NOBODY'S BORN HATIN'

A film by Queer Cumbria for Cumbria Constabulary

Media Pack!

Nobody's Born Hatin' is a film and print media campaign platforming the voices of Cumbrian people.

The campaign aims to humanise the experiences of those targeted by hate, educate the public on what constitutes a hate crime, and encourage people to report them.

This twelve month project was facilitated by Queer Cumbria via Cumberland Council and funded via Cumbria Constabulary. It is a first of its kind, in that the full production was entrusted to an external grassroots organisation.

Queer Cumbria sat down with inspiring individuals from different communities to better understand people's experiences of hate and to listen to the barriers that stop people approaching the police to report hate crimes. The film captures some of those conversations.

Award winning photographer Casey Orr was commissioned to direct the film. A musical score was created by Boff Walley of Chumbawumba, known for their anthems exploring themes of activism and inequality.

The campaign marks National Hate Crime Awareness Week 10th-17th October 2026, with the film going live on Wed 15th October.

This media pack contains posters which will be printed and distributed around the county, as well as quotes from the partner organisations about the project.

We would all be very appreciative if you could platform the work and share within your networks.

Here is a link to the film :)

Click 'ere >>>



NOBODY'S BORN HATIN'



"Find your community,
find those who will
accept you
for who you are
and how you
express
yourself."

QUEER CUMBRIA

NOBODY'S BORN HATIN'



"If we don't come together as a society there will always be those who are victimised by hate crime."

QUEER CUMBRIA

NOBODY'S BORN HATIN'

Quote from Queer Cumbria

Queer Cumbria –

"We hope this project can be a first step in building better relationships between institutions and marginalised people across Cumbria. At Queer Cumbria we want to see institutions that actually listen and take action, and we will keep having the difficult conversations until real change takes place.

While true systemic change takes time, this project has shown us there are individuals within the system who are empathetic and forward thinking. They share our hopes for a system that truly works for everybody and we hope to see more people like them within Cumberland Council and Cumbria Police Force in years to come.

Through the council's community cohesion work, the idea for the Nobody's Born Hatin' campaign was developed, funding was secured from Cumbria Constabulary and Queer Cumbria was given the trust, respect and support to shape and deliver the project.

Nobody's Born Hatin' allowed Queer Cumbria to listen to community leaders and individuals from across the county and explore the reality of hate crime, its effects, why reporting matters and the barriers that prevent people from doing so.

At a time when political and cultural figures can contribute to fear, hatred and division, Queer Cumbria believes we should all be working together to share our stories, raise our voices and stand against hate in our communities.

We know we cannot represent every type of person and every story through this project, but alongside encouraging people to report hate crime, we hope the film will raise awareness of how hate affects real people in their everyday lives and celebrate the courageous, compassionate communities across Cumbria who refuse to allow hatred to win."

NOBODY'S BORN HATIN'



"You've got to keep going, lean on your friends, your family, your community & don't let fear, take over."

QUEER CUMBRIA

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Quote from Cumbria Police Force & Cumberland Council

<u>Superintendent Annette McClement, Cumbria Constabulary –</u>
"Hate crime can have a devastating and long-lasting impact on victims, their families and the wider communities they belong to.

Nobody should feel unsafe, targeted or isolated because of who they are, their race, religion, disability, sexual orientation or gender identity.

We want people to know that hate crime is taken seriously, and we encourage anyone affected, or anyone who witnesses this behaviour, to report it to us. By reporting, you can help us bring offenders to justice, support victims, educate people and employers and build a clearer picture of the issues affecting our communities.

We are committed to working closely with partners and community groups across Cumbria to improve trust, increase awareness and ensure people know where to access support. This includes our ongoing engagement with Queer Cumbria, Cumberland Council and other community groups, whose insight helps us better understand lived experiences and strengthen our response to hate crime.

Working together we can help create safer, more inclusive communities."

<u>Cumberland Council – Colin Cox, Chair of the Community Safety Partnership and Cumberland's Director of Public Health, Customer and Community Wellbeing –</u>
"This project has been shaped by the lived experiences of our community members affected by hate crime, making sure the film feels authentic, relevant and rooted in community experience.

By bringing communities, the third sector, Cumbria Police and Cumberland Council together, we have been able to create something that not only raises awareness of hate crime and how to report it but also helps people understand its real impact.

For us, this is about listening properly, building trust and ensuring community experience helps shape how organisations respond."

NOBODY'S BORN HATIN'



"Speak about it,
talk about it..

I know everybody always
says that
and it sounds really
obvious
but nobody ever
really
does it."

QUEER CUMBRIA

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QUEER CUMBRIA

NOBODY'S BORN HATIN'



"It's not that hard,

loving people

for who they are

isn't that hard...

if you see something

that doesn't sit right,

say it."

QUEER CUMBRIA

RACE
RELIGION
DISABILITY
SEXUALITY
TRANS GENDER IDENTITY

"..and that's the thing about biggots, there's a lot of people they hate."

If you've been targeted because of any of the above, please report it as a hate crime. The incident doesn't need to be a physical attack, it could include verbal attacks, harassment, intimidation and more. You can report things that happen to you, or if you see it happening to someone else.

REPORT IT >

Phone - 101 (non emergency) or 999 (emergency)

Online - www.cumbria.police.uk

Cumberland Council

QUEER CUMBRIA

WATCH THE FILM >