

## **'Ask For Angela' Campaign Guide**

Hartlepool Community Safety Team is working with Cleveland Police, Hartlepool Borough Council, Hartlepool Licensee Association, and venues across Hartlepool to help people enjoy safer nights out in public spaces.

By training your staff and implementing Ask for Angela you can play a role in helping to prevent and reduce sexual violence and vulnerability within your premises.

### **Q. What is Ask for Angela?**

A. Ask for Angela is aimed at informing and educating staff about customer welfare and vulnerability through posters and digital media, providing a customer-facing element that reassures that support is available, and gives a code phrase that can be used to seek help from staff.

### **Q. Why should I do this?**

A. These tools will help to prevent and reduce sexual violence and vulnerability.

Putting the welfare of customers first and dealing with vulnerability are essential parts of running any licensed premises.

You can help to do this by implementing Ask for Angela.

If you are a licensed premises you should be mindful of the licensing objectives and the consequences of failing to promote them.

### **Q. Is this just about sexual offences?**

A. No, this is about reducing all potential harms, including violence, and all forms of hate crime.

### **Q. Can I just put up some Ask for Angela posters?**

A. Without training or awareness your staff may not be able to assist or indeed may inadvertently leave a customer vulnerable, so it's important you don't put up posters unless your staff have been trained.

## **Ask for Angela**

Provides customers with a code word to communicate discreetly with staff and security if they are feeling unsafe or vulnerable when on their night out.

To implement Ask for Angela in your premises you can:

- Ensure your staff are aware of the campaign and your venues procedures if someone was to 'Ask for Angela'.
- Display 'Ask for Angela' posters in your premises in discreet areas such as your toilets doors, mirrors, and bathroom digital screens.
- Display reminders for staff in key communal areas such as staff rooms.
- Promote Ask for Angela through your marketing campaigns.

## **Best Practice for Dealing with Vulnerable Customers**

If a customer uses 'Ask for Angela', or looks vulnerable, there are a number of steps which you may take to assist them and ensure they are safe.

Best practice would suggest that you should consider the following when drafting your policies relating to welfare and vulnerability.

- Customers will need to be separated from the person accompanying them and led to a safe location where they can talk freely and state what assistance they require and why.
- Customers should not be taken to a cash office or other vulnerable location. Ideally, you should make use of first aid rooms, chill out areas, or closed areas of your venues where other staff may be able to assist.
- Customers should be made aware that if a crime is alleged or disclosed, police may need to be contacted (this procedure does not replace occasions where a police response is required and staff should continue to call 999 or 101 depending on the level of response required).
- You should have a recording process for each occasion a customer uses 'Ask for Angela' – this helps you to identify any emerging patterns or in case an offence is disclosed at a later stage.
- Consider ensuring the process is conducted in an area covered by CCTV, preferably of HD quality and maintain the recording.

**Regardless of if the police are called to the incident, you should consider recording the following details.**

This is important as the customer may choose to take this incident further at a later date – recording these details will assist the police in their investigation.

If possible, you should verify these details by asking to see the concerned parties ID.

- Date and time of the alleged incident.
- Customer (Victim) details:
  - Name
  - Address
  - Description
- Alleged Suspect Details:
  - Name
  - Address
  - Description
- Summary of the incident and the assistance you gave.
- If you use an ID scanning system, you may also wish to consider locating the concerned parties on it and logging the appropriate records.

**When dealing with a customer, you may wish to consider the following:**

- Medical Assistance - consider if the customer appears vulnerable (confused, separated from friends, voluntary or involuntary intoxication, mental health, visible injury) and call for medical assistance if required.
- What does the person in distress want? – ask the customer what they want, this may include:
  - Simply alerting staff to a potential problem.
  - Being separated from a group or individual.
  - Assistance in leaving alone by taxi.
  - Assistance in finding their possessions.
  - Being reunited with trusted friends who are close by.
  - Contacting a friend or relative who may wish to attend the venue to pick them up.

**NB** If a customer discloses a serious sexual assault, or other serious violent assault you should treat the area and customer as crime scenes, this means keeping the area the incident occurred as sterile as possible and avoid all but essential contact with the customer.

(Often an individual may not want police involvement immediately but if subsequently requested important evidence may have been lost if crime scene measures are not put in place.)

- **Do you need to ask the person causing distress to leave?**

- Consider whether you need to ask the person causing distress to leave the building.
- Ask your security team, if you have them, or a manager/senior member of staff to do this. Ideally you should ensure that this is done on CCTV or Body Worn Camera.
- Do not allow the customer asking for help to leave the premises in sight of the person causing them distress as this could lead to them being followed out and placed at higher risk.
- If the person causing distress becomes angry, consider calling the police for assistance, or follow your policy regarding conflict management and resolution.
- You can also report crime online at [www.cleveland.police.uk](http://www.cleveland.police.uk) or call 101.

**REMEMBER – IN AN EMERGENCY, OR IF CRIME IS HAPPENING ALWAYS  
DIAL 999 TO SPEAK TO POLICE**

### **Useful Contacts**

#### **Hartlepool Community Safety Team**

Hartlepool Police Station, Avenue Road, Hartlepool, TS24 8BB

Tel. 01429 523100 (office hours) E-mail: [community.safety@hartlepool.gov.uk](mailto:community.safety@hartlepool.gov.uk)

#### **Hartlepool Borough Council Trading Standards and Licensing Team**

Civic Centre, Victoria Road, Hartlepool, TS24 8AY

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