

23 February 2023

Dear

ATISN 17095

Thank you for your request which was received on 1 February 2023.

The Freedom of Information Act 2000 (FOIA) provides a right to know whether the Welsh Government holds the specific recorded information that is requested and a right of access to that recorded information, unless one or more exemptions apply. On 2 February we wrote to you acknowledging the request and confirming that your questions could be split into two categories, which were detailed in that letter and are repeated below.

1. Requests for recorded information which are valid FoI requests.

1] How much money Welsh Government spend on the Hate Crime Hurts campaign?

2] how did Welsh Government evaluate and monitor the campaign?

3] What were the outcomes of the work?

4] Please provide any evaluation and monitoring data

5] How were trans communities included?

8] In the LGBTQ action plan it says "Work with Police and Crime Commissioners and Chief Constables, along with other criminal and social justice partners, to review the under-reporting of LGBTQ+ hate crimes with the aim of acting to further improve the levels of reporting.". What work around this area has been done around this area?

8.1] Who are your social justice partners?

9] Please publish your research around under-reporting of LGBTQ hate crimes.

10] In the LGBTQ action plan it says "Engage with members of LGBTQ+, disabled and Black, Asian and Minority Ethnic communities to understand issues where there appears to be a lack of understanding amongst police call handlers and other front-line staff. This should then inform work with Chief Constables to develop awareness raising inputs on specific issues related to hate crime, human rights and how those with protected characteristics are targeted." When was this due to be done, has it been done yet?

11.] Who did you contact? What organisations did you contact?

12] how many transphobic instances were recorded from 2019-2021 in Wales?

2. Questions or requests seeking opinion and explanations which fall outside the scope of the FOIA - responses will be provided.

The following questions, we believe, are not valid FOI requests, as these are asking for explanations, opinions or asking us to consider potential courses of actions. Whilst these are not valid FOI requests, we have nevertheless provided answers to the questions in our response below:

6] Did this campaign lead to a rise in hate crime being reported?

7] Has the Welsh Government considered abolitionist approaches towards solving hate crime beyond expecting communities to report to police forces that are perceived to be institutionally racist?

11.1] Did any stakeholders raise issues of institutional racism in the police force as a barrier to reporting?

OUR RESPONSE

I will now set out the Welsh Government's response to your request.

1] How much money did you spend on the Hate Crime Hurts campaign?

2020/2021 - £180,000.00 plus VAT

2021/2022 - £120,000.00 plus VAT

2] how did you evaluate and monitor the campaign?

The campaign was evaluated against a list of objectives – please see below.

3] What were the outcomes of the work?

In 2020/2021

- The total number of calls to Victim Support in March 2021 lifted by +122% from 78 calls (March 2020) to 173 (March 2021)
- 31% increase in case referrals, 189 (March 2020) to 247 (March 2021), with 62% out of the cases agreeing to further support, and an 86% increase in self-referral cases.
- Verbal abuse was the top search term during the campaign with 516 clicks. The other search terms included: disability discrimination (305 clicks), hate crime (302 clicks), race discrimination (230 clicks), online abuse (136 clicks), hate hurts wales (106 clicks)
- 24% increase in disability hate crime reports from 33 (March 2020) to 41 (March 2021)
- The number of Victim Support website visits had a +122% increase, from 626 (March 2020) to 1,389 (March 2021)
- The number of users to the Victim Support website increased from 44 (March 2020) to 613 (March 2021) during the campaign period
- Social media was successful in engaging with the audience, with over 400 comments and over 100 shares.

- 62% of the audience said they have 'heard of hate crime and have a fair idea of what it is'.

For 2021/2022

- The total number of calls to Victim Support during the campaign period lifted by +242% by from 173 calls (2021) to 591 (2022). The total number of calls during the Above the Line campaign activity was 316, which is still a +83% lift from the Above the Line period the previous year.
- The campaign achieved a +99.6% increase in clicks through to the campaign webpage compared to the target of 50,000: 99,813 clicks during the campaign period (Oct 21-Mar 22).
- The number of the Welsh public who believe nothing would be done as a result of reporting a hate crime increased during the campaign period from 38% (Mar21) to 47% (Mar22) – which could be a reflection on wider events in the world and in the UK. However, of the Black, Asian, Minority Ethnic audience: 35% agreed with this statement in 2022 compared to 57% in 2021 (decrease).
- The number of people who were scared to report in case it made things worse has decreased from 42% (2021) to 39% (2022) and 90% said they would report to the police, which has increased since 2021 from 88%.
- The number of victims who would likely report a hate crime remained the same at 66% - a positive outcome as maintaining such awareness with a reduction in budget and TV (a media channel that builds awareness) would usually result in a decrease. Of the 66% of victims who said they would be likely to report 74% had seen the advert.
- The number of bystanders who would likely report increased by 2% from 76% (2021) to 78% (2022). Of the 78% of bystanders who said they would be likely to report 83% had seen the advert.
- Case referrals increased +104% compared to the last campaign period, from 262 (2021) to 535 (2022), and there was a +109% increase in self-referral cases, from 23 (2021) to 48 (2022).

4] Please provide any evaluation and monitoring data

Our campaign objectives have focused on raising awareness and understanding of hate crime and encouraging and increasing the reporting of hate crime. We use a number of different metrics for purposes of evaluation:

- 50% increase in calls to Victim Support over the duration of the campaign, compared to the same period in 2020/21 (Oct 2021 – Mar 2022).
- 50,000 clicks to the Welsh Government webpage over the duration of the campaign as a result of digital advertising (compared to just under 25,000 in Mar 2021)
- Decrease in proportion of Welsh public (NB not specifically victims and bystanders) who believe nothing would be done as a result of reporting a hate crime (38% in the baseline Mar 2021 survey)
- Increase in percentage of victims of hate crime likely to report it (66% total in Mar 2021)
- Increase in percentage of bystanders likely to report (if they saw someone else being the victim) (76%* total likely to report in the Mar 21)

5] How were trans communities included?

A focus group with LGBTQ+ people to provide feedback on the development of the campaign was held on 15 December 2020 led by Stonewall Cymru.

6] Did this campaign lead to a rise in hate crime being reported?

The total number of calls to Victim Support lifted during both bursts of the campaign (see point 3).

7] Has the Welsh government considered abolitionist approaches towards solving hate crime beyond expecting communities to report to police forces that are perceived to be institutionally racist.

No recorded information is held on this.

8] In the LGBTQ action plan it says "Work with Police and Crime Commissioners and Chief Constables, along with other criminal and social justice partners, to review the under-reporting of LGBTQ+ hate crimes with the aim of acting to further improve the levels of reporting.". What work around this area has been done around this area?

The draft LGBTQ+ Action Plan quoted above was published for consultation in June 2021. The final LGBTQ+ Action Plan, showing the final wording for each action along with a timeline for completion, was published on 7 February and can be accessed on the following link:

[LGBTQ+ Action Plan for Wales | GOV.WALES](#)

8.1] Who are your social justice partners?

The Welsh Government works with a large number of stakeholders, organisations, and partners across sectors and policy areas. In the context of social justice, these include public bodies, local authorities, charities, and organisations across sectors, including tackling poverty, education, fair work, trade unions, employers, equality, human rights, and more.

9] Please publish your research around under-reporting of LGBTQ hate crimes.

There has been no Welsh Government research into the under-reporting of LGBTQ hate crimes.

10] In the LGBTQ action plan it says "Engage with members of LGBTQ+, disabled and Black, Asian and Minority Ethnic communities to understand issues where there appears to be a lack of understanding amongst police call handlers and other front line staff. This should then inform work with Chief Constables to develop awareness raising inputs on specific issues related to hate crime, human rights and how those with protected characteristics are targeted." When was this due to be done, has it been done yet?

The draft LGBTQ+ Action Plan quoted above was published for consultation in June 2021. The final LGBTQ+ Action Plan, showing the final wording for each action along with a timeline for completion, was published on 7 February and can be accessed on the following link: [LGBTQ+ Action Plan for Wales | GOV.WALES](#)

10.1] Did any stakeholders raise issues of institutional racism in the police force as a barrier to reporting?

In line with the above response, no information is held in relation to this request.

11.] Who did you contact? What organisations did you contact?

You will see from the final published LGBTQ+ Action Plan that the timescale for this action (which has changed since the draft published for consultation) is 'long term'. Therefore, no organisations have been contacted as yet.

11] how many transphobic instances were recorded from 2019-2021 in Wales?

Home Office statistics show that:

132 transphobic hate crimes were recorded in Wales from 1 April 2019 to 31 March 2020.

173 transphobic hate crimes were recorded in Wales from 1 April 2020 to 31 March 2021.

Next steps

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit,
Welsh Government,
Cathays Park,
Cardiff,
CF10 3NQ

or Email: Freedom.ofinformation@gov.wales

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at: Information Commissioner's Office,
Wycliffe House,
Water Lane,
Wilmslow,
Cheshire,
SK9 5AF.

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely

