

# PROGRAMME IMPACT REPORT



This programme demonstrates our  
Test – Learn – Scale methodology  
The programme content was adapted  
from similar Hate crime programmes  
we have delivered in Bolton, Oldham,  
Salford and North Manchester.

## No time for Hate crime!

February 2025

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**Report Type:** End of programme evaluation report

**Investment Body:** Tameside Council

**Town/City:** Ashton-under-Lyne

**Programme Duration:** November 2024- January 2025

## Why was the Investment needed?

A hate crime awareness programme was crucial in Ashton-under-Lyne to foster a safer, more inclusive community where diversity is respected and protected. The town, like many others, is home to people from various cultural, religious, and ethnic backgrounds. Raising awareness about hate crimes helps residents understand the impact of prejudice and discrimination, empowering them to stand against intolerance. It also encourages victims and witnesses to report incidents, knowing they will be taken seriously and supported. This kind of education can reduce fear and mistrust, promoting unity and mutual respect among all community members.

The Foundation runs several critical community services in the area including parenting sessions, tots' sessions, literacy and Health hubs. The workshops were requested by our beneficiaries especially mothers with young children. Moreover, such a programme can strengthen local institutions; schools, police, and community groups by equipping them with the tools to identify, prevent, and respond to hate crimes effectively. Ashton-under-Lyne benefits from proactive engagement, where people feel confident that their town is committed to justice and equality. Awareness initiatives can also challenge harmful stereotypes and misinformation, helping to break cycles of hate and ignorance. Ultimately, a hate crime awareness programme is not just about responding to incidents; it's about building a resilient, compassionate community where everyone feels safe and valued.

## Expected Outcomes

- Comprehend what a hate crime is
- Understand the laws and regulations around hate crime
- Know how to report a hate crime
- Explore the social, emotional and psychological impact of hate crimes
- Have knowledge of places to go and support available that can be offered to report a hate crim

## Output - Data Dashboard



## Impact

'No Time for Hate Crime!' was a targeted, small-scale intervention designed to raise awareness and drive action within the diaspora community. The programme tackled the persistent issue of hate crime by educating participants on its real-world consequences and empowering them with clear pathways to report incidents. Recognising that hate crime remains a serious and ongoing challenge, we focused on building sustainable community resilience. We trained a group of dedicated Hate Crime Champions individuals equipped with the digital, linguistic, and interpersonal skills needed to support victims. These champions now serve as trusted guides, helping victims navigate the reporting process, whether at a designated centre or directly with the police. This initiative didn't just inform it activated a network of advocates, creating a ripple effect of safety, support, and accountability across the community.

## Outcomes



**80%**

of beneficiaries had a better understanding on what constitutes a hate crime



**85%**

of beneficiaries knew where and how to report a hatecrime



**2**

beneficiaries were able to report a recent hatecrime they had experienced because of taking part in the programme

### What worked well?

Delivering the programme in Punjabi and Urdu.

Going through a hatecrime form and the actual process of reporting.

Attending a Hatecrime reporting centre.

### What we learnt?

Many of the beneficiaries discussed past experiences that would constitute a hate crime.

Beneficiaries preferred attending hate crime reporting centres accompanied by an advocate rather than alone.

## How has the investment positively impacted community cohesion

The hate crime awareness programme significantly enhanced community cohesion by fostering understanding, empathy, and solidarity among diverse ethnic beneficiaries. By educating individuals about the impact of hate crimes and encouraging open dialogue, such programmes help reduce prejudice and fear. They empower communities to stand together against discrimination, promote mutual respect, and build trust in local institutions. As a result, people feel safer, more connected, and more willing to support one another, creating a more inclusive and resilient community.

## Legacy

This initiative represented a meaningful legacy investment by a local authority, aimed at educating a specific diaspora community about hate crime. Recognising the persistent nature of the issue, the Foundation empowered five individuals, selected for their literacy, IT proficiency, and English language skills to become Hate Crime Champions. These champions were trained not only to raise awareness but also to provide ongoing advocacy and support for victims, ensuring the community would continue to benefit from informed, peer-led guidance long after the initial project concluded.

## **Case Study**

Hiba, a 41-year-old mother of Pakistani heritage, regularly attends Flowhession's Tots sessions in Ashton-under-Lyne. As a visibly Muslim woman often out in public with her two toddlers while her husband works, Hiba became increasingly aware of the potential risks posed by hate crime in today's political climate. Motivated by a desire to protect herself and her children, she enrolled in Flowhession's No Time for Hate Crime! programme to gain a deeper understanding of the issue and learn how to respond effectively.

During the sessions, Hiba engaged with practical information and community discussions that highlighted the importance of recognising and reporting hate crimes. She reflected on a common misconception within her community that reporting hate incidents is futile. The programme helped her understand that underreporting skews official statistics, which in turn affects government response and resource allocation.

Hiba described the most valuable takeaway as the realisation that reporting hate crime is not just a personal act but a civic responsibility. By contributing to accurate data, she and others can help ensure that the experiences of minority communities are acknowledged and addressed. Her participation in the programme not only empowered her personally but also positioned her as a potential advocate within her community.