| Police Scotland logo | Freedom of Information ResponseOur reference: FOI 24-0821Responded to: 16 May 2024 |
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Your recent request for information is replicated below, together with our response.

## With regard to the Hate Monster campaign (See link below) can you please tell me how much the campaign cost to develop?

Tackling hate crime is a priority for Police Scotland. Hate crime negatively impacts on individuals, communities, and wider society. For victims, who are often already very vulnerable, it can have a deeply damaging impact.

Police Scotland’s last hate crime campaign, which included the Hate Monster, ran for six weeks in Spring 2023. It was not related to the introduction of the new Hate Crime and Public Order (Scotland) Act.

We have not produced any campaign material about the new Act, although we have shared content from the Scottish Government’s about it.

The hate crime campaign we ran in 2023 was developed using industry best-practice, including behaviour change communication techniques.

It was not the first anti-hate crime campaign Police Scotland has delivered. In the past our efforts have focused on encouraging the reporting of hate crime, either by victims or bystanders. This was the first campaign, however, where we aimed to engage directly with those most at risk of offending, with the biggest opportunity to change, and asked them to reflect on what factors could lead to them potentially committing a hate crime.

The campaign was informed by a rigorous research and insight process which considered in detail crime statistics, academic research into hate crime and its causes, and the views of partners and stakeholders with the most knowledge of this crime type. This included insight from Police Scotland’s Partnerships, Preventions and Community Wellbeing Division by way of an internal document containing information extracted from the iVPD system, and a Scottish Government study [Police recorded hate crime - characteristics: updated study - gov.scot (www.gov.scot)](https://www.gov.scot/publications/updated-study-characteristics-police-recorded-hate-crime-scotland/) (Jan 23).  These sources of data identified key offender characteristics and provided information which helped identify our target audience.

This process of using insight and research to identify target audiences is the same process that led to the development of our hugely successful and widely praised Don’t Be That Guy campaign, which aims to reduce sexual violence against women. This campaign was copied around the world and has won multiple awards. Don’t Be That Guy targeted males aged between 18 and 35 because our insight identified that group as our target audience. Our hate crime campaign was no different.

Behaviour change campaigns are always targeted at specific audiences, particularly where budgets are limited. This is a key principle of communications and marketing practice.

In reaching and influencing those at risk of offending, we understood that confrontation, rejection and shaming cannot affect behaviour change. While we can express condemnation of the crime, we knew we needed to communicate with authenticity, acknowledging individual lived experience. We needed to talk to the audience as equals, preferably through peers, and present positive models of behaviour.

This led to the development of the Hate Monster campaign in the form of a short, animated video. This was created by our in-house design team, keeping costs to a minimum. The creative development costs for the animation totalled £3300, with additional production costs of £7766.28 for other elements of the campaign. The animation was shared on both paid for and Police Scotland social media channels. We also produced printed materials and a toolkit that we shared with our partners who encounter victims of hate crime and those at risk of offending. The total spend for the advertising element of the campaign was £50,864.79. However, this cost was for the campaign overall and not just the Hate Monster element.

The Hate Monster animation was not the campaign in and of itself. Its purpose was to be something that was attention grabbing, could cut through the noise of social media and inspire the target to audience to click through to a longer form piece of video; podcast-style content that we created with individuals who work closely with those who have committed hate crimes.

The campaign did not seek to shame those at risk of offending, in fact it aimed to do the opposite, it aimed to acknowledge the factors that can lead to offending and offer solutions on how it could be avoided.

The campaign achieved its objective. During the period it was live, 142,000 people watched the animation, with 84 per cent watching to completion. More than 13,000 people watched at least 30 seconds of the longer form product. Those who clicked through to the longer form were predominantly from our target audience.

While campaign material remained on the Police Scotland website after the end of the campaign, the campaign ended after it had run for six weeks.

## Was any external company brought in to help develop it and if so can you name them? How much were they paid?

I can advise that an external company, Studio 27, was used to provide production assistance. However, with regards to costs paid to the company I must respond in terms of Section 16 of the Freedom of Information (Scotland) Act 2002 however, I am refusing to provide you with this information. Section 16 requires Police Scotland when refusing to provide such information because it is exempt, to provide you with a notice which: (a) States that it holds the information, (b) States that it is claiming an exemption, (c) Specifies the exemption in question and (d) States, if that would not be otherwise apparent, why the exemption applies.

I can confirm that Police Scotland holds the information requested. The exemption that I consider to be applicable is:

**Section 33(1)(b) - Commercial Interests**

The information you have requested is a specific part of the contract details with Police Scotland and the service provider. As you may be aware the tendering process is open to competition and if utilised, businesses are invited to submit their tender bid with details of the costs and processes they would use for the successful completion of the contract. As a result, any business/individual who submits a tender bid is required to give detailed information regarding the capabilities and financial ability of the company to complete a contract. Public disclosure of such information is likely to give competitive advantage to other similar businesses and as a result would have a damaging impact on the company/individual concerned.

Any relevant information supplied by a successful tender company is provided in the expectation that whilst remaining relevant, details within their tender bid, which is commercially sensitive, will be held by Police Scotland and not disclosed to another organisation which may gain a competitive advantage in receiving this information.

If the information was disclosed this may, in future, reduce the number of businesses tendering for the supply of goods and services, as companies and organisations would be aware that the Police Scotland will disclose commercially sensitive information. This is likely to negatively impact on the tendering process used by Police Scotland to ensure it purchases the most efficient and cost-effective services and prejudice the commercial interests of the organisation.

This is a non-absolute exemption which requires the application of the Public Interest Test.

**Public Interest Test**

There are a number of arguments in support of disclosure for example, disclosure of the requested information would allow greater scrutiny of the way public funds are spent, it would increase accountability and transparency in terms of this spending, and it is in the public interest for Police Scotland to procure services competitively, to ensure best value for money.

Additionally, there are several arguments in support of withholding the information, for example it would be commercially unfair to our current suppliers; disclosure could damage Police Scotland’s relationship with the suppliers; and that the purpose of the tender process is to ensure that all options are presented to Police Scotland and from there the best option in terms of service and cost is selected.

Police Scotland is a publicly funded organisation and therefore the organisation has an obligation to obtain best value for money with services. To do this, it is essential to maintain working relationships with these companies that tender their services.

## In addition, a comedian featured on the webpage for the Hate Monster campaign on the Police Scotland website.

## He currently features on the force YouTube channel.

## https://www.youtube.com/watch?v=tU-68SWN4Qc

## Can you tell me if he was paid for this - and if so how much?

In response to this question, I must respond Section 16 of the Freedom of Information (Scotland) Act 2002 however, I am refusing to provide you with this information. Section 16 requires Police Scotland when refusing to provide such information because it is exempt, to provide you with a notice which: (a) States that it holds the information, (b) States that it is claiming an exemption, (c) Specifies the exemption in question and (d) States, if that would not be otherwise apparent, why the exemption applies.

I can confirm that Police Scotland holds the information requested. The exemption that I consider to be applicable is - Section 33(1)(b) - Commercial Interests, for further information regarding this exemption please see the explanation in the question above.

If you require any further assistance, please contact us quoting the reference above.

Please note that as you have already requested a review in relation to this request, any further dissatisfaction with the response should be escalated to the Office of the Scottish Information Commissioner (OSIC) for a decision. We cannot conduct a second review.

Applications must be submitted to OSIC within 6 months - [online](http://www.itspublicknowledge.info/Appeal), by email or by letter (OSIC, Kinburn Castle, Doubledykes Road, St Andrews, KY16 9DS).

Following an OSIC appeal, you can appeal to the Court of Session on a point of law only.

This response will be added to our [Disclosure Log](http://www.scotland.police.uk/access-to-information/freedom-of-information/disclosure-log) in seven days' time.

Every effort has been taken to ensure our response is as accessible as possible. If you require this response to be provided in an alternative format, please let us know.