



Lancashire Hate Crime Awareness Week 8th – 14th October

PACK CONTENTS:

- Introduction to the campaign
- The Campaign Pledge
- Hate Crime Week roadshow events
- What can partners do
- Campaign materials
- Future campaign activities
- Sample press release

INTRODUCTION TO CAMPAIGN #SayNoToHate

Following the referendum vote many concerns have been raised about reports of increased racial and religious hate crime and we know that the issue continues to affect LGB&T communities and those with disabilities.

Reporting of hate crime remains lower than actual incidences, suggesting a lack of confidence or a reluctance to come forward and report incidents.

There is a lot of great work going on around the county on cohesion and better integration and the aim will be to send a strong message with a unified campaign to challenge accepted behaviours, encourage reporting and make victims aware of support that is available to them.

Say no to hate - is a campaign designed to address the issues outlined and encourage people to report hate crimes.

THE CAMPAIGN PLEDGE

We will be asking people to show their support, think about the things they hear and say and sign up to the following pledge - *"I will not take part in, support or condone words actions or behaviours that could lead to hate or hate crimes in our communities."*

HATE CRIME WEEK ROADSHOWS IN YOUR AREA

- **Preston – On the Flag Market on Monday 10th October 2016 12:00 – 15:00**
Phot call at 13:00
- **Blackpool - St John's Square on Tuesday 11 October 2016 11:00 – 14:00**
Photo call at 12:30
- **Burnley – St James' Street on Wednesday 12th October 2016 11:00 – 14:00**
Photo call at 13:00
- **Blackburn – Town Hall on Thursday 13th October 2016 11:00 – 14:00**
Photo call at 12:45

The four roadshow events during Hate Crime Awareness Week will allow communities, campaigners, police and partners to come together and show their determination to stand up to hate crime and support those affected. The Police and Crime Commissioner will be inviting people to come and support the campaign by signing up to the pledge and sharing their support using **#SayNoToHate**.



WHO CAN GET INVOLVED?

Any members of the community, campaigners, supporters, elected officials and people wanting to make a clear statement against hate in Lancashire are invited to come along to the roadshows. If you know of people or local groups please let them know and come along.

We will be ensuring lots of pictures and images are shared on media sites and in local newspapers increasing awareness of the campaign.

WHAT ARE WE ASKING PARTNERS TO DO?

- Sign the pledge online at www.lancashire-pcc.gov.uk/saynotohate/ which will go live for the start of Hate Crime Awareness Week
- Attend one of the four events where possible with Council Leaders, Chief Executives, elected members, community safety partnership chairs, voluntary organisations, local volunteers and other people who want to stand shoulder with Lancashire Police and Crime Commissioner united against hate crime. Invite staff and people who work to combat hate crime.
- Support the Commissioner in gathering pledges and signatures on the day. Share your pictures and pledges on your social media pages and profiles.
- **Social media** – By signing up and encouraging people to share their pledges to **#SayNoToHate** on Facebook, Twitter and Instagram, organisations, individuals and groups can help send a stronger message on hate incidents and crimes. Props are attached that people and organisations can pose with to show their support for the campaign.
- Sharing attached graphics and gifs on social media to raise awareness of the campaign and send a clear message
- We will use the sign up data to target individuals who have engaged with us, sending them links to the website and third party reporting via email.
- **Other events** – If there are other events happening in your area that are linked to hate crime awareness week you can link them up with **#SayNoToHate**. Please share details of any activities happening with the Office of the Police and Crime Commissioner and we will work to link up with your activity.

CAMPAIGN MATERIALS AVAILABLE FOR PARTNERS – see resources attached to the email

- The roadshows features a 6m² digital advertising van - complete with animation demonstrating the impact of hate crimes and encouraging people to sign the pledge to #saynotohate or seek help with reporting. (please note this is only available for the roadshows already arranged due to cost)
- Pledge boards where attendees and members of the public are actively encouraged to sign their commitment to never knowingly encourage or turn their back on hate speech or crimes
- Web and social media banners for use on partner websites & social media channels etc
- Leaflets describing what hate crime is, its impact on victims and sign posting
- Draft press release on the campaign that can be adapted for partner websites and sharing with local media
- Cards featuring #saynotohate to use as a photo aid for social media pictures



- Posters to display in partner buildings showing the organisation has signed up to the campaign
- Online animations on the Commissioner's website and YouTube Channels
- Business cards promoting the pledge for use by partners

In addition there will be a number of radio advertisements across the three Rock FM stations throughout the week.

FUTURE CAMPAIGN ACTIVITIES

It is clear that this is not just about one week's worth of activity, there is more to be done around empowering victims and tackling views in people's living rooms, on the streets and in our mainstream and social media. There will be more to come so please get involved.

If you want to hold a pledge signing event in your organisation or community then please get in touch.

Please do share this information with relevant people and groups in your area and if you need more information from the Office of the Police and Crime Commissioner, please contact **Jonathan Broadbery** on jonathan.broadbery@lancashire-pcc.gov.uk or **01772 534 047**

DRAFT PRESS RELEASE / WEB PIECE TO BE ADAPTED – for partners and supporters

[XXXXXX] Joins Commissioner's call for Lancashire-wide pledge against hate crime

XXXXXXX has joined with Lancashire's Police and Crime Commissioner in signing up to an anti-hate crime pledge and 'Say No To Hate' in the county for National Hate Crime Awareness Week.

Ahead of a series of events across the county during Hate Crime Awareness Week (08-15 October) signed up to the pledge which aims to raise awareness of hate crimes and supported efforts to promote services available for those affected.

National figures have shown that hate crime spiked this year at levels that were 58% higher than the year before. These are any criminal offences which are motivated by prejudice against the victim based on their race, religion, disability, gender identity or sexuality.

Speaking about the pledge XXXXXX said, "..."

Clive Grunshaw, Lancashire's Police and Crime Commissioner added, "I am delighted that XXXXX will be signing up to the pledge and supporting my campaign against hate crime in Lancashire. I am proud of the diversity and strength of our communities in the county and there is a lot of great work going on to bring people together.

"I am clear that Lancashire is no place for hate and I want people to send a clear message by signing up to the pledge, reporting incidents when they happen and seeking support available through Lancashire Victim Services."

Editor's note:

For more details contact XXXXXXXX

The pledge to 'Say no to hate' in Lancashire is "Not to take part in, encourage, condone or ignore hate or hate crimes in our communities" can be signed via the Commissioner's website from the start of hate crime week on Saturday 08 October– www.Lancashire-pcc.gov.uk/saynotohate



Pledges can also be shared on social media using #saynotohate

Events will be taking place across Lancashire in the following places during Hate Crime Awareness Week -

Monday October 10	12pm-3pm	Preston Flag Market
Tuesday October 11	11am-2pm	Blackpool, St John's Square
Wednesday October 12	11am-2pm	Burnley, St James Street
Thursday October 13	11am-2pm	Blackburn, Town Hall Square

Data reported by the National Police Chief's Council showed that in the nine weeks around the June 23 referendum 3,514 more recorded hate crimes took place compared with the same period the year before. In one week there were over 600 more incidents which represented a 58% increase.

<http://news.npcc.police.uk/releases/tackling-hate-crime-remains-a-priority>