

# NATIONAL

**ASK FOR**

**ANGELA**

**TEAM MEMBER  
WORKBOOK**



The graphic features a large orange triangle in the top right corner and a large blue triangle in the bottom right corner. In the center, there is an orange speech bubble with the word 'ANGELA' inside. Above the speech bubble, the words 'ASK FOR' are written in a bold, black, sans-serif font, slanted upwards. To the right of the speech bubble, there are four curved orange lines radiating outwards, suggesting a signal or sound.

**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](http://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:

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.

### 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:

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





## **A BESPOKE PROCESS FOR IMPLEMENTING ASK FOR ANGELA IN YOUR BUSINESS**

# 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](https://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:

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## **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:

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## 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:

- **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?

- **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**

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

- **Provide Guidance:** Signpost the individual to local support service in the area or provide them with the [www.askforangela.co.uk](http://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

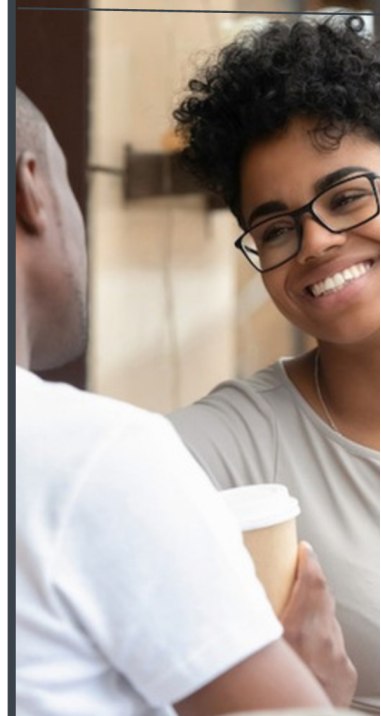
Signed: .....

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](mailto: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](mailto: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/](http://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](http://nbcc.police.uk/business-support/shopkind)
  - Retail Safe Spaces - [nbcc.police.uk/partnerships/safe-spaces](http://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](mailto: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](http://askforangela.co.uk) for more templates.



# 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 customer's safe exit of the building



For more information please visit [askforangela.co.uk](https://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](http://askforangela.co.uk) or scan the QR code



