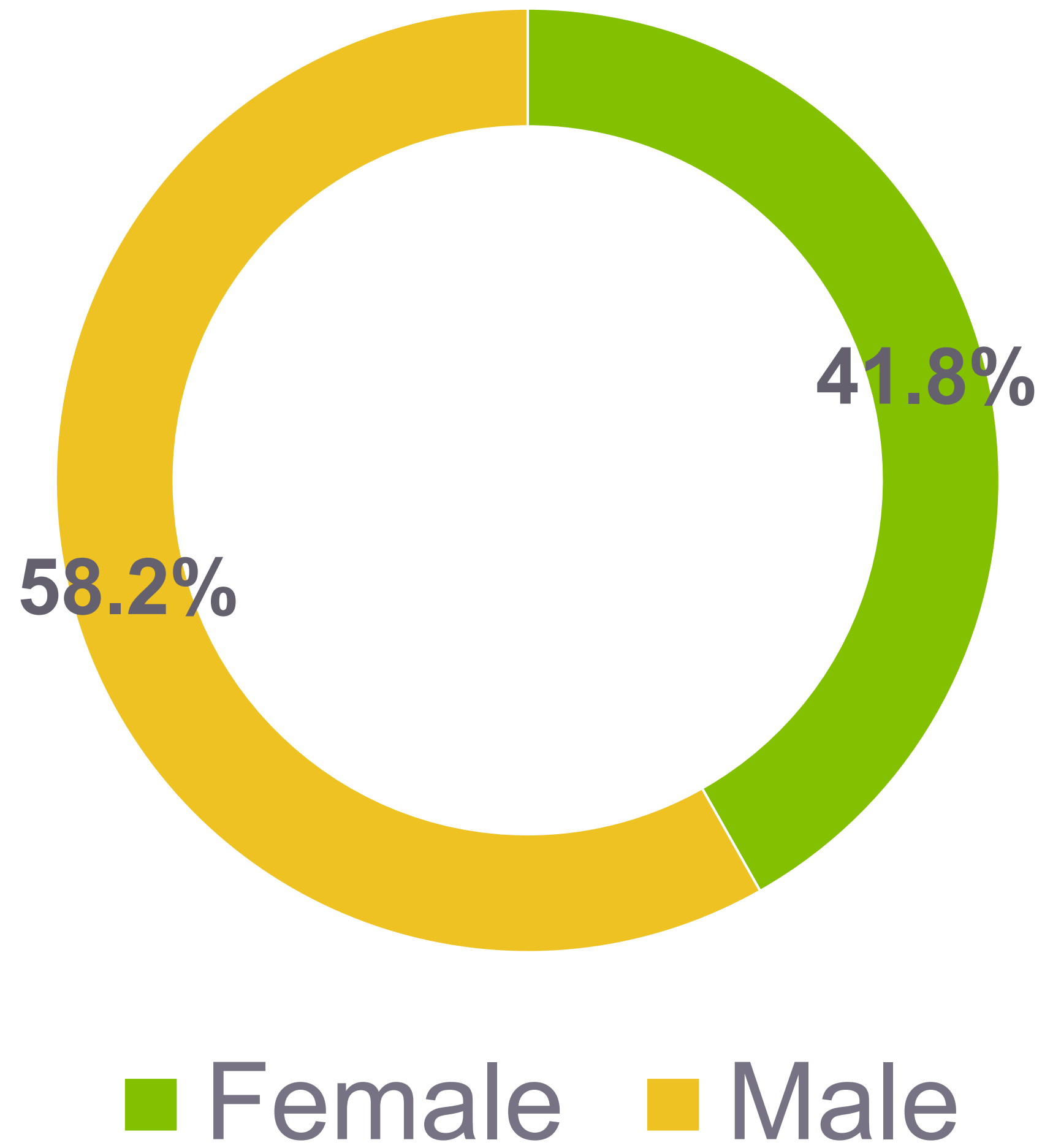
Policies

Inclusion

Equal Pay

Social Value

Civic – team gender split



Example: Inclusion at Civic

Steering Group

Who: directors & employee representatives

What:

- Set strategic vision
- Develop Place to Belong Policy
- Set Strategy, aims, targets and metrics

Inclusion Lab

Who: open to all

What:

- Help deliver our vision and strategy
- Review policies and challenge ways of working to ensure they are fair, equitable and inclusive
- Act as a sounding board to Civic Leaders
- Hold Civic to our promise

Thoughts & advice

Take ownership.

**Mentoring &
allyship.**

Evaluate & improve.

Think big.

**And then
think bigger.**

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Thank You

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