



## **LEICESTERSHIRE & RUTLAND SAFER COMMUNITIES STRATEGY BOARD**

**20 JUNE 2025**

### **SPEAK OUT SPACE**

#### **Purpose of report**

1. The purpose of this report is to highlight the work that has been carried out in a partnership approach to raise awareness and reporting of Hate Crime within Leicester, Leicestershire and Rutland.

#### **Background**

2. The Speak Out Space (formally known as the Hate Crime Hub) is an online resource and associated campaign to raise awareness of Hate Crime and Non-Crime hate incidents (NCHI) within LLR. It is a partnership approach from all local authorities.
3. Since the Stamp It Out campaign ceased, in 2021, there has been a void in localised support for those affected by hate crime and NCHI. This has been picked up through voices of our communities. The need for a partnership approach is apparent as hate crimes and NCHI's are reported to all agencies and often require a multi-agency approach. Therefore, responsibility should lie with all partners to work to reduce the causes.
4. Funding from the Office of the Police and Crime Commissioner (OPCC) was agreed, through the underspend of funds reserved for the Community Safety Partnerships. The funding was for the development, build and marketing of the Speak out Space, as well as 5 years maintenance and management. This includes an advertising campaign managed by Hitch.
5. Hitch Marketing Ltd were awarded the contact following a procurement process led by Leicestershire Police.
6. Quarterly hate crime data is inputted via Hitch onto the website.

#### **Proposals/Options**

7. Proposals going forward would be for ongoing partnership support for the promotion of the Speak out Space. A communications toolkit has been provided

to all partners. Initially there were access issues due to the software used, however this has since been resolved.

### **Notable developments and challenges:**

#### **Past Year**

8. The Speak out Space was launched on 15<sup>th</sup> April 2025. <https://speakoutspace.co.uk/>
9. Overall, the campaign generated 644,212 impressions (the number of times a website is displayed in search results). These resulted in 2,686 clicks to the campaign website, at a click through rate (CTR) of 0.42%, and average cost per click of 37p. Meta delivered the highest click-through rate (2.92%), driven by well-targeted, identity-specific messaging. This validates the approach of segmenting audiences and tailoring creative. However, engagement came with some negative sentiment in the comments, particularly on adverts relating to race and LGBTQ+ identities—highlighting the ongoing need for moderation and community management in this space.
10. Google Search achieved a CTR of 2.03%, indicating strong intent among users actively seeking information about hate crime. While the cost per click was higher at £1.20, this reflects the premium value of these highly engaged users who are more likely to take action.
11. Google Display had the lowest CTR (0.20%), which is typical for awareness-focused display campaigns. Despite lower engagement, it provided significant reach (over 570,000 impressions) and a very low cost per click of just £0.18, making it an efficient channel for top-of-funnel exposure.
12. TikTok's limited delivery (due to platform restrictions) still produced a competitive CPC (£0.66) and a moderate CTR (0.34%) in the short period it was active. Of note, TikTok assumed that this website was inciting hate crime, despite it being the opposite.
13. The website and campaign has had good reception from national charities such as the Sophie Lancaster Foundation, other forces and academics. The transparency around publishing data and highlighting local support is a key factor in this.

#### **Coming Year**

14. The Speak out Space requires ongoing promotion from local partners through their social media outlets. Leicestershire Police hate crime team need to be kept up to date with local authority issues or changes in reporting/management policies and procedures.

**Recommendations for the Board**

15. To note the contents of the report and support future partnership engagement.

**Officer to contact**

Insp Will Prince,  
Prevention Directorate  
Leicestershire Police  
Tel: 101

Email: [william.prince@leics.police.uk](mailto:william.prince@leics.police.uk)

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