

DECISION NOTICE

Decision author and proposer: Dave Byrne

Subject:
Hate Crime Investment to Raise Awareness

Type of decision:			
Deputy Mayor's decision		Chief Officer's decision	X

In all case this will need to be approved by the Director Police, Crime, Criminal Justice and Fire.

<p>The decision is that:</p> <p>Up to £50,000 be allocated to support activity to raise awareness, reporting and understanding of hate crime in Greater Manchester. This will include a central awareness campaign in support of Hate Crime Awareness Week in February 2025.</p>
<p>The reasons for the decision are:</p> <p>Hate crime has been identified as a significant issue which requires a coordinated partnership response. It is proposed that the following be supported:</p> <p>That up to £50,000 be provided in support of a central awareness campaign, including a focus to promote Greater Manchester's Hate Crime Awareness Week in February 2025. Building on the partnership approach taken to the campaign in 2024 work will continue with GMP, Local Authorities, TfGM, CPS, GMFRS, NHS and other partners to access their advertising assets and maximise the effectiveness of the campaign.</p> <p>A number of media channels will be considered in support of the campaign including advertisement on public transport, radio and paid advertisement on social media.</p> <p>The funding will also allow for the provision of branded promotional materials, that will be disseminated to each local authority area. The materials will feature dedicated partnership branding to be used in future campaigns.</p>

The funding will also enable the continued provision of the www.letsendhatecrime.com website, which is a partnership landing page to easily direct the public to report hate crime, receive support or seek general advice. Funding will ensure the content remains up to date and relevant.

A task group has been formed bringing together communications and community safety staff from partner organisations to plan and manage the campaign. Work will be undertaken to ensure the campaign reflects the concerns raised to the partnership by communities.

Details of previous communications campaigns have been shared with members of the Greater Manchester Equality Panels and comments will be built into the next campaign along with feedback from the refreshed Hate Crime Plan survey responses from March 2024.

This decision will contribute to the priorities of the Greater Manchester strategy in the following ways:

The funding supports the commitments within the Greater Manchester Strategy by enabling: *...resilient, safe, and vibrant communities where everyone has access to essential services, with local centres and high streets which are successful and reflective of their populations, and access to high quality leisure spaces.*

The funding also directly supports the Standing Together Police and Crime Plan which commits to *Raise awareness of hate crime, the harm it causes, promote how people can report it and improve the access to support for victims.*

In addition, the funding will also support key priorities within the Greater Manchester Plan to Tackle Hate Crime in respect of raising awareness of hate crime, reporting mechanisms and accessing support.

Procurement comments:

Funds are provided to MCC, which becomes the Contracting Authority for the purposes of the Public Contracts Regulations 2015.

Financial comments:

The funding will be provided from the Community Safety Budget for 2024/25 and there are sufficient funds to do so.

Legal comments:

N/A

Risk Assessment:

To ensure appropriate spend of the grant, GMCA will work with Manchester City Council as lead authority for the GM Hate Crime Communications and will approve all spend in advance.

Is safeguarding of children relevant and has this been considered:

Grant recipients will be asked to ensure local policies and safeguards are in place as appropriate.

Is safeguarding of vulnerable adults relevant and has this been considered:

Grant recipients will be asked to ensure local policies and safeguards are in place as appropriate.

Agreed by Director – Police, Crime, Criminal Justice and Fire

Signed



Date 15th August 2024

Agreed by Treasurer, Greater Manchester Combined Authority

Signed

Date

Agreed by Deputy Mayor

Signed:

Date: