

RIGHT TO THE CITY

YOUTH
DESIGN
CHALLENGE

Publica



Image: Jackie Henderson addresses a crowd of 500 at a Women's Liberation rally at Nathan Phillips Square, Date: August 26, 1970, Photographer: Reg. Innell,

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BACKGROUND

Publica CIC is running a design challenge for young women, girls and non-binary youth who live in, study in, work in or visit the City of London. We want to understand where you hang out in the City, how you move through it, and most importantly how safe you feel whilst in public spaces. We also want to understand your hopes and dreams about what the City could look and feel like, what activities and opportunities might be available to you and how you would like to use the spaces on offer.

The people who are currently in charge of women and girls' safety in the City of London admit that at the moment they have a poor understanding of the daily lived experiences of women and girls – and that violence against women and girls (VAWG) is a 'hidden phenomenon'.¹ They say this is due to the fact that it is difficult for women and girls to report their experiences as well as the fact that there are so many visitors (500,000 every day!).

This design challenge gives young women, girls and non-binary youth the opportunity to share their experiences in the City, and make suggestions about how their vision for a safer, more inclusive, and engaging City can become a reality.

And the Lady Mayoress, Elisabeth Mainelli, will be listening! She said: "One of my key aims this year is to prevent violence against women and girls in the City".

By participating in this design challenge, you can be part of the change to make the City a better, safer and more joyful place for young people.

¹ City of London (2019), "Violence Against Women and Girls Strategy 2019-2023: A Strategy for the Whole Community" Available at: <https://www.cityoflondon.gov.uk/assets/Services-DCCS/city-of-london-violence-against-women-and-girls-strategy.pdf>

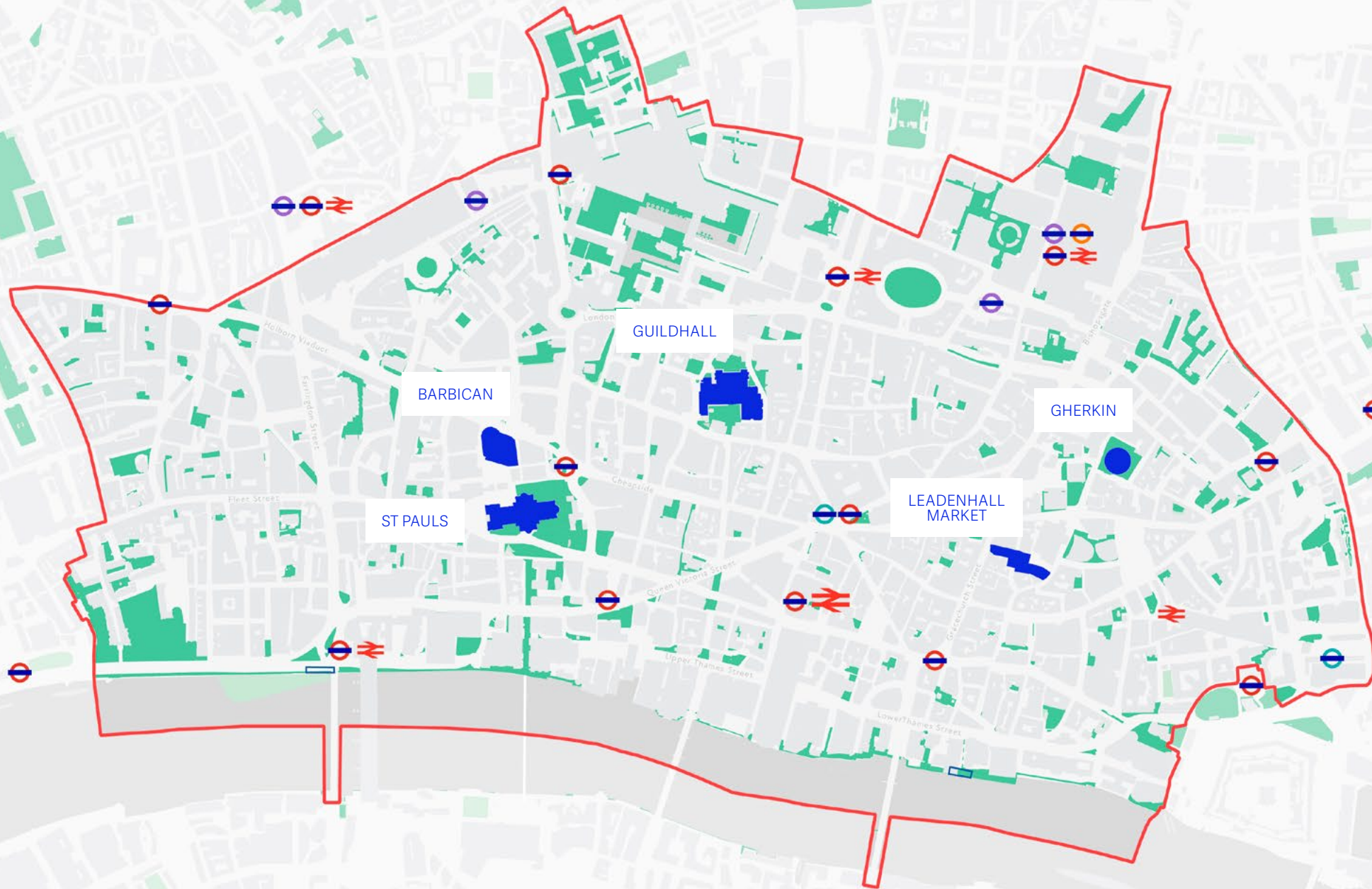
WHERE IS THE CITY OF LONDON?

The City of London is only a small part of our capital city, sometimes called 'the square mile.' It contains the ancient centre of London as well as many of the newest tall buildings. Famous landmarks include St Pauls Cathedral, The Guildhall, London Stock Exchange, Leadenhall Market and the Gherkin.





CITY OF LONDON LANDMARKS



CREATE A POSTER

For this design challenge, we would like you to pick a space in the City of London that you think could be improved in terms of you feeling more safe and more joyful. It might be a space you pass through all the time, one in which you hang out with your friends, or one you would love to visit more if it were designed differently.

We invite participants to create an **A3 Poster (saved and submitted as a JPG)** capturing an image of how this space could be transformed to make you feel safer and more joyful. This could be a collage or a drawing, you could take photographs or even rubbings of the spaces around the City of London, you might also be inspired by other places you have seen or been to around the world.

The image and the ideas don't have to be realistic. We don't want you to worry about scale, proportion or whether the ideas are practical – we really want to get a sense of how you want to feel and some exciting and imaginative ideas that might make this possible. The poster is to be submitted with an accompanying description (max 200 words) outlining what the City of London is currently like for you, and what you would like it to be like.

Your A3 JPG Poster submission should include:

- **An image: collage/ drawing /photograph or other 2D visual** that describes your ideal public space in the City of London, where you would feel safe and happy.

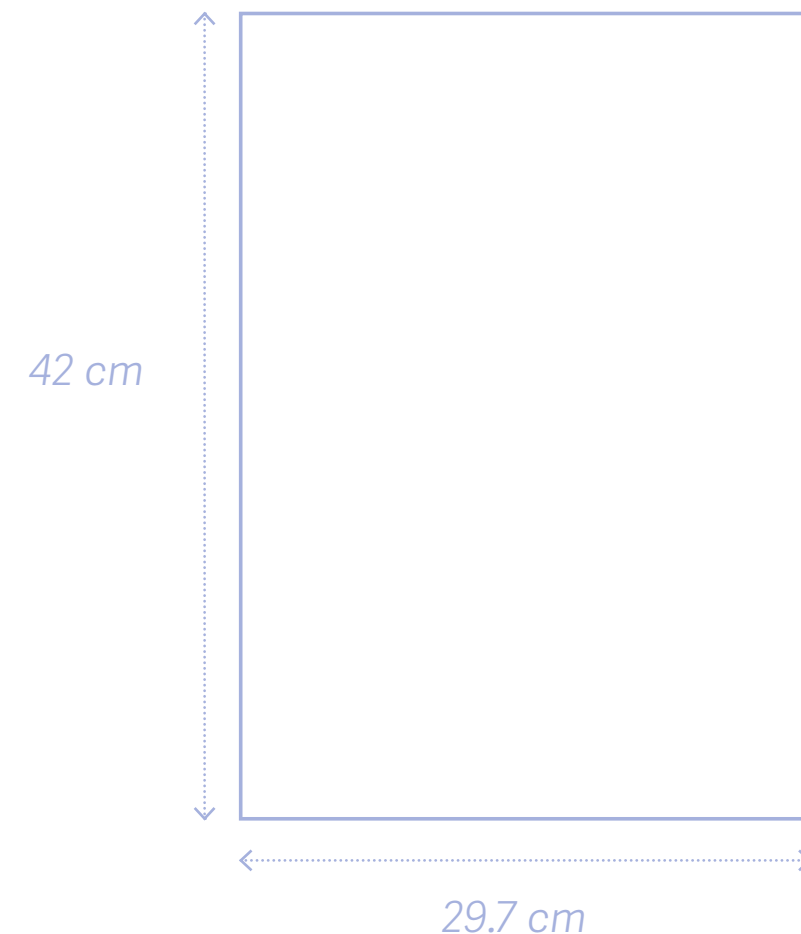
Additional text, submitted as an A4 PDF, to include:

- **A title** for your poster
- **Your name, age and pronouns**
- **A description (up to 200 words)** of how you currently feel in the City of London, and how your proposed design/ image would improve your experiences. You might describe what the space would offer and how it would make you feel. The description can be written in the form of a poem, prose or as a list of words and it should also outline what media/materials have been used in the creation of the poster.

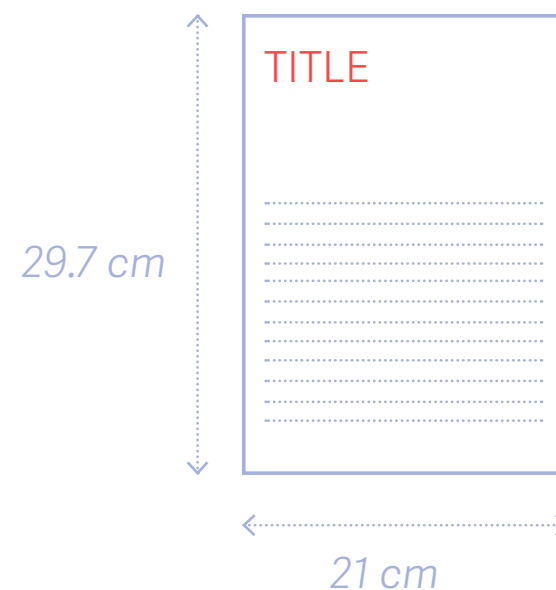
SUBMISSION

The submission format is **JPG, A3 Portrait: 29.7 x 42 cm**

The JPG should be min 2 MB / max 10 MB



Your text will need to be submitted as a **PDF, A4 Portrait: 21 x 29.7 cm**



EXAMPLES OF DESIGN IDEAS



Photography - Colombe Schools by Simone Veil



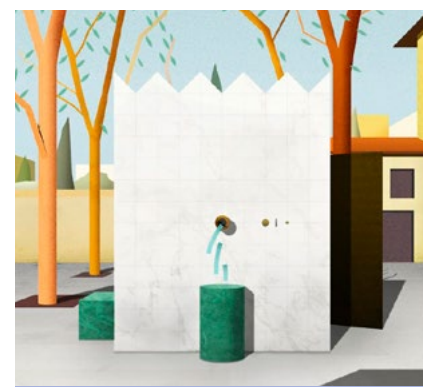
Collage - Granary Square by Sthuthi Ramesh and Samar Maakaroun



Mixed Media - The Town Square by Sthuthi Ramesh and Samar Maakaroun



Collage - Arnold Circus by Mother Design



Drawing - Fontanello by Motopropio



Photography - Lunar Sway by Rochelle Haley



Drawing - Millenium Kebabs by Lottie Cassidy



Mixed Media - La ropa sucia se lava en casa by Tatiana Bilbao

PRIZES & CELEBRATION

Shortlisted submissions will be exhibited at our celebration event in **June 2025**, where senior representatives from the City of London will be listening to your experiences and ideas – as well as thinking together about what interventions they should be prioritising. Three entries will be selected as winners and will be awarded prizes, to be announced.

RESOURCES AVAILABLE

To assist you in completing this task, we've provided a collection of resources designed to make creating your A3 poster both simple and enjoyable. These include:

- A video describing the challenge, available early February
- Images of the City of London you can use as a starting point and background to your poster

These are all available on Publica's website.

TIMELINE

The Youth Design Challenge will be running from January to May 2025, with a final celebration event in June 2025.



ELIGIBILITY

This challenge is open to any young woman, girl or non-binary youth who lives in, studies in, works in or visits the City of London. The submissions will be grouped and evaluated in three categories:

- Ages 11–15
- Ages 16–18
- Ages 19–21

SUBMISSION GUIDELINES

To apply, please send your submission to **righttothecity@publica.co.uk**. Your submission should include:

A3 Portrait - Poster as a JPG (Dims: 29.7 x 42 cm) (min 2 MB / max 10 MB). This is to include:

→ A visual: A drawing, painting, collage, photograph or photomontage (or any other 2D visual format) that describes a dream place to hang out/play with friends in The City of London.

A4 Portrait - Description as a PDF (Dims: 21 x 29.7cm). This is to include:

→ A title for your poster

→ Your name, age and pronouns

→ A short description (max 200 words) of how you currently feel in the City of London. What do you do? How do you feel? This can be prose, a poem or a collection of keywords.

With thanks to:



EASTERN CITY

Written and produced by Publica CIC

Publica

Suite M
1 East Poultry Avenue,
London, EC1A 9PT

+44 (0)207 490 3986
www.publica.co.uk

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