

HATE ENDS HERE

Hate Ends Here Campaign Resource Pack

Developed by the Office of the Police and Crime
Commissioner for Cleveland



Background

In October 2024, Police and Crime Commissioner Matt Storey announced that he would commit to regular partnership meetings to oversee how organisations across Cleveland were working to tackle hate crime.

The Cleveland Strategic Hate Crime Partnership was formed – made up of representatives from a range of local organisations.

The Partnership looks at how each organisation is working to raise awareness of hate crime and how to report it, their plans to reduce community tensions and educate residents.

It also considers the experience of hate crime victims, including the support available after reporting and the outcomes secured by the criminal justice system.

The need for a campaign

This new Partnership quickly identified the need for a Cleveland-wide campaign to raise awareness of hate crime, how to report it and how to access support to recover following an incident.

Collectively, the organisations within the Partnership agreed that the Office of the Police and Crime Commissioner should lead on the development of this campaign.

Engagement with diverse groups

To help inform the campaign, discussions were undertaken with groups who represent the views and support individuals with protected characteristics. The valuable feedback from these discussions has been factored into the key messaging below.

Hate crime

Hate crime is defined as:

Any criminal offence which is perceived by the victim or any other person, to be motivated by hostility or prejudice, based on a person's disability or perceived disability; race or perceived race; or religion or perceived religion; or sexual orientation or perceived sexual orientation or transgender identity or perceived transgender identity."

Someone can be a victim of **more than one** type of hate crime.

There is no legal definition of hostility so police and prosecutors use the everyday understanding of the word which includes ill-will, spite, contempt, prejudice, unfriendliness, antagonism, resentment and dislike.

Facts and figures

- In the rolling year to December 2024, **14,657** people were prosecuted for hate crime nationally.
- Nationally, **87%** of people accused of a hate crime are charged. Of these, **86%** are convicted at court.
- Of those convicted at court, **77% received a tougher sentence** due to the hate element of their offence.
- 70% of all reported hate crime nationally to December 2024 related to the **race** of the victim. Around 20% was **homophobic** hate crime.
- **Hate crime in Cleveland has steadily risen** year-on-year from 359 in 2012/13 to 1,562 incidents in 2022/23.
- There was a further **11% increase during 2024/25** with 1,747 reported hate crimes in the Cleveland area. It was noted that the figures had been influenced by the period of violent disorder in summer 2024.

Audiences

It's important that the **Hate Ends Here** campaign reaches as many people as possible. However, three audiences have been identified for the campaign's key messages:

- **Victims and potential victims**
 - This group includes those who have already been impacted by hate crime or those who may sadly experience hate crime in the future.
- **Perpetrators and potential perpetrators**
 - It is important to address those who actively commit hate crime in their communities, or those who may commit hate crime without realising that it is a criminal offence.
- **Bystanders and witnesses**
 - Many people may witness or see hate crime occurring in public spaces they use. We want to reach out to them to encourage them to reject hate and report incidents.

Key messaging

Three key messages were identified that would simplify the most important messages of the campaign:

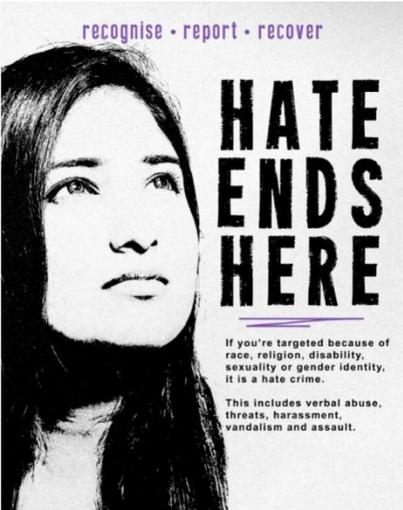
1. **Recognise**
 - Understanding what hate crime is and recognising it as a criminal offence. Advising that it should not be tolerated.
2. **Report**
 - Highlighting the various ways to report hate crime to authorities. Encouraging people to tell a trusted person who may be able to support them to report.
3. **Recover**
 - After a traumatic incident, it is important people access the right support to help them to recover.

Resources

The following resources have been developed to be used by organisations across Cleveland to raise awareness of hate crime, how to report it and how to access support.

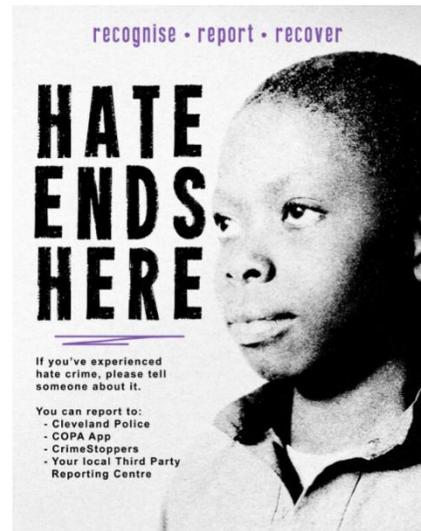
A full suite of resources can be downloaded here: <https://www.cleveland.pcc.police.uk/working-for-you/reduce-crime-antisocial-behaviour-and-harm/hate-crime/hate-ends-here-campaign/>

Below is a list of the resources available with a suggested social media post to accompany it.

Asset type	Asset name	Graphic	Suggested social media post
Social media graphic	Victim 1		<p>Hate Ends Here 🚫</p> <p>It is a criminal offence if someone harms you based on your:</p> <ul style="list-style-type: none"> • Race • Religion • Disability • Sexual orientation • Transgender identity <p>Hate crime is taken seriously by the police and criminal justice system. Report today.</p> <p>#HateEndsHere #RecogniseReportRecover</p>

Social
media
graphic

Victim 2



Tell someone if you've experienced hate crime 

If you've experienced hate crime, it's important you tell someone about it.

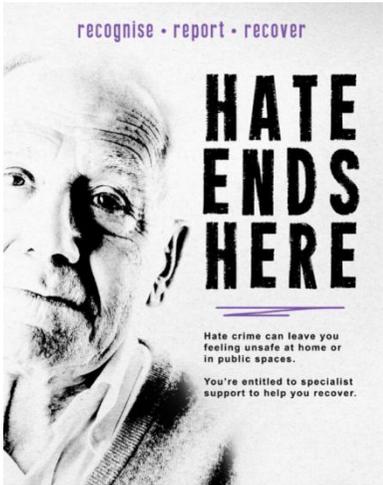
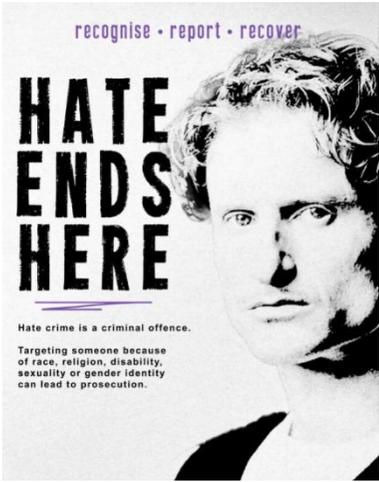
→ Report to the police – use 999 in an emergency or call 101 in a non-emergency.

→ Download the COPA app and report directly from your smartphone.

→ Report anonymously to CrimeStoppers on 0800 555111 or report on their website.

→ Locate your nearest Third Party Reporting Centre here:
[Cleveland-Hate-Crime-Reporting-Centres.pdf](#)

#HateEndsHere #RecogniseReportRecover

<p>Social media graphic</p>	<p>Victim 3</p>		<p>Get help following a hate crime ❤️</p> <p>We know recovering from a hate crime or incident can be a challenging process.</p> <p>Victim Care and Advice Service provide free, confidential advice about how to move forward positively after a hate crime.</p> <p>☎ 0303 040 1099</p> <p>✉ info@vcas.uk</p> <p>#HateEndsHere #RecogniseReportRecover</p>
<p>Social media graphic</p>	<p>Perpetrator 1</p>		<p>Commit hate crime? Face justice ⚖️</p> <p>In 2024, 87% of people who were accused of hate crime nationwide were prosecuted. The vast majority were then convicted at court.</p> <p>Over 70% of those convicted received an uplifted sentence due to the hate element of their crime.</p> <p>Don't ruin multiple lives. Hate Ends Here 🚫</p> <p>#HateEndsHere #Recognise</p>

Social
media
graphic

Perpetrator 2



Hate Ends Here 

Any crime is considered a hate crime if the offender demonstrates or is motivated by hostility based on:

- Race
- Religion
- Disability
- Sexual orientation
- Transgender identity

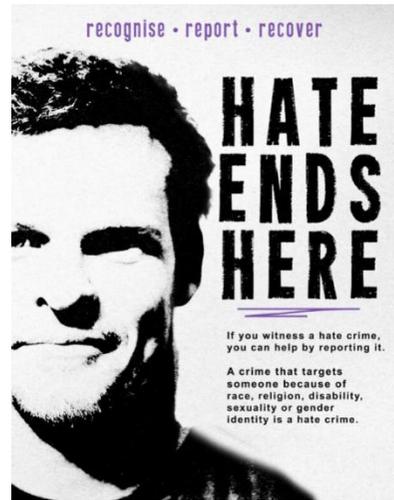
This includes verbal abuse, threats, harassment, vandalism and assault.

Don't do it.

#HateEndsHere #Recognise

Social
media
graphic

Bystander 1



Could you spot hate crime? 🔍

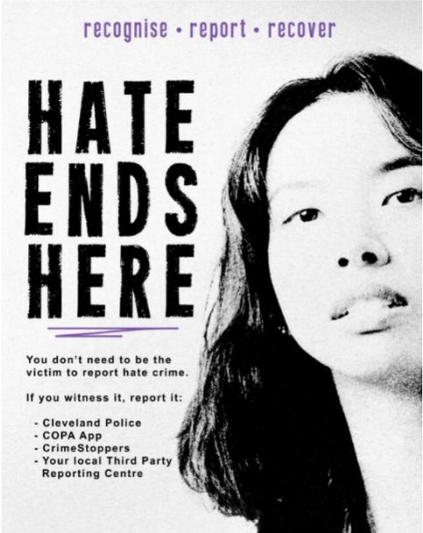
It is a criminal offence if someone harms another person based on their:

- Race
- Religion
- Disability
- Sexual orientation
- Transgender identity

This includes verbal abuse, threats, harassment, vandalism and assault.

Call it out. Hate Ends Here 🚫

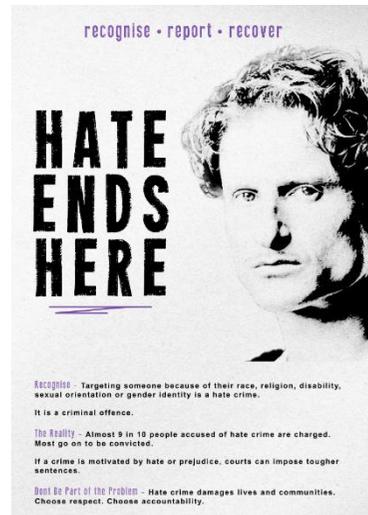
#HateEndsHere #RecogniseReportRecover

<p>Social media graphic</p>	<p>Bystander 2</p>		<p>How to report hate crime </p> <p>You can report a hate crime even if you are not the direct victim.</p> <ul style="list-style-type: none"> → Report to the police – use 999 in an emergency or call 101 in a non-emergency. → Download the COPA app and report directly from your smartphone. → Report anonymously to CrimeStoppers on 0800 555111 or report on their website. → Locate your nearest Third Party Reporting Centre here: Cleveland-Hate-Crime-Reporting-Centres.pdf <p>Take part in a free, 30 minute course on active bystander from the @SuzyLamplughTrust: https://www.suzylamplugh.org/anti-harassment-training</p> <p>#HateEndsHere #RecogniseReportRecover</p>
<p>A4 Poster</p>	<p>Victim A4</p>		



A4 Poster

Perpetrator
A4



A4 Poster	Bystander A4	 <p>recognise • report • recover</p> <h1>HATE ENDS HERE</h1> <p>RECOGNISE - A crime committed because of someone's race, religion, disability, sexual orientation or gender identity is a hate crime. Hate crime affects individuals, families and whole communities.</p> <p>REPORT - You don't need to be the victim to report hate crime. If you see it or hear it, tell someone.</p> <p>You can report to: Cleveland Police Crimestoppers (anonymously) A Third Party Reporting Centre</p> <p>SUPPORT RECOVERY - If someone has experienced hate crime, let them know help is available through the Victim Care and Advice Service (VCAS). Call: 0303 040 1999. Email: info@pcc.uk</p>  <p>scan to report</p>	
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Contact

For more information on how to use the resources, please contact the OPCC Communications and Engagement Team on pccmedia@cleveland.police.uk