**Draft Evaluation report**

**Hate crime awareness week (10th October – 17th October 2020**

**Purpose of the report**

To provide the Hate Crime Working Group (HCWG) with the following:

* An overview of the joint approach undertaken during Hate Crime Awareness Week,
* Share positive activities and success stories from the campaign
* Results of the snap survey
* Outline of next steps/recommendations

**Background**

Hate Crime Awareness Week is a national **week (10th October – 17th October 2020)** of action to encourage local authorities, key partners and communities affected by **hate crime** to work together to tackle local **hate crime** issues.

The countywide Hate Crime Working Group (HCWG) utilised this week, **Monday 12th October – Friday 16th October**, to promote and raise awareness on how to report Hate Crime/Mate Crime incidents, along with supporting projects and services available to those who may suffer incidents of Hate Crime/Mate Crime in North Yorkshire and the City of York.

This coordinated approach supports the ethos of the joint North Yorkshire ‘Engagement and Communication Strategy’, owned by the North Yorkshire’s Safeguarding and Community Safety Board/Partnerships. Templates from this strategy where used for this campaign.

The aim of the Campaign:

* To promote the work of the HCWG
* To increase the reporting of hate crime and low level community tensions, linking also to the Prevent agenda.
* To promote support services and projects available both locally and nationally
* Provide reassurance to those who may be subject to incidents of hate crime
* Provide a consistent message to both partners and communities through an effective ‘multi agency’ communication plan**.**

**Task and Finish Group**

Representatives from a number of organisations/partnership met to develop proposals and plans for a coordinated social media campaign that makes use of and signposts to, existing resources.

Membership consisted from the following agencies:

* **NYCC (Principal Safer Communities Officer, Community Cohesion Officers, Comms Lead, Education Advisors)**
* **NY Safeguarding Children’s Partnership**
* **CoY Safeguarding Children’s Board**
* **NY Safeguarding Adults Board (SAB)**
* **CoY Safeguarding Adults Board**
* **North Yorkshire Youth Commission**
* **NYP: (Hate Crime Coordinator, Neighbourhood Policing Teams, Prevent lead and Comms lead, Volunteers Lead)**
* **COY Council**
* **Office of Police Fire & Crime Commissioner (OPFCC)**
* **District Local Authorities, (Community Safety)**
* **Community and Voluntary Sector**
* **NY F & Rescue Service**

**Weeks Schedule:**

The programme for the week focused on a different key messages relating to both hate crime/mate crime and prevent across North Yorkshire and York as follows:

|  |  |
| --- | --- |
| **Date** | **Theme** |
| **Monday 12th** | * What is a Hate Crime? * What support is available? * How do you report it?   *Twitter and Social Media,* ***each day*****#helpnothate2020**  *Promotion of Local project via a case study* |
| **Tuesday 13th** | * What is Mate Crime and how do you report it? * Young people urged to play the KYMSGAME (Keeping Your Mates Safe) developed by the Youth Commission * Highlight the services provided by Supporting Victims * Promotion of a l*ocal project by a case study* * Hate Crime Awareness Webinar for practitioners |
| **Wednesday 14th** | Prevent Webinar no 1: **Understanding and Challenging anti-minority narratives**   * What is Prevent? * What do I do if I have a prevent concern? * *Project: ‘Wakeup call’* * *What is ‘Wakeup call?’* * *How can my schools access Wakeup Call?* |
| **Thursday 15** | Safe Places Scheme in North Yorkshire and City of York   * What is the Safe Places scheme? * How can vulnerable people affected by hate crime become members in both York and North Yorkshire? |
| **Friday 16** | Prevent Webinar No 2: ‘**Creating a perfect storm: the local dynamics of anti-minority protest**   * What is a Prevent Champion? * How can I become a Prevent Champion? |

**Key outcomes**

**Joint communication**

* Joint Overarching Press Releases issued for the week by the NYCC and CYC corporate communications leads on behalf of the partnerships and boards. This provided a consistent message across the county in promoting Supporting Victims and TrueVision as the main ways to report Hate Crime, with more specific groups being TellMama, Galop and CST. These were advertised on partners NYP websites.
* Positive branding for the York and North Yorkshire Campaign: Hash Tag developed in conjunction with Youth Commission and key partner’s **#helpnothate2020.** In addition, an email banner using the picture from Liana Borg-Herring aged 12years and will be used for future literature/campaigns.
* Joint template for twitters with an overarching twitter which provided partners with clear and consistent messages.
* NYCC promoted blog to relating to Hate Crime and the promotion of NY Safe Places written by a self-advocate.
* Prevent key messages on how to report Prevent and sharing of Prevent video.

Theme

* Key focus for this year’s campaign was Mate crime as identified by both Adult Safeguarding Board and North Yorkshire Youth Commission. This included the promotion of Easy Read Guide on Mate Crime, One Minute Guide on Mate Crime and KYMSgame focused on Mate Crime for the week.

**Training and resources**

* Two Prevent Webinars delivered by Dr Gareth Harris– approx. 90 attendees, plus the recording of the webinars for future training resource. A further Q & A session has been organised for 15th December with Dr Harris and for those who attended the webinars.
* Hate Crime Awareness Webinar delivered by Hate Crime Coordinator, NYP and attended by approx 100 partners from a cross section of agencies. Further requests made for additional training and a session will be delivered to Hambleton District Council Customer Services Team as a direct result of the activity and awareness raising undertaken locally.
* Updated education guidance on ‘Dealing with and reporting prejudice and hate incidents and hate crimes in schools and settings’. This was circulated to all schools and also shared at the DSL network forum meetings during this week. Information leaflet also circulated outlining resources available to education settings.
* Hate Crime multi-agency video produced and circulated on Facebook and Twitter and will be used as ongoing resource to help raise awareness and provide reassurance. This can be accessed via the NYPartnership website <https://nypartnerships.org.uk/hatecrime>
* MESMAC Video developed and supported by Richmondshire District Council, Community Safety and shared with partners.
* North Yorkshire Safe Places: a checklist and supporting letter written by a Self Advocate was emailed to all registered Safe Places in North Yorkshire.
* Case Studies used by NYCC Coms Team for raising awareness and will be used for further awareness raising which can also be used throughout the year.
* Promotion of local support services such as Supporting Victims, Selby’s Equality for Everyone, Wake up Call, Safe Places.
* Delivery of resource in Primary schools by NYP School Liaison Officers, accessed by 650 pupils within the past month launched in HCAW.
* Youth Commission ran a weeklong campaign interacting Kymsgame and Instagram to focus on Mate Crime. Twitter used to share messages. A survey also circulated via Kahoot! Along with a quiz for partners to use with young people.In total 204 survey responses have been received and 59 young people got involved with the Quiz online giving the total engagement of 263 young people.

**Local District activities**:

There was a range of local activities delivered with in a community safety arena in which some area included some community engagement and internal communication within the council’s departments/teams. Unfortunately, due to current pandemic community engagement was limited across areas.

* A handbook produced jointly by Hambleton DC and NYP includes information on hate crime/mate crime.
* Photo and press release in Richmondshire and shared resource pack used in Risedale School.
* Awareness raising event (on a very wet day) in Richmond Market Place by PCSO.
* Scarborough worked with the NTE and takeaways during this week to help build reassurance and confidence within the business community.
* Recirculating of information and key messages in relation to Scarborough’s ‘Great Get Together’ which took place in the summer.

**Snap survey Results**

The snap survey was open to partners for a period of a week from Friday 20th November until Friday 27th November and circulated to the following group; HCWG, HCAW T & F Group and to those who attended the training sessions. However, it is unclear as to how this has been shared wider within teams/departments and across partners.

39 participants responded to the survey, of which the highest number of responses were from Local Authorities (12)

**97% of participants found the campaign useful for a number of reasons;**

* *The campaign materials were presented in a way which made it easy for us to incorporate into our comms for the week - thank you!*
* *It was co-ordinated well across the county with consistent social media, press release info etc. It gave the opportunity for good networking with partners and helped to make new contacts to raise awareness in local communities*

Overall, the two Prevent Webinars were felt by participants to be very comprehensive, interesting and informative (67% - 71%). The results for those who stated that they didn’t find it useful was more to do with the fact that they did not access it or were unable to access it due to work commitments or were unaware of it. Therefore this is not a reflection on the training itself.

* *Very interesting and a knowledgeable presenter*
* *This training was fabulous and was really insightful. It made you think about the bigger picture and how a small minority can cause some larger scale issues. The Framework was particularly interesting showing all the variables that can lead to hate crime.*
* *Very interesting and informative with very knowledgeable presenter*

**89% found the Hate Crime presentation useful.**

* *This was a great session looking at the impact of hate crime and where it came from.*
* *The understanding of prejudice and inequality, which can lead to hate crime and how our environment and Peers can influence our thoughts and feelings.*
* *As above very comprehensive It was helpful to learn about hate crime as I had no information on this previously, also I had never heard of mate crime.*

**When asked if anything was missing from the campaign:**

* *No, great communication that was proportionate especially due capacity of teams currently due to Covid*
* *Criminal Justice response and interventions available*
* *It would have been nice to have had the opportunity for discussion. I am not sure of any direct questions I would have had at the time but it is always interesting to have a discussion with multiagency groups.*
* *Possibly the linkage with equal opportunities and diversity and what can be done in relation to this to tackle discrimination and prejudice*

**When asked what participant have learnt for the campaign the following responses were provided:**

* + 80% now understand what a hate crime/mate crime is
  + 80% I now know the difference between a hate/mate **crime** and a hate/mate **inciden**t
  + 80% now know to report a hate /mate crime/incident 80%
  + 63% now know what a ’Safe Places’ scheme is in North Yorkshire and how I can become a member
  + 86% now know what support services are available for those who experience a hate/mate crime 86%
  + 69% now know how to make a Prevent safeguarding referral
  + 77 %I now know what influencing factors can potentially cause tensions in our communities

**Below are examples of an action participants had stated that they will take away from the campaign:**

* *I have contacted the speaker and asked if it would be possible to record the sessions so that it can be used as part of the safeguarding training package offer. I would like all staff to have a general awareness of Hate / Mate crime so that we are able to identify it and support people who maybe experiencing this abuse*
* *Remind people I work with, local groups, individuals etc about what hate .mate crime is and raise awareness to prevent these crimes happening*
* *I would be more likely to recognise and report a hate crime and would know how to report it.*
* *Awareness within the communities I work in*

**Participants were asked for any additional feedback:**

* *Although it was a yearly campaign, it would be nice to have some other Hate Crime webinars dispersed throughout the year to keep Hate Crime high on everyone's agenda*
* *In Health and Adult Services the safeguarding team we wrote a HATE Crime case study and shared within our Safeguarding Newsletter and the Safeguarding Officers also discussed it in their peer support sessions they facilitate with Safeguarding Co-ordinator's / Enquiry Officers. Good use of social media in the multi-agency campaign.*
* *Specialist weeks are a focus to remind us often around things we know but help us to expand our knowledge and keep up to date with support services.*
* *It is a very important area of work, which needs to be highlighted to demonstrate that sadly hate crime does exist and that by working in partnership awareness can be raised.*
* *Effective pre-planning helped to ensure a co-ordinated and managed approach, which was great.*
* *Really appreciate the co-ordination time and effort provided by all involved. Many thanks for arranging and hosting meetings and for timely campaign documentation.*

**Direct Feedback from organisations outside of the snap survey:**

**Webinar Training**

* *I thought the talks/webinars were very interesting indeed, I really enjoyed them and they gave a really good insight in to topics that are often sensitive to discuss and that I was not educated enough on…I was really pleased I attended. Would definitely attend others, the speaker Dr Harris was so interesting I would most definitely attend any other webinars by him*.
* *It was really great – what an interesting speaker*

**Publicity**

* *I manage CLASP (Caring, Listening and Support Partnership) in Wokingham Berkshire, and I wanted to compliment you on the hate Crime week information you put on your website, and the video. Your investment into this part of policing is a credit to you We are now approaching Thames Valley Police to encourage them to do the same. As CLASP we have a lot of documents regarding this in Easy Read and encourage raising awareness in our borough. Well done to you all.*

**Education Settings**

* *The students found the workshops very informative and helpful and that they really challenged their point of view. They were able to describe what a hate crime is by the end of the session and would certainly be more aware of those situations moving forward. They all learnt a great deal!* ***(Risedale School)***

**Practitioners view**

* *My own personal view is HCAW is one very positive approach to raise awareness but we should be doing much more long term in terms of addressing equal opportunities and diversity and to establish where learning and education could be improved both within schools, LAs and the wider community to tackle the underlying causes of hate crime.*

**Examples of Social Media Example of activity during the week:**

* North Yorkshire Safeguarding Adults Board: 32988 impressions, 1012, engagements, 162 likes
* North Yorkshire Police: Facebook: 671,500 people reached, Twitter: 230,000 impressions
* Harrogate Borough Council: Twitter impressions 8317, engagements 43 Impressions

Further information provided in appendix 1 in relation to the NYP social media activity.

**Recommendations**

Unfortunately, due to Covid 19 there are limitations on how involved organisations could be with their engagement with communities.

A key question from this report is do we feel that we achieve our aims outlined in the beginning of the report?

* To promote the work of the HCWG
* To increase the reporting of hate crime and low level community tensions, linking also to the Prevent agenda.
* To promote support services and projects available both locally and nationally
* Provide reassurance to those who may be subject to incidents of hate crime
* Provide a consistent message to both partners and communities through an effective ‘multi agency’ communication plan**.**

Reflecting back on the aims of the T & F Group we can strongly agree that the group was successful in achieving all of the aims set out above. This is demonstrated within the feedback from the survey, the social media activity and the local activity demonstrated by partners.

The main key to the success of the campaign is the partners ‘buy in’ from day one and their passion in relation to this area of work. The joint ‘Community Engagement and Communication Strategy’ provided templates to assist with the coordination of a campaign of this size.

**Recommendations**

* To build on this year’s footprint throughout the forthcoming year so that it is not just a ‘one off’ annual campaign. This should include key messages, training and ongoing promotion of local services
* Produce a calendar of days to ensure the message is shared across partners throughout the year identifying lead organisations and key messages where applicable and for this to be led by the Hate Crime Working Group.

**Next Steps**

The report will be shared with the Prevent Partnership Board, the North Yorkshire CSP and the NY Safeguarding Board/Partnership.

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**4th December 2020**

Appendix:1

**National Hate Crime Awareness Week 2020**

**North Yorkshire Police coverage return…**

**Overall during the week**

**Hate Crime awareness/support/reporting posts**

* Facebook: **95,200** people reached during the week
* Twitter: **82,400** impressions/week

**Multi-agency video**

* Facebook: **37,600** people reached/week
* Twitter: **21,000** impressions/week
* YouTube: **400** views/week

**Easy Read guide to Hate Crime**

* Facebook: **76,000** people reached/week
* Twitter: **19,250** impressions/week

**Regional police hate crime video**

* Facebook: **17,000** people reached

**One minute guide to Mate Crime**

* Facebook: **33,000** people reached/week
* Twitter: **4,600** impressions/week

**British Sign Language video**

* Facebook: **58,200** people reached/week
* Twitter: **15,300** impressions/week

**Richmondshire District Council/Yorkshire MESMAC video**

* Facebook: **18,100** people reached on Facebook

**Prevent – Let’s Talk About It**

* Facebook: **48,400** people reached
* Twitter: **12,700** impressions

**Safe Places**

* Facebook: **34,100** people reached
* Twitter: **10,500** impressions

**We Care Scheme video**

* Facebook: **18,400** people reached
* Twitter: **4,300** impressions

**Supporting Victims**

* Facebook: **10,600** people reached

**Modern Slavery / Anti-Slavery Day (16-18 Oct)**

* Facebook: **258,000** people reached
* Twitter: **79,000** impressions