

National Hate Crime Awareness Week 10 -17 October 2015

Encapsulation of the week



Ria Towill, Director and Tutor Phoenix Rising and Deborah Charles, Suffolk County Council, light the Vigil candles for the first time on 22nd September at St Edmundsbury Cathedral

Events held

56 Phoenix Rising students take part in the journey of the vigil candle across Suffolk



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Agencies involved

A large number of organisations and individuals across Suffolk supported the Suffolk Hate Crime Vigil, including Realise futures, Nowton Park, McDonalds, Papworth Trust, West Suffolk College, St Edmundsbury Deputy Mayor, High Sheriff of Suffolk, Suffolk Constabulary IAG and Royal Bank of Scotland



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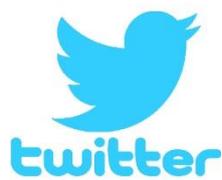
Social Media engagement

Used #NHCAW which provided a consistent social media presence across Suffolk and nationally. This also enabled agencies outside of Suffolk to identify the work and who carried out engagement events.

National map - coordinated by Stop Hate UK highlighted Suffolk as being part of the National awareness raising events – not marginalised.

Telling people that being part of the National Map had a positive impact, this should be repeated again and Suffolk County Council and other promoters should engage with the map.

Phoenix Rising paid a nominal fee to promote the vigil on Facebook. This had a substantial increase in the social media awareness and promotion for both Phoenix Rising and SHCS



Suffolkh&crime

50.3K tweet impressions

858 Profile Visits

74 Mentions

60 from other sources

704 followers

Top Tweet – photograph of Temporary Chief Constable and Police & Crime Commissioner with Hate Crime Candle 7,890 impressions

Top Mention – Jon Wright, Radio Suffolk, reflection & photographs following Hate Crime Vigil

96 engagements



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Phoenix Rising 2031:

20 new likes, average number reached is 120 per week, first week this increased to 1095 and the second week it reached 2040. Our shared pages went up by 30% and the biggest hit was the lighting of the Vigil Candle in the Cathedral, this had over 1500 people reached and shared

Suffolk Hate Crime Service

	Hate Crime Week	PREVIOUS WEEK	TREND
Page Visits	78	41	90.2%
Weekly Total Reach	2,770	1,261	119.7%
People Engaged	251	106	136.8%
Total Page Likes	378	356	6.2%

Press engagement

Radio Suffolk was fully involved and supportive; breakfast show on the Monday morning with Deborah and Ria in the studio, attendance at Hate Crime Vigil to record and interview speakers for the following Sunday morning show and also social media engagement promoting NHCAW, education and multi agency working.

Local press was inaccurate on more than occasion. This was a multi agency involvement but the Press only focused on one agency and not quoting from the organisers or checking with the organisers for accuracy.

We unfortunately were unable to obtain TV coverage during the week.

We did have support from both SCC and SC comms team during the week but this needs to be more formalised and earlier planning, something we will aim for next year. We will also consider engaging with comms teams across the country to get a bigger impact nationally on what is happening as well as the impact on Suffolk.

The suggestion had been to have small film clips sent out with press releases but due to limitations in the capacity of both comms, SHCS and PR this did not happen. This is something to plan ahead for future engagement as opportunities were missed at this time.



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Press releases were sent out but the focused stories and learning we had wanted to share was not necessarily what came across in the press. This is something we will need to manage in future, perhaps providing a press launch event to enable the co producers to engage with the press and share the accurate message to be relayed.

Hate Crime Vigil

An estimated 200 people attended the vigil at St Edmundsbury Cathedral which is more than 4 times the numbers at previous vigils held in UCS and The Mix. The presence of the choir also supported more people to attend in addition to the large amount of publicity across multi agencies.

In future we will look to further promote the link from St Paul's Cathedral to launch the week, which was attended by more than a dozen people from Suffolk, and our own Hate Crime Vigil towards the end of the week. Following the success of this event the Cathedral have already agreed to host this again next year.

Phoenix Rising promoted the vigil through education and linking with families and organisations, putting on workshops which engaged with 200 people over the two week period. We also promoted this through sharing best practice with other organisations.

What worked well

- Having senior Police officer & Councillor engagement in lead up to and participation at the vigil.
- Having Senior officers recognising the importance of education for young people and visibly demonstrating this by having her children accompanying her.
- SCC promotion of NHCAW and relevant logos on emails by a number of staff – provided brand awareness and promoting their engagement with the event.
- Articles written for Cathedral newsletter Santiago and also Inside SCC and Suffolk Constabulary intranet to promote to staff.
- Having 2 vigil candles to enable more access to communities across the county. One being the Hate Crime Candle, lit at the Cathedral, alongside the Education Candle which was provided by PR.
- Having promotion in the lead up to the event with prominent figures having their photograph taken with the candle to show their support but also importantly individuals wishing to be involved and have their photograph taken.
- Hadleigh Community Choir not only provided the musical entertainment, which was thought provoking in choice of repertoire, but also the support from choir members. Many attended to show support for one of their own who was speaking but since then have told others about Hate Crime and are keen to do more in the future.
- Filming of vigil received positively by those involved but also others unable to attend. – suggestion further down to develop this
- Differentiation

Signer – positive engagement which highlighted best practice for community events.

Large print copies of programme on yellow paper for visually impaired



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Support workers who volunteered to assist people with disabilities to attend but also participate in the vigil.

- Having the SCC communication team on board was a really positive experience
- Having different speakers at the Vigil had a positive impact and was very inclusive.
- Having no VIP seats had the effect of fully including everyone
- Having a positive working relationship with my co-facilitator enabled us to feed ideas off each other and gave greater flexibility, working to each other's strengths.
- Having a high standard of information leaflet at the vigil, enabled people to engage with the evening
- Having humour and fun throughout the journey

Gaps identified

- There was a recognised lack of BME engagement which also reflected a lack of agencies showing support
- Suffolk Refugee Council AGM on same night as Vigil may have had an impact.
- Suffolk Hate Crime Partnership – only one member of the partnership attended and no one from Victim Support available. This was disappointing as was an ideal opportunity to promote the new working arrangements for victims of crime.
- No large displays in public buildings – opportunity to promote what is available in Suffolk
- Positive engagement from Royal Bank of Scotland and McDonalds yet we did not promote their involvement fully
- No promotional material was available in Suffolk to enable people to show their support.

Recommendations for next year

- Engage earlier, suggested 6 months prior, to NHCAW to promote positive engagement and support from across all the protect characteristics. It may involve support to identify how they can become involved and engaged both for the week and long term.
- Take the Suffolk Hate Crime Candle to the St Paul's Vigil and light from there to show the journey nationally and locally.
- Provide information in Easy Read and audio for visually impaired.
- Accessible room provided by the Cathedral to enable speakers to meet prior to the vigil to engage and for press to interview speakers.
- First Direct lit their building during NHCAW – suggestion is that this is followed up across the country with iconic buildings lit red during each evening of the week – need to identify which buildings in Suffolk and logistics to enable this to happen. If unable to do for whole week, identify one evening per building or all buildings on one evening – this would enable whole county engagement
- Important to include and engage business community – Chamber of Commerce, British Sugar, Greene King, Rotary Clubs etc.
- Expand awareness to voluntary sector communities and youth engagement e.g. Brownies, Guides, Scouts, Beavers, Youth Groups.....



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- A budget is identified to enable volunteers to be refunded expenses but also to enable the coordinator from this year to receive some money recompense for the hours committed in promoting and planning the events.
- Live streaming of vigil via periscope to enable whole county and beyond to be engaged in the event.
- Engage with organisations in the local community earlier; develop bespoke training for students to raise awareness of Hate Crime.
- Have a marquee in towns across Suffolk to raise awareness in local communities, potentially use the Police pods and engagement with local Safer Neighbourhood Teams.
- Promotion material to be made available – e.g. wristbands, t shirts, badges etc. which may be to coincide with NHCAW or localised to Suffolk



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