



**Respect difference, say NO to hate**

# **LLR Hate Crime Communications Strategy**

**Leicester, Leicestershire and Rutland**

**2018**

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## **Background**

Hate incidents and hate crimes do not simply injure the victim or damage their property but can and often do have an effect on whole families, the wider community and society as a whole. Research both locally and national indicates that hate incidents and hate crimes can cause greater psychological harm than other types of crime with a much greater and longer lasting effect on those involved.

Whilst Leicestershire Police are the lead agency in investigations of hate crimes, no single agency can effectively tackle hate incidents and hate crimes alone, partnership working is vital in responding to incidents of hate.

Leicestershire Police, Leicestershire County Council, the 7 District and Borough Councils, Leicester City Council, Rutland County Council and the local NHS have produced a Leicester Leicestershire and Rutland strategy statement for tackling hate and action plan to ensure a consistent approach across the sub region.

## **Aims**

The aims of this strategy are;

- Encourage reporting of hate crime, particularly among hard to reach communities
- To ensure that our work on Hate Crime is positively reported in the media
- To ensure all officers, staff and partners are updated when changes are made to processes or procedures around hate crime
- To raise awareness among the public and partners of what constitutes a hate crime or hate incident, and ways to report

## **How will we achieve this?**

We will ensure that Leicestershire Police and partners are working consistently and collaboratively across all Hate Crime communications.

## **Agreed actions**

- Create and maintain a hate crime calendar to allow forward planning for all hate crime partnership events and communications
- Agree a single point of contact for enquiries from media for stats around hate crime who will then work with relevant partners to ensure that correct figures are quoted
- A consistent tagline for communications explaining how to report hate crime to be developed
- A hate crime comms list for partners to be maintained. Partners are responsible for updating the list owner
- List of Twitter accounts
- A common hashtag to be agreed to link all of our communications
- Use new communication channels to reach a wider audience – look into the creation of a Stamp It Out Instagram account and increase use of Snapchat

## **Media Strategy**

Unless otherwise agreed, Leicestershire Police will lead on media activity around hate crime. Calls should be directed to the Media Relations Team on 0116 2228484.

## **Audience**

The three audiences to be targeted by this communications strategy are:

- Internal
- External
- Key stakeholders

Audiences can be segmented through specialist skills and interests, ages, gender, location and nationality. This will determine the most appropriate communication products in order to raise awareness and increase reporting of hate crime and hate incidents within LLR.

### **Internal Audience**

The internal audience comprises those who work for Leicestershire Police, Leicestershire County Council, the 7 Districts and Borough Councils, Leicester City Council, Rutland County Council (LLR), and Local Health Services associated with hate crime.

This audience is best targeted through internal internet (intranet), internal newsletters, emails and websites.

### **External Audience**

The external audience comprises of the diverse communities of Leicester, Leicester and Rutland who may not only be experiencing hate incidents and hate crimes but witnessing them within the neighbourhoods.

Generating the media's support for proactive/ positive work around hate crime is crucial if this strategy is to achieve its aim. Social media and website updates are also major channels of communication to an external audience.

### **Stakeholders**

The stakeholders of the project are not only a key audience, but they could become important advocates of the schemes.

They include, but are not limited to:

- Local authorities including County, City, District / Borough and Parish Councils
- Local councillors
- Local MPs
- Voluntary sector in Leicester, Leicestershire and Rutland
- Community centres
- Schools/Education sector
- Community Safety Partnerships
- Police and Crime Panel members

Stakeholders can be communicated through channels such as partner websites, email, events and local and regional media.

### **Calendar of Events**

A calendar of events is being created by Leicestershire County Council. This will be updated and reviewed regularly to ensure that relevant messages are being shared through the appropriate channels.

## **FAQs**

### **What is the difference between a hate crime and a hate incident?**

A hate incident is any non-crime incident which is perceived by the victim or any other person, to be motivated by a hostility or prejudice based on a person's actual or perceived characteristic. A hate crime is any criminal offence which is perceived, by the victim or any other person, to be motivated by a hostility or prejudice based on a person's actual or perceived characteristic.

### **What are the different types of hate crimes?**

There are 5 nationally agreed monitored hate crime categories which are:

- Disability
- Race
- Religion / Faith
- Sexual Orientation
- Transgender

In addition to these 5, Leicestershire Police also have 'Other' as a category which should be used where the motivation is any other reason such as: a Goth, body size or a member of the Armed Forces.

### **How can people report a hate crime?**

#### **Police**

A person can report a hate incident or hate crime to Leicestershire Police by a number of ways

- In an emergency a person should always ring 999
- The non-emergency for the Police is 101
- A person can report on line by visiting [www.stamp-it-out.co.uk](http://www.stamp-it-out.co.uk)

#### **Link to the main Force website:**

<https://leics.police.uk/>

#### **To Report a hate incident within Leicester City go to:**

<http://www.leicester.gov.uk/your-community/emergencies-safety-and-crime/hate-crime/>

#### **To report a hate incident within the Leicestershire County visit:**

[www.leics.gov.uk/reporthate](http://www.leics.gov.uk/reporthate) or call the County Hate Incident Monitoring Project on 0116 3058263 (during office hours)

#### **To report a hate incident within the Rutland County visit:**

[www.leics.gov.uk/reporthate](http://www.leics.gov.uk/reporthate)

Local council offices or main libraries are reporting centers for hate incidents. Reporting centers are alternative locations within the local community.