We are Urban95

An Urban95 city is a place where...

1. Babies, toddlers and the people who care for them are seen, heard, counted and considered.
2. Caregivers are given the time and respect they need to provide vital care and support.
3. Vulnerable families receive the extra support they need to thrive.
4. City agencies work together, and with the community, to support families with small children.
5. Public spaces prompt singing, conversation and play.
6. Shared streets are dedicated to cleaner, safer and fairer modes of transportation.
7. Children’s routes help families travel safely and comfortably wherever they wish to go.
8. Early years services are located within a 15 minutes’ walk from where families live.
9. Neighbourhoods bridge cultural divides and provide spaces for socialising.
10. Clean air, pure water and refreshing nature surround and nurture every resident.

By experiencing the city as a toddler would, we can help tackle the enormous challenges facing city leaders every day.

By supporting cities that promote, loving behaviours and healthy brain development at every scale, we can help improve the lives of millions, both now and for the future.

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A growing movement of cities designed from 95cm – the height of a 3-year-old – because it takes a city to raise a child.

Because a city that works for babies and the people who care for them is a city that works for everyone.