

Ask for Angela Campaign Partner Pack

Created April 2024



**Violence
Reduction
Alliance**
Stoke-on-Trent
and Staffordshire

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Campaign Overview

The Ask for Angela initiative aims to ensure that anyone who is feeling vulnerable or unsafe is able to get discreet support. This could be on a night out, on a date or meeting friends. The initiative works by training staff in vulnerability management and what to do when someone 'Asks for Angela'. When a trained member of staff hears the code-phrase they will understand that the person is in need of support and will be able to respond in an appropriate, discreet way. This could be offering them an alternative way out of the venue, calling them a taxi or in a more serious situation, altering venue security and/or the Police. Ask for Angela is an important initiative as national statistics show:

- 97% of women aged 18-24 and 80% of all women said they had been sexually harassed in public spaces in the UK
- 53% of women experience sexual harassment in a pub, club or bar
- One in five LGBT people have experienced a hate crime or incident because of their sexual orientation and/or gender identity in the last 12 months.

A local survey undertaken by the Violence Reduction Alliance (VRA) in 2021 highlighted that:

- 67% of female respondents had experienced harassment, intimidation or violence in a public place
- 92% feared walking down subways or alleyways
- 90% feared walking in poorly lit areas in the night-time economy.

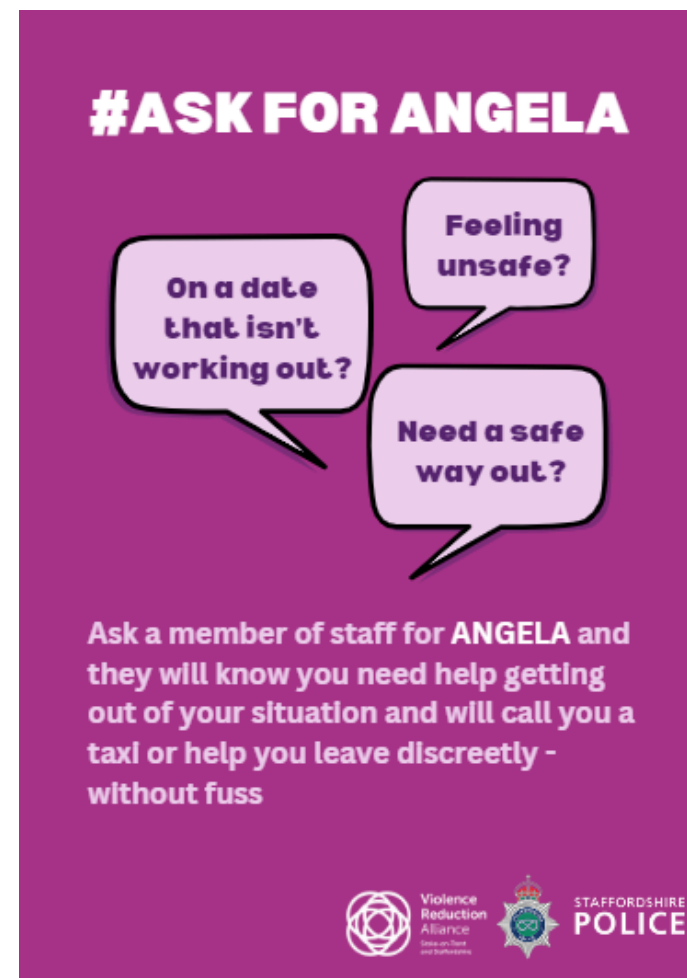
Key Messages

- Ask for Angela has been developed to ensure anybody feeling unsafe or vulnerable is able to get discreet support.
- Ask for Angela training means staff follow the correct procedure to support and assist members of the public out of an uncomfortable situation with no fuss, meaning they don't have to worry about it causing a scene.
- The assistance provided could include reuniting the person with a friend, calling them a taxi or if it's a serious safety issue, alerting venue security and/or the Police.
- Anybody can use the Ask for Angela initiative to ask for discreet help.
- It's important to train bar staff in vulnerability management, including Ask for Angela, so they can support customers who may find themselves feeling unsafe or vulnerable.

Content Catalogue

Local Posters

These posters can be printed and displayed around your venue to let customers know your staff will help them discreetly should they Ask for Angela. Download them [here](#).



Content Catalogue

National Posters

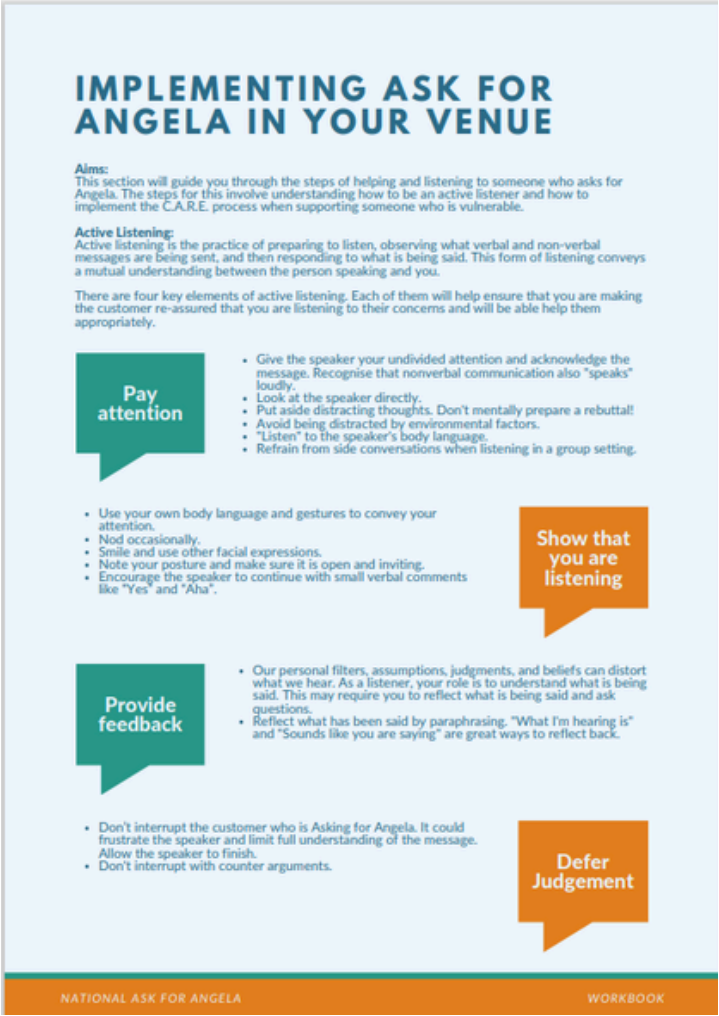
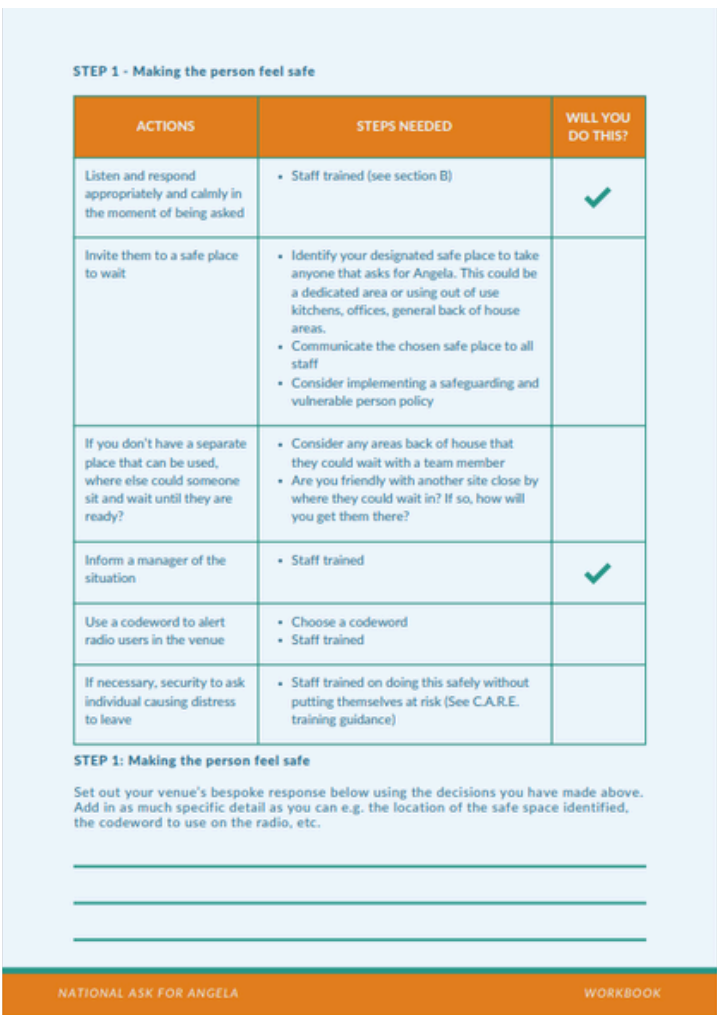
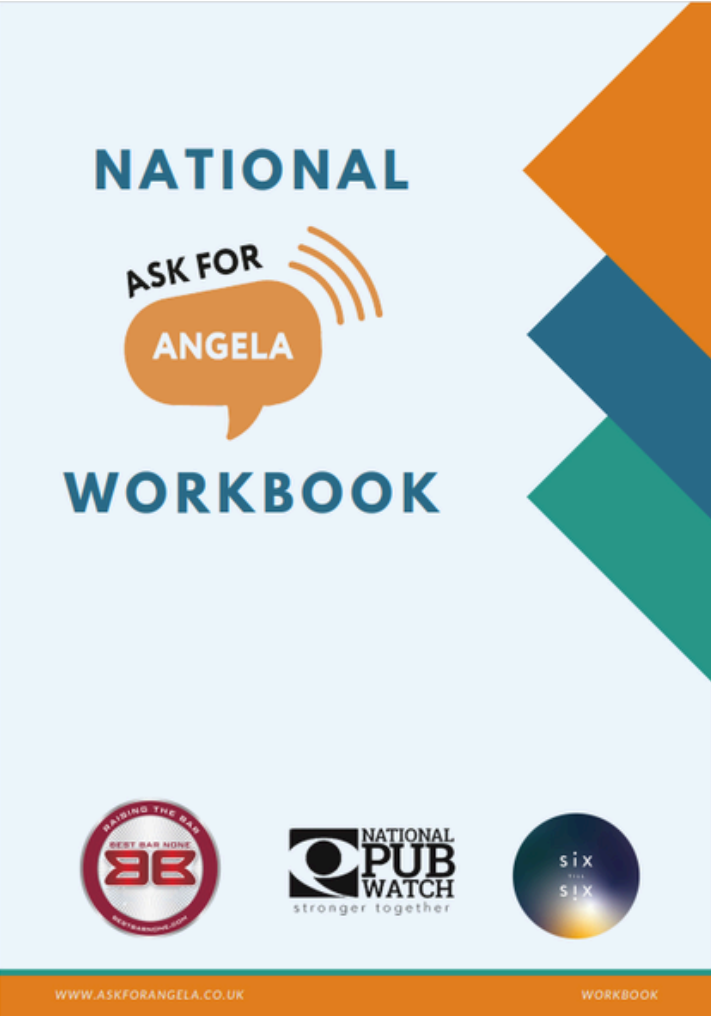
These posters can be printed and displayed around your venue to let customers know your staff will help should they Ask for Angela and as a guidance to staff. Download them [here](#).



Content Catalogue

Workbooks

A workbook to help venue managers develop a venue specific response to supporting vulnerable people. Download the workbook [here](#).



Content Catalogue

Social Media Assets

Share these social media assets to raise awareness of the initiative. If you work in a venue you can share these assets to let members of the public know your staff are trained in Ask for Angela. Customers will know they can visit your venue and get discreet help if needed. Download them [here](#).



Content Catalogue

Suggested Social Media Posts

- Sometimes you can find yourself in a situation that isn't safe or that makes you feel uncomfortable. In premises that operate Ask for Angela, you can discreetly ask for help from a member of staff if this happens.
- Feeling unsafe? On a date that isn't working out? Something not feeling right? Need a way out? Go to the bar and #AskForAngela for discreet help.
- Do you feel unsafe, uncomfortable or just a bit weird? This venue operates Ask for Angela - ask a member of staff for Angela and they will know you need help getting out of your situation and will call you a taxi or help you leave discreetly - without fuss.

Content Catalogue

Video

The Safer Business Network has produced the below video to introduce anyone working in the night-time economy to vulnerability and Ask for Angela. Find the video [here](#).



Vulnerability Training

The VRA has developed free vulnerability training for anybody working in the night-time economy.

The VRA takes the safety and harassment of women and girls in public spaces seriously, particularly at night. We want to reinforce the message that women and girls have the right to feel safe and to help those who work in the night-time economy to identify when women and girls, or anybody who may find themselves vulnerable, require support.

There are five online training modules that cover:

- Module 1 - Understanding Vulnerability
- Module 2 - Understanding Harassment
- Module 3 - Intervening and Responding
- Module 4 - Creating Safer Environments
- Module 5 - Useful Sources of Support and Information

Find out more [here](#).

The Safer Business Network has also launched a new Welfare and Vulnerability Engagement (WAVE) eLearning portal which can be accessed [here](#).

Personal Safety Apps

Personal safety apps offer anybody who may find themselves feeling vulnerable an extra layer of protection.

Hollie Guard

The Hollie Guard app is **free** to download and readily available for all genders and ages. Although the app was initially designed to support victims of domestic abuse/violence, Hollie Guard can be used by anyone looking for extra protection. Hollie Guard is a personal alarm, deterrent, evidence catcher and more. The VRA has produced a Hollie Guard Campaign Partner Pack which can be downloaded [here](#).

Hollie Guard Extra

Hollie Guard Extra is £7.99 a month and connects users to a 24/7 police-approved response team if an alert is raised. Find out more [here](#).

Help me Angela

The Help me Angela app is £4.99 a month and includes access to 24/7 live personal safety specialists, follow me function, safety alerts, physical and mental therapies and more. Find out more [here](#).

How you and your organisation can support the campaign

- Share campaign assets via your channels. This could include social media posts, internal communications, or putting posters up on noticeboards in your venue in both public-facing spaces and staff rooms.
- Create your own content using the key messages.

A full list of campaign assets can be downloaded [here](#).

If you have any comments or questions around this campaign please email **SSVRA@staffordshire-pfcc.gov.uk** or **campaigns.engagement@staffordshire.police.uk**.

Thank you so much for your support.