# NATIONAL

## ASK FOR

### ANGELA

## MANAGER
# WORKBOOK

**BEST BAR NONE**
*Safer Socialising*

**NATIONAL PUB WATCH**
stronger together

**SIX TILL SIX**

# ASK FOR
## ANGELA

**Name** _____

**Business** _____

# INTRODUCTION

### WHAT IS THE ASK FOR ANGELA SCHEME ABOUT?

**Ask For Angela** is the name of a campaign started in 2016 that is used by bars and other venues to keep people safe from vulnerable situations by using a codeword to identify when they are in an uncomfortable situation, feeling unsafe, vulnerable or threatened. When you implement this program in your premises, a person who needs assistance can ask for Angela, a fictitious member of the staff. This will give you the prompt to help the person into a safer position.

The program started in Lincolnshire by Inspector Hayley Crawford. "Ask For Angela" is named in remembrance of Angela Crompton, a woman who was abused and killed by her husband in 2012 when an argument about redecorating a house got out of control. Since its launch in 2016, it has been adapted around the UK to help promote safety and wellbeing for anyone who finds themselves vulnerable.

### WHAT IS THIS WORKBOOK FOR?

This workbook is for any business and anyone who works with customers that can become vulnerable. Although this is aimed primarily at alcohol licensed premises, this can also be adapted for any customer facing service.

The workbook is intended to guide businesses through the process of setting up a robust Ask For Angela scheme, and how to support anyone who finds themselves in a vulnerable situation.

### WHO WILL SUPPORT ME?

Your local Business Crime Reduction Partnership (BCRP) or Violence Reduction Unit (VRU) may have various support options to enable you to run Ask for Angela effectively in your premises.

If you would like any vinyl window stickers, posters, pin badges, lanyards or other materials that are not available from your local support organisation, they can be ordered through www.askforangela.co.uk

### WHAT ARE THE AIMS OF THE WORKBOOK:

**Aims:**
- Understand and support anyone vulnerable who comes into your business.
- Empower your team to feel equipped to support vulnerable people.
- Improve feelings of safety in your area.
- Improve customer experiences in the business.
- Increase repeat custom.

# ABOUT THIS WORKBOOK

## WHO SHOULD COMPLETE THIS WORKBOOK:

**Section A:** Management teams

**Section B:** Anyone who works directly with customers on site, including but not limited to:

- Management team
- Bar team
- Floor team
- Glass collectors
- Supervisors
- Door staff
- DJs

- Security staff
- Sales advisors
- Cleaning staff
- Crew members
- Waiters/waitresses
- Stewards/stewardesses

## WHAT THIS WORKBOOK COVERS:

**Background**:
- Understanding who, why and when visitors to your business may become vulnerable.

**Section A: Business guidance - creating a bespoke process**
- What should your team do when someone asks for Angela?
- Setting up for success: policies and procedures
- Training your team
- Visibility for customers
- Reporting & assessing
- Next steps

**Section B: Team workbook - how to respond when asked for Angela**
- Background
- Implementing Ask For Angela
- Setting up for success: policies & procedures
- Asking for Angela in your business
- Reporting & assessing
- What happens next

**Appendix:**
- Link to policy templates
- Contact for support in using this workbook
- Contact to request additional Ask For Angela Materials
- How to provide feedback on the scheme

# BACKGROUND
## Who, why, how and when visitors might become vulnerable

### CUSTOMER OCCASIONS

People go out to socialise for many different reasons. Understanding why people go out will help in understanding how they might become vulnerable while out.

Some reasons include:

- Circuit/pre-club
- Out on the town
- Meeting with friends
- Travelling alone
- Watching sports
- Attending events
- Special meal out
- Leisure time
- Pride
- Forget about their day
- Dating

### VULNERABILITY:

From the list of occasions above, these are some reasons we've thought of as to how people could become vulnerable and may need to Ask for Angela:

| | |
|---|---|
| **Circuit/pre-club** | Pre-loading, excessive drinking |
| **Out on the town** | Lose their group of friends, not know where they're going |
| **Meeting with friends** | Do they know everyone in the group, excessive drinking |
| **Travelling alone** | Unfamiliar surroundings, don't know where they're going. Looking lost may attract unwanted attention |
| **Watching sport** | Heightened levels of anger and frustration, fighting |
| **Attending events** | Unable to get home, unwanted attention from others |
| **Special meal out** | Heightened emotions, domestic abuse |
| **Leisure time** | More relaxed and having fun, less alert to potential dangers within their surroundings |
| **Pride** | Hate crime targeting |
| **Forget about their day** | Excessive drinking, looking to cause trouble, becoming a target |
| **Dating** | Do they know their date, is it the person they expected? |

We specifically left one reason out as they apply to all of these occasions – reports of spiking. Spiking reports have been highlighted on the national stage. A YouGov poll found that one in nine women and one in 17 men in the UK said they have been the victim of drink spiking*. Further to this, the Alcohol Education Trust reported in a recent CAP 18-25 webinar that a survey of 23,000 university students by The Tab found that 11% had experienced spiking in their first term.

*https://committees.parliament.uk/committee/83/home-affairs-committee/news/159582/home-affairs-committee-launches-inquiry-into-spiking/

# SECTION A:
## A BESPOKE PROCESS FOR IMPLEMENTING ASK FOR ANGELA IN YOUR BUSINESS

## WHAT SHOULD YOUR TEAM DO WHEN SOMEONE ASKS FOR ANGELA?

Management is an incredibly rewarding job and we know how hard businesses work to create an amazing experience for customers and visitors. Every business is different and this workbook aims to support you to implement Ask For Angela in a way that suits yours.

**Section A** will help guide you to create an appropriate process for your business on how your team will respond when someone asks for Angela. The actions that are pre-ticked in the "will you do this" column are essential in any Ask For Angela response. You can then choose to implement any that are not pre-ticked, to suit your needs.

**Section B** of this workbook is designed to guide your team in understanding and implementing the bespoke Ask For Angela response in your business, that you have developed in section A.

## STEP 1 - Making the person feel safe

| ACTIONS | STEPS NEEDED | WILL YOU DO THIS? |
|---|---|---|
| Listen and respond appropriately and calmly in the moment of being asked | • All staff are trained (section B) | ✔ |
| Invite them to a safe place to wait | • Identify your designated safe place to take anyone that asks for Angela. This could be a dedicated area or using out of use kitchens, offices, general back of house areas, preferably where CCTV is available.<br>• Communicate the chosen safe place to all staff and consider company safeguarding policies. | |
| If you don't have a separate place that can be used, where else could someone sit and wait until they are ready? | • Consider any areas back of house that they could wait with a team member<br>• Are you aware of the nearest business that is part of the Ask For Angela scheme, where a safe space is available?  If so, how will you get the person there? | |
| Inform a manager of the situation | • All staff are trained (section B) | ✔ |
| Consider using a codeword to alert internal radio users in the business | • If applicable, all staff to be made aware of codeword | |
| If necessary, speak to management to ask the individual causing distress to leave | • Staff trained on doing this safely without putting themselves at risk (See C.A.R.E. training guidance in section B) | |

Now, set out your business's bespoke response below, using the decisions you have made above. Add in as much specific detail as you can e.g. the location of the safe space identified, the codeword to use on the radio, etc.

• Safe Space location: _____

• Radio codeword: _____

## STEP 2: Supporting the person with their specific concern

| ACTIONS | STEPS NEEDED | WILL YOU DO THIS? |
|---------|--------------|-------------------|
| Listen to the person and ask them what they need you to do to help | • Staff trained to listen and respond appropriately to the situation reported by the person (see section B) | ✔ |
| What response options are available | Consider:<br>• call a taxi<br>• call a safe contact<br>• reunite with a friend<br>• contact local support services<br>• Call police - 101 (999 in an emergency)<br>• Train staff to offer the response options available outside the business | ✔ |
| Support the person to leave safely | • Consider the layout of your premises and how you could help them with this. Is there a side or rear exit they could use, an exit route that isn't visible from the main entry, another covert way of leaving your premises<br>• Provide staff with the exit routes identified<br>• Provide staff with the contact details of services to support the person leaving e.g. taxi, bus terminals, train station etc. | ✔ |
| Provide the person with contact details of local support services | • Staff trained in local support services<br>• Refer to askforangela.co.uk for support services local to their area | |
| Call 101/Call 999 if it's an emergency situation | • Staff trained on procedure | ✔ |

Now, write below the responses you have developed, to enable your team to support someone who asks for Angela, after making them safe:

_____

_____

_____

## STEP 3: Following up

| ACTIONS | STEPS NEEDED | WILL YOU DO THIS? |
|---|---|---|
| Consider recording the individual's details and the incident for reference | • Inform staff on business policies and procedures in line with GDPR requirements | |
| Raise awareness | • Inform Local Police, if necessary/Business Crime Reduction Manager about the incident<br>• Raise at monthly Pubwatch meeting in Ask For Angela section of the agenda<br>• If appropriate, submit an incident report, using the crime reporting app DISC<br>• If it is not a police matter, share their direction of travel, description and the incident on the Radio Link, if available. | ✔ |
| Provide feedback to the team on the incident and how it was dealt with | • Create a follow up process asking questions like "Did everyone perform their roles as expected?", "If not, why not? Any training needs identified?" and "What could we do better next time?" | |
| Review CCTV to identify anything else of concern in relation to each incident | • Ensure authorised person to review and identify anything of concern and raise with appropriate partners | |

Now, from the actions above, record below how will you ensure that you follow up after any Ask For Angela incident:

_____

_____

_____

_____

_____

## STEP 4: Setting up for Success

In order to ensure your business is set up appropriately to respond to Ask for Angela, you may want to consider the following methods of communication:

| ACTIONS | STEPS NEEDED | WILL YOU DO THIS? |
|---|---|---|
| Display Ask for Angela posters and vinyl stickers around the premises, | • Obtain materials from askforangela.co.uk or local partnerships (see Quick Links and Useful Information on page 20 for information) | ✔ |
| Integrate into pre shift briefing | • Review current process for Pre-Shift briefing and amend as necessary (see below) | ✔ |
| Sign up to Pubwatch or other data sharing schemes to enable incidents to be recorded | • Contact the administrator and become a member of the scheme (see page 20 - Appendix: Quick Links & Useful Information) | |
| Review and implement any additional Policies and Procedures | • Please see below for further guidance | ✔ |

**Policies & Procedures:**
To make sure we are taking care of the customers in our businesses, everyone working should be aware of what's expected in their role to help create a safe environment. Consider your current policies and procedures and whether it would be helpful to add any further ones to enhance how you support people in your premises.

Here are some examples of policies that you could also adopt if you don't have them in place already:
- Safeguarding and Vulnerable Persons Policy
- Capacity Management Policy
- Challenge 21/25 Policy
- Noise & Public Nuisance Policy
- Drunkenness and Disorderly Behaviour Policy
- Drugs Policy
- Crime and Disorder Policy
- Dispersal Policy
- ShopKind - see Quick Links & Useful Contacts (page 20) for more information
- Retail Safer Spaces - see Quick Links & Useful Contacts (page 20) for more information

National Pubwatch and Best Bar None have created free template policies of the above. To find these please see Quick Links & Useful Information on page 20.

**Training your team:**
Section B of this workbook outlines how you can train your teams to be prepared if someone asks for Angela. The training goes through active listening, the C.A.R.E. process and how to evaluate the response.

Other ways to embed Ask For Angela within your teams include:
- Pre-shift briefings: are you able to include an agenda item around customer and employee welfare, which could include:
  - A reminder of the business's bespoke response
  - Reminders of exit points for vulnerable customers
  - Safeword for radios (if applicable)
  - Any events that could increase the possibility of vulnerable customers
- Team social media pages:
  - Ensure the team are aware of your internal practices
  - Regularly post on your page where your team has responded well to an Ask For Angela incident (ensuring you are conforming to relevant GDPR guidance)
- Pubwatch/Data sharing updates:
  - Make sure you are informing your local crime reduction partnership of any incidents with Ask For Angela (where applicable)
  - If available, submit an incident report using the DISC app or any other relevant information sharing channel (conforming to GDPR)

**Visibility for customers:**
To ensure the scheme is visible and in use with those most vulnerable, there are various downloadable posters available on the askforangela.co.uk website as well as other materials including:
- Vinyl window stickers
- Workbooks
- Printable posters
- Trained pin badges

If you need any additional materials or support to achieve the training, please see Quick Links and Useful Contacts (page 20).

**Reporting and Assessing:**
Now that you have completed the premises section, take some time to consider the processes you have decided to implement and how you will apply these going forward.

As discussed above, one of the most important steps to making the Ask For Angela scheme a success is to report any incidents and also assess how your teams have responded to the incident.

There is also an editable poster on the askforangela.co.uk website that you can update with all of the above information relevant to your business, to put up in a back of house area for your teams to easily reference.

If you have any feedback or questions about the Ask For Angela scheme, please see Quick Links and Useful Contacts (page 20).

**Well done**, you have now fully implemented everything needed to run a successful Ask For Angela program in your business. The next section is for your team members and anyone who works in your business. It will give them the skills needed to deal with any incidents requiring a customer to Ask For Angela.

# SECTION B:
## TEAM MEMBER GUIDANCE AND WORKSHEETS

# BACKGROUND
## Who, why, how and when visitors might become vulnerable

### CUSTOMER OCCASIONS
People go out to socialise for many different reasons. Understanding why people go out will help in understanding how they might become vulnerable while out.

Some reasons include:
- Circuit/pre-club
- Out on the town
- Meeting with friends
- Travelling alone
- Watching sports
- Attending events
- Special meal out
- Leisure time
- Pride
- Forget about their day
- Dating

### VULNERABILITY:
From the list of occasions above, these are some reasons we've thought of as to how people could become vulnerable and may need to Ask for Angela:

| | |
|---|---|
| Circuit/pre-club | Pre-loading, excessive drinking |
| Out on the town | Lose their group of friends, not know where they're going |
| Meeting with friends | Do they know everyone in the group, excessive drinking |
| Travelling alone | Unfamiliar surroundings, don't know where they're going. Looking lost may attract unwanted attention |
| Watching sport | Heightened levels of anger and frustration, fighting |
| Attending events | Unable to get home, unwanted attention from others |
| Special meal out | Heightened emotions, domestic abuse |
| Leisure time | More relaxed and having fun, less alert to potential dangers within their surroundings |
| Pride | Hate crime targeting |
| Forget about their day | Excessive drinking, looking to cause trouble, becoming a target |
| Dating | Do they know their date, is it the person they expected? |

As a customer-facing member of the team, it is important to remember that anyone can become vulnerable given different circumstances. No matter who asks for help, we always need to listen and be prepared to C.A.R.E.

We specifically left one reason out as they apply to all of these occasions – reports of spiking. Spiking reports have been highlighted on the national stage. A YouGov poll found that one in nine women and one in 17 men in the UK said they have been the victim of drink spiking*. Further to this, the Alcohol Education Trust reported in a recent CAP 18-25 webinar that a survey of 23,000 university students by The Tab found that 11% had experienced spiking in their first term.

# IMPLEMENTING ASK FOR ANGELA IN YOUR BUSINESS

**Aims:**
This section will guide you through the steps of helping and listening to someone who asks for Angela. The steps for this involve understanding how to be an active listener and how to implement the C.A.R.E. process when supporting someone who is vulnerable.

**Active Listening:**
Active listening is the practice of preparing to listen, observing what verbal and non-verbal messages are being sent, and then responding to what is being said. This form of listening conveys a mutual understanding between the person speaking and you.

There are four key elements of active listening. Each of them will help re-assure the customer that you are listening to their concerns and will be able help them appropriately.

**Pay attention**

- Give the speaker your undivided attention and acknowledge the message.
- Recognise that nonverbal communication also "speaks" loudly.
- Look at the speaker directly.
- Put aside distracting thoughts.
- Avoid being distracted by environmental factors.
- "Listen" to the speaker's body language.
- Refrain from side conversations when listening in a group setting.

- Use your own body language and gestures to convey your attention.
- Note your posture and make sure it is open and inviting.
- Encourage the speaker to continue with small verbal comments like "Yes" and "Aha" and nod to confirm you are listening.
- Genuinely listen and offer reassurance.

**Show that you are listening**

**Provide feedback**

- Our personal filters, assumptions, judgments, and beliefs can distort what we hear. As a listener, your role is to understand what is being said. This may require you to reflect what is being said and ask questions.
- Reflect what has been said by paraphrasing. "What I'm hearing is" and "Sounds like you are saying" are great ways to reflect back.

- Don't interrupt the customer who is Asking for Angela. It could frustrate the speaker and limit full understanding of the message. Allow the speaker to finish.
- Don't interrupt with counter arguments.

**Defer judgement**

# C.A.R.E.

Now that you understand the role you need to play as an active listener, we're going to look at the process when someone asks for Angela.

If someone comes into your business and asks for Angela – we should C.A.R.E.

**C**onsider:
- Do they have friends with them?
- Are they distressed?
- Do they need additional support?
- Has the situation got the potential to escalate?

**A**ctively listen:
- Don't jump to conclusions, they need to feel in control and get that power back.
- Pause, give them time to speak.
- Listen carefully to what has been said.
- Ask what course of action they would like to take.

**R**isk assess:
- Look at the current environment, if the perpetrator is in a large group, do you need to get them away individually?
- Don't escalate the situation and put anyone at risk, including yourself.
- Do you need to let a member of management know someone has asked for Angela?
- Do you need to take them to your safe space?
- What course of action do they want to take?

**E**xplain/evaluate:
- Explain what their possible next steps are - refer them to askforangela.co.uk to find support information if needed.
- Evaluate your systems and policies, was there anything else you could've implemented?
- Share best practice with other team members.

**To summarise**
Actively listening to someone who is feeling vulnerable is one of the most important parts of Ask For Angela. By understanding why the person is feeling vulnerable, you will be in a much better position to help them out of the situation, or get home safely. In the next section, we'll go through the practicalities of Ask For Angela in your business.

# SETTING UP FOR SUCCESS: POLICIES & PROCEDURES

**Aims:**

This section will help you find all the practices and policies your business has to effectively implement an Ask For Angela scheme. Please speak to your managers if you are unsure of any of the below.

**Policies & procedures:**

Your business policies & procedures will help you determine the best course of action when someone vulnerable asks you for support. Speak to your manager and ask them what policies you have in place to help you and write them below:

_____

_____

_____

_____

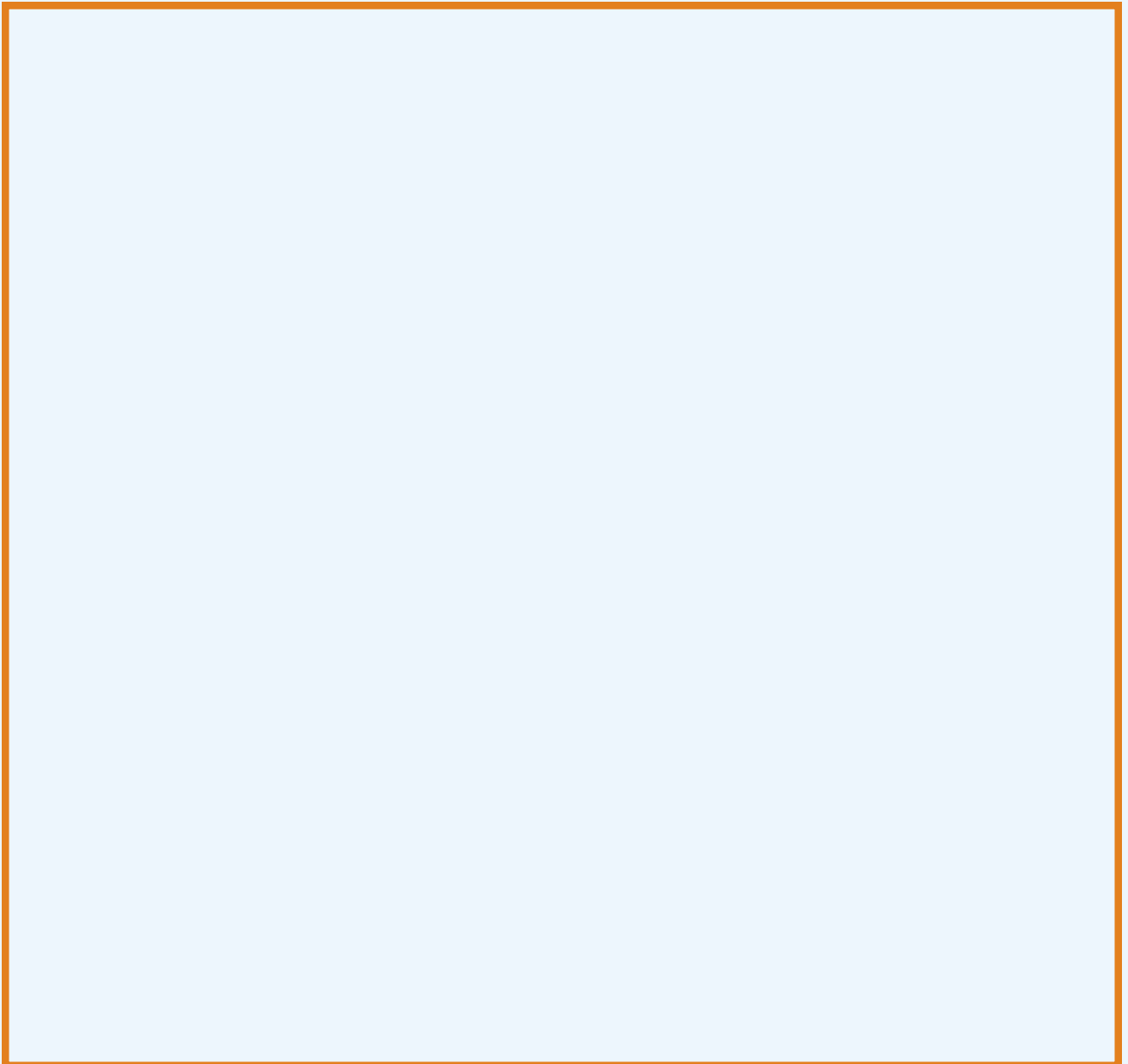**Asking someone to leave the premises:**

It may be that the individual of concern needs to be asked to leave the premises. If this is the case, you should not do this yourself.  Instead, you should seek assistance from your manager and door staff/security team, if available.

Speak to your management team or other senior team members about whether you have a way to indicate someone needs to be asked to leave the premises. This could be a code word over the radio or some other type of signalling. Always ensure that the situation doesn't escalate. Write down your code word or process below:

_____

_____

_____

_____

## Outside of the premises:

**If** the vulnerable person would like support in finding a way home there are many options available. In the space below draw relative to your unit where you might direct people to go to. These could include:

- Local support services
- Car parks
- Taxi ranks
- Public transport stops
- Late night food establishments
- Other venues

# ASK FOR ANGELA: LEARNING SUMMARY

In the previous sections we've discussed the various ways your business can implement Ask For Angela. Complete the fields below to help you bring together all that you've learned in order to respond appropriately to an Ask For Angela situation.

## Step 1: Make the person feel safe by:

- **Listening:** Use the **C.A.R.E.** technique.

- **Invite them to a safe place to wait:** Insert your business's designated safe place, or nearest business to you where a safe space is available, here:

<br><br><br>

- **Use your business codeword to alert radio users in the premises.** Do you have a code word: Yes/No (please circle). If so, what is it?

<br><br><br>

- **Inform a manager of the situation,** who may ask door staff/security for support if available, to ask the individual causing distress to leave (see previous guidance)

## Step 2: Supporting the person with their specific concern

- **Listen to the person and ask them what they need**

- **List the ways you are able to help**

<br><br><br>

- **Support the person to leave safely:** Consider which route you should use, dependent upon the situation. List exits available from your premises?

<br><br><br>

- **Provide Guidance:** Signpost the individual to local support service in the area or provide them with the www.askforangela.co.uk website

## Call 999 if it's an emergency situation

## Step 3: Following up

- **Does your business record individuals' details and the incident for reference, in line with GDPR requirements?** Yes/No (please circle). If so, where should this be recorded?

# WHAT HAPPENS NEXT?

## Congratulations!!!

### You have completed the Ask For Angela training workbook

The information you have gained from this training programme and the skills you have learnt will be vital for your continued success in your role. This will ensure your customers will always have a great experience in your business and want to return.

## National Ask for Angela

### Training Completed

Signed: ............................

Date: ............................

### Ask For Angela contact details:

Please write down your local Ask for Angela scheme details if applicable

If you would like a bespoke version of this workbook, please contact hello@askforangela.co.uk

# APPENDIX

## QUICK LINKS & USEFUL CONTACTS

1. Copies of the Best Bar None and National Pubwatch policies and procedures can be found here: https://bestbarnone.com/resources/

2. If you need any additional support in launching Ask For Angela, please contact info@askforangela.co.uk - we are here to help you.

3. If you believe you have been a victim of spiking, please contact the specialised police team at www.police.uk/ro/report/report-spiking/v2/report-spiking/.

4. For information about ShopKind and Retail Safe Spaces, please visit the following websites.
   - ShopKind - nbcc.police.uk/business-support/shopkind
   - Retail Safe Spaces - nbcc.police.uk/partnerships/safe-spaces

5. If you have any feedback on this workbook or the Ask For Angela scheme please contact info@askforangela.co.uk.

On the following pages you'll find examples of the posters you can use to promote Ask for Angela. Visit askforangela.co.uk for more templates.

# ASK FOR ANGELA

# Staff Guidance

**If you are approached by a customer who asks for Angela or is in distress and needs our support, please follow these steps:**

## Step 1

**Make the person feel safe**

Respond calmly and discreetly

Listening: Use active listening and the C.A.R.E. technique

Invite them to our venue's safe space or designated area:

Inform a manager of the situation

If applicable use our venue codeword to alert radio users in the venue. Our site's codeword is:

If necessary, ask security to ask individual(s) causing distress to leave

## Step 2

**Support the customer with their specific concern**

**Call 999 if it's an emergency or a crime is in progress**

Listen to the person and ask them what they need

Ask the customer about what has happened

Support the person to leave safely: what route should you advise them to use?

Provide guidance: signpost the individual to local services

## Step 3

**Follow up**

Record the incident for reference. Our incident book is located:

**IMPORTANT**
You are not expected to be a counsellor or provide any support beyond the customers safe exit of the building

**For more information please visit askforangela.co.uk or scan the QR code**

**ASK FOR ANGELA**

# All of our staff are trained to discreetly help you if you feel unsafe for any reason

Just Ask for **Angela** to anyone who works here and they will assist you in any way they can

**Something not right and need some support?**

**Do you feel like you are in an unsafe situation?**

**Are you getting unwanted attention and need some help?**

**For more information please visit askforangela.co.uk or scan the QR code**

NATIONAL PUB WATCH
*stronger together*