**Managerial Summary**

**The ERi anti-hate crime tour is an event organised within ‘TransForum Manchester’ (‘TransForum’).[[1]](#endnote-1) This tour supports the oppositions to hate crimes, training in and celebrations of Diversity plus environmental awareness.**

“Hate crimes are any crimes that are targeted at a person because of hostility or prejudice towards that person’s”[[2]](#endnote-2)

* Disability
* Race or ethnicity
* Religion or belief
* Sexual orientation
* Transgender identity
* Alternative sub-culture

From investigations published by the **Government ‘Home Office’**, we are aware that Manchester has had the highest numbers of hate crimes after London. We also note that the quoted occurrences of hate crime are dramatically lower than the estimated numbers. While the data suggests that racist hate crimes predominate, other hate crimes are significantly under-reported as well.

Researches into various hate crimes, instigated by Government departments, suggest these different discriminations are misunderstood by organisations analysing hate crimes and by people receiving these prejudices. ‘TransForum’ aids enhancing knowledge and assistance for these vulnerable people in Manchester.

The ERi tour assists educating/informing individuals and organisations about **the benefits of Diversity sensitivity both from the enrichment of diverse communities and the favourable commercial flexibility**, which include resisting hate crimes. As part of this, it promotes the innovative training schemes provided by ‘TransForum’ to facilitate providing this advice. Alongside the advantages of environmental responsiveness will also be detailed.

Furthermore, the ERi anti-hate crime tour supports **raising aspirations** amongst various communities with the help and guidance towards expanding ethical businesses and thus enhancing employment. This encompasses **inspiring ethical private organisations** to assist diverse communities with the objective of developing these companies. This includes the growing **Public Engagement policies of universities** with their objectives to support vulnerable groups and oppose discrimination.[[3]](#endnote-3)

The central image of ERi is composed of waste CD pieces this tour also promotes enhancing **awareness of and education about ‘Reduce, Reuse, Recycle’.** Greater Manchester is apparently having difficulties in this area.[[4]](#endnote-4)

* 1. **Aims and Objectives**

**The ERi anti-hate crime tour aims to:**

* **Promote the benefits of Diversity awareness, resistance to hate crimes and environmental support.**
* **Provide information for an extensive and far reaching support system.**
* **Facilitates the provisions of advice, support, training, and education accessible to ALL end users.**

**By providing this service, tour’s objectives are to facilitate**

* **Emotional support empowerment.**
* **Practical help to all end users.**
* **Enhancement of ethical businesses, increasing employment, and providing in-house training.**
* **Skills seminars and workshops delivered by ‘TransForum’.**
* **Supporting external bodies with information from a continually updated database.**

**1.2 Mission**

The mission of the ERi anti-hate crime tour is the pursuit of the following principles:

*In encouraging cross-community involvement in the promotion of creativity and inventiveness, alongside associated services, the ERi anti-hate crime tour intends to combat hate crimes and give a greater understanding of ALL aspects of diverse communities.*

*The ‘target groups’ will be broad spectrum as the current information about the vulnerable communities, as a whole, is sketchy. By assisting the provision of equality and diversity training by ‘TransForum’, which is tailored to the needs of the end-user, this should be far more effective. This encompasses introducing organisations to the duty of care as far as employees and employment legislation therein.*

*By inviting other community groups to seminars and workshops, the ERi anti-hate crime tour intends to create a flow of community understanding, empowerment and information. This, of course, will assist in fulfilling some of the tour’s objectives.*

*The research data gained by TransForum from evaluating workshops, steering groups coupled with long-term on-line questionnaire data will certainly provide educational access government and community bodies.*

*The information database will also facilitate in the growth of expressions of the diverse communities. Giving a clearer indication of what support the community groups require.*

**1.3 Keys to Success**

* Enhance strong networks of support within diverse communities.
* Launch a series of creative activities that will successfully expand the ERi anti-hate crime tour.
* Establish an effective training program for individuals and mentors that will increase their ability to be successful communicators.
* Establish an effective monitoring system to protect both individuals and mentors.

**Organization Summary**

**The ERi anti-hate crime tour is a service provided by members of ‘TransForum’. It serves to educate and inform individuals and representatives of organisations seeking advice about resisting hate crimes, Diversity issues and environmental awareness. It instigates innovative workshops to facilitate providing this advice.**

**Services**

The ERi anti-hate crime tour serves to educate, inspire and inform individuals and representatives of organisations seeking advice. It shall encourage the provision of the innovative workshops from TransForum to facilitate providing this assistance. This will include and encompass the following:

* Providing publications that detail support against hate incidents and crimes, which also assist ethical businesses in promoting their support for the tour and the expansion of a diverse workforce.
* Providing paid and voluntary employment.
* The opportunity to gain practical and employability skills.
* Confidence and assertiveness Training.
* Equality and Diversity Training.
* Engaging youth groups.
* Evaluating all workshops, seminars and surgeries.
* Holding consultations amongst the community groups with a view to improve services.
* Providing access to a continuously updated database. This would facilitate official bodies the opportunity to gain greater understanding of all elements of the diverse communities and their needs.

**Communities Size and Exposure Summary**

The population size of those vulnerable to hate crimes in the UK is substantial.[[5]](#endnote-5)

|  |  |  |  |
| --- | --- | --- | --- |
| Hate Crime Vulnerabilities | Data about the identified communities | Details about quantifying the identified communities | Approx. nos. of vulnerable people |
|  |  |  |  |
| Racism | Non-white people are 13 times more likely to receive racist abuse than white people. | Non-white population: | ~7,900,000 |
|  |  | Total | ~7,900,000 |

|  |  |  |  |
| --- | --- | --- | --- |
| Antitheism (Hatred of religious beliefs) | Media organizations focus on Islamophobic outlooks about the UK people who are Muslim.[[6]](#endnote-6) There are also articles of UK anti-Christianity.[[7]](#endnote-7) Several documents detail development of antitheism.[[8]](#endnote-8)  | UK Muslim population:UK Christian population:Other religious beliefs: | ~2,790,000~37,583,962~ 2,062,000 |
|  |  | Total | ~42,435,962 |

|  |  |  |  |
| --- | --- | --- | --- |
| Disablism | One in six people have hearing difficulties.[[9]](#endnote-9)  | Hearing losses: | ~10,000,000 |
|  |  | Total | ~10,000,000 |
|  | The 2011 Censuses detail how people regard their health. | Fair Health:Poor health:Very poor health: | ~7,402,000~2,429,000~716,000 |
|  |  | Total | ~10,547,000 |

|  |  |  |  |
| --- | --- | --- | --- |
| Homophobia | One in six lesbian, gay and bisexual people have experienced a homophobic hate crime or incident over the last three years. | The Government is using the figure of 5-7% of the population, which Stonewall feels is a “reasonable estimate”.[[10]](#endnote-10) | ~3,600,000 |
|  |  | Total | ~3,600,000 |

NB: The UN Human Rights Council has recently made a groundbreaking judgement (on 28th Sept. 2014) where 25 to 14 members recognised the discriminations against LGBT people. They recognise these discriminations can be violent, even murderous. The UN Council has stipulated organisations need to be further trained around this area.

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| --- | --- | --- | --- |
| Transphobia | As with LGB people, assessing the numbers of trans\*[[11]](#endnote-11) identities is uncertain and variable.  | The film “Just Like a Woman” alleges 1 in 20 men cross-dress. As all people who transition gender begin as cross-dressers, this estimation may comprise all trans\* identities. This may also be the case with women. Therefore 5% of the UK population may be a valid approximation. | ~3,600,000 |
|  |  | Total | ~3,600,000 |

|  |  |  |  |
| --- | --- | --- | --- |
| Prejudices against alternative subcultures | Teenagers who are in alternative subcultures are often bullied and more likely to self-harm.[[12]](#endnote-12) | Quantifying these sub-cultures is difficult but many articles suggest they are sizable.[[13]](#endnote-13) | ? |

**It is acknowledged that the substantial sizes of these groups and the ripple effects deriving from the experiences or fear of hate incidents/crimes may suggest that many organizations may benefit from the training offered by TransForum.**

**Additionally, these substantial sizes may be magnetic to certain ethical commercial organisations. The involvement of such companies within this tour is welcomed as long as the tour (within TransForum) and the vulnerable communities also benefit.**

**Strategy and Implementation Summary**

There are three focuses to the tour’s implementation:

* First is the creation of a network of mutually supportive contacts.
* The second is the recruiting and training of mentees/mentors.
* The third is the development of fundraising and other finance raising strategies.

**5.1 Fundraising (and finance raising) Strategy**

* On-going

**5.1.1 Funding Forecast**

* On-going

**5.2 Marketing Strategy**

The organisers of the ERi anti-hate crime tour believe in the goal of supporting all people vulnerable to hate incidents/crimes.  The goal is to raise the visibility of Diversity in mainstream society:

* Referral sources will use the service;
* Funding and other finance raising sources will support the program;
* Adults will volunteer to be mentors.

The marketing strategy will be to successfully reproduce/sell this new event to organisations nationally.  A referral coordinator will create and maintain a network of contacts that will serve as the referral source for the tour to accomplish this.

**Financial Plan**

* On-going

However several present costs can be detailed and estimated:

|  |  |  |
| --- | --- | --- |
| Items | Details | Present Costs |
|  |  |  |
| Protective packing for the transport of ERi. | Foam edging and padded covering. |  £20 |
| Roof rails. | Aluminium rails for the transport of ERi using a car. |  £90 |
| ERi easel. | Custom easel has been made to correctly physically mount ERi. |  £40 |
|  | Present expenditure: |  £150  |
|  |  |  |
| Items | Details | Estimated Costs |
|  |  |  |
| Van hire | Hiring a van is needed if both ERi and its easel are to be transported. | Per Day: £40-60Per Week: £140-180 |
| Fuel for the vehicles used | This can vary according to travel requirements. | £0.40 per mile |
| Expenses for food etc. | At present there are five volunteers all requiring food and travel expenses. | £15 per person |
| Posters. | 200 A6 two-sided leaflets.50+ A4 posters.50+ A3 posters. | £15£25+£50+ |
| Additional items | There will be extra costs arising from further situations. |  |

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| --- | --- | --- |
| Anti-hate crime Brochure | Details | Costs |
|  |  |  |
| This brochure will contain:* Details of what hate incidents and crimes are.
* Third party reporting groups (particular to each council area).
* Articles of interest to readers
* Discounts and promotions from sponsoring organisations.
 | The contents of the brochure will differ according to the boroughs hosting the tour:* Rochdale
* Oldham
* Tameside
* Stockport
* Manchester
* Trafford
* Salford
* Wigan
* Bolton
* Bury
 | Will wary according to the contents and the sponsorship. (Example: 500 copies of a 20-page A5 brochure are about £480.)  |

**Notes**

1. The art piece ERi has been created by and is owned by the ‘Life Cycle Media’ organization. [↑](#endnote-ref-1)
2. Quoted from <http://www.report-it.org.uk/what_is_hate_crime> [↑](#endnote-ref-2)
3. Refer to "What is Public Engagement?" National Co-ordinating Centre for Public Engagement from <http://www.publicengagement.ac.uk/what> [↑](#endnote-ref-3)
4. Refer to <http://www.letsrecycle.com/news/latest-news/composting-crisis-hits-manchester39s-recycling-rate/>

Also <http://www.trafford.gov.uk/business/locations-for-business/docs/greater-manchester-precepts-and-levies-2014-15.pdf> and <http://www.recycling-guide.org.uk/rrr.html> [↑](#endnote-ref-4)
5. The data presented derives from the census data from the Government Office for National Statistics and the Crime Survey for England and Wales (CSEW) Dec 2013 and the 2011 census data for Scotland. [↑](#endnote-ref-5)
6. See <http://www.islamophobiawatch.co.uk/> [↑](#endnote-ref-6)
7. See <http://www.spectator.co.uk/features/9041841/the-war-on-christians/> [↑](#endnote-ref-7)
8. See <http://www.huffingtonpost.co.uk/2013/09/25/muslims-islamophobia-young-britons_n_3987677.html>

Also [www.citized.info/pdf/students/Farah\_Shaik.doc](http://www.citized.info/pdf/students/Farah_Shaik.doc) [↑](#endnote-ref-8)
9. ‘Action on Hearing Loss’ from <http://www.actiononhearingloss.org.uk/your-hearing/about-deafness-and-hearing-loss/statistics.aspx> [↑](#endnote-ref-9)
10. Stonewall is an LGB charity (although it will soon be an LGBT charity). This quote from Stonewall is taken from http://www.stonewall.org.uk/at\_home/sexual\_orientation\_faqs/2694.asp#comment [↑](#endnote-ref-10)
11. ‘trans\*’ “is an umbrella term that refers to all of the identities within the gender identity spectrum.  There’s a ton of diversity there, but we often group them all together (e.g., when we say “trans\* issues”).  Trans (without the asterisk) is best applied to trans men and trans women, while the asterisk makes special note in an effort to include all non-cisgender gender identities, including transgender, transsexual, transvestite, genderqueer, genderfluid, non-binary, genderfuck, genderless, agender, non-gendered, third gender, two-spirit, bigender, and trans man and trans woman.” This quote is from the article by Killermann, S. (2012) entitled "What does the asterisk in “trans\*” stand for?" which is on <http://itspronouncedmetrosexual.com/2012/05/what-does-the-asterisk-in-trans-stand-for/.> [↑](#endnote-ref-11)
12. See about hate crimes and alternative subcultures: <http://www.suffolkhatecrime.org.uk/home/alternative-subcultures/> and also see regarding self harm issues: <http://www.biomedcentral.com/1471-244X/14/137> [↑](#endnote-ref-12)
13. See <http://en.wikipedia.org/wiki/List_of_subcultures> [↑](#endnote-ref-13)