



# **SETUP GUIDE**

## **& WORKBOOK**

ASK FOR

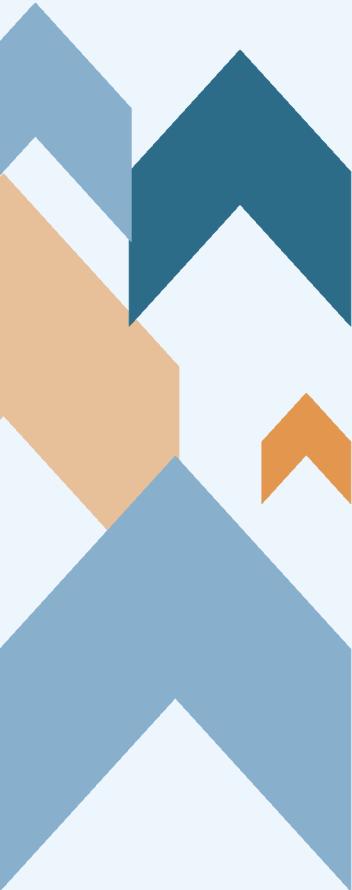
ANGELA



Name:

Business:

Date of completion:



# INTRODUCTION

## WHAT IS ASK FOR ANGELA?

**Ask for Angela** is a safety initiative launched in 2016 to help people discreetly signal when they feel unsafe or vulnerable in bars and other venues. By asking for "Angela" - a fictional staff member - individuals can alert trained staff who can move them to a safer space with minimal fuss.

The campaign was created in Lincolnshire by Inspector Hayley Crawford and is named in memory of Angela Crompton (née Phillips), who was tragically killed by her husband in 2012. Since its inception, Ask for Angela has been adopted across the UK and beyond to support personal safety and wellbeing in public places.

## WHO IS THIS WORKBOOK FOR?

This workbook is for anyone who works with customers who can become vulnerable. Although primarily intended for alcohol-licensed venues, it is easily adaptable for any customer-facing environment.

If you would like a personalised version of this workbook or to enquire about training, please contact [info@askforangela.co.uk](mailto:info@askforangela.co.uk).

## WHO WILL SUPPORT YOU?

Your Local Authority, local policing team, Business Improvement District, Business Crime Reduction Partnership, Violence Reduction Unit or other local partners may provide local support in setting up Ask for Angela - just ask them.

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 [askforangela.co.uk](http://askforangela.co.uk).

## WHAT ARE THE AIMS OF THIS WORKBOOK?

The workbook is intended to guide you through the process of setting up a robust Ask for Angela process and how to support anyone who finds themselves in a vulnerable situation. It aims to:

- 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 and customer experiences in the business.
- Increase repeat custom.

# HOW TO USE THIS WORKBOOK

**Section A** should be completed by management teams. It will help guide you to create an appropriate process for your business on how your team will respond when someone asks for Angela or is in need of help. The contents include:

## Reasons people may need to ask for support

Who, why and when people become vulnerable.

## Developing your bespoke process

- Setting up for success
- Training your team
- Visibility for customers
- Recording and reflecting
- Policies and procedures

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

It should be completed by anyone who works directly with customers on site, including but not limited to:

• Management team	• Security staff
• Bar team	• Sales advisors
• Floor team	• Cleaning staff
• Glass collectors	• Crew members
• Supervisors	• Waiters/waitresses
• Door staff	• Stewards/stewardesses
• DJs	

Additional copies of the Team Member Workbook can be downloaded and printed free of charge, or ordered in printed format at [askforangela.co.uk](http://askforangela.co.uk).

Keeping completed copies on file helps demonstrate due diligence in staff training and your commitment to supporting vulnerable individuals.

# REASONS PEOPLE MAY NEED TO ASK FOR SUPPORT

## WHAT COULD MAKE SOMEONE VULNERABLE?

People go out to socialise for a variety of reasons, and these different circumstances can also lead to a range of situations where individuals may feel unsafe, become vulnerable or need help. Taking time to reflect on this can help you recognise when someone may need support.

Below are some examples of factors and occasions that may give rise to vulnerability.

OCCASION/FACTOR	VULNERABILITY RISKS
Circuit/pre-club	Pre-loading, excessive drinking.
Out on the town	Losing their group of friends, not know where they're going.
Meeting with friends	Not knowing everyone in the group, excessive drinking.
Travelling alone	Unfamiliar surroundings, don't know where they're going. Looking lost and attracting 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.
To forget about their day/situation	Excessive drinking, looking to cause trouble, becoming a target.
Dating	Not knowing their date - is it the person they expected?
Reported spiking	Intoxication and feeling out of control, very vulnerable. (Note: individuals reporting that they may have been spiked can apply to all of the occasions above).





# SECTION A

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

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.

# DEVELOPING YOUR BESPOKE PROCESS

## STEP 1 - Make the person feel safe

Actions pre-selected 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-selected, to suit your business.

ACTION	STEPS NEEDED	WILL YOU DO THIS?
Ensure the team listen and responds appropriately and calmly in the moment	<ul style="list-style-type: none"><li>• All staff are trained (section B).</li></ul>	
Invite the person to a safe place to wait	<ul style="list-style-type: none"><li>• Identify your designated safe place to take anyone that asks for help. This could be a dedicated area, out of use kitchens/offices, general back of house areas, preferably with CCTV. Where possible, a team member should stay with the individual needing help.</li><li>• Review your company safeguarding policy to ensure the safe space chosen aligns with it.</li><li>• If you don't have a separate area that you can take the individual to, is there a business nearby that operates Ask For Angela where a safe place is available? If so, how will you get the person there?</li><li>• Communicate the chosen safe place to all staff (section B).</li></ul>	
Inform a manager of the situation	<ul style="list-style-type: none"><li>• All staff are trained (section B).</li><li>• Manager to consider whether to ask the individual causing distress to leave.</li></ul>	
Use a codeword to alert radio users in the business	<ul style="list-style-type: none"><li>• If applicable, all staff to be made aware of codeword (section B).</li></ul>	

Add detail to your business's bespoke response below, using the decisions you have made above.

**Safe place 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 help they need	<ul style="list-style-type: none"> <li>Staff trained to listen and respond appropriately to the situation reported by the person (section B).</li> </ul>	
What response options are available to help the person feel safe again	<p>Consider:</p> <ul style="list-style-type: none"> <li>Ask the person/people causing distress to leave.</li> <li>Call a taxi or a safe contact to collect them.</li> <li>Reunite with a friend.</li> <li>Contact appropriate local support services.</li> <li>Call police - 101 (999 in an emergency).</li> <li>Train staff to inform of the options available outside the business e.g. Safe Bus, help point.</li> </ul>	
Support the person to leave safely, if they want to leave	<ul style="list-style-type: none"> <li>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?</li> <li>Inform staff of the exit routes you have identified.</li> <li>Provide staff with relevant travel service details to support the person leaving e.g. taxi numbers, bus terminal and train station locations, etc.</li> <li>If it is not a police matter, share the person's direction of travel, description and the incident on the Radio Link, if available.</li> </ul>	
Provide contact details of local support services	<ul style="list-style-type: none"> <li>Staff trained in local support services.</li> <li>Refer to <a href="http://askforangela.co.uk">askforangela.co.uk</a> for national support services</li> </ul>	
Assess whether police involvement is needed	<ul style="list-style-type: none"> <li>Staff trained on procedure.</li> <li>Call 999 if it's an emergency situation.</li> <li>Call 101 to report a non-emergency situation to the police.</li> </ul>	
Record the incident	<ul style="list-style-type: none"> <li>If your site is part of a business crime reduction scheme ensure you add in as much information as possible into the incident log</li> <li>Inform staff on business policies and procedures in line with GDPR requirements.</li> </ul>	

Now, write below the details you have identified in step 2 to enable your team to support someone who asks for Angela, after making them safe:

**Exit route(s):**

**Local taxi number:**

**Other local transport:**

**Local support services:**

## STEP 3: Following up

ACTIONS	STEPS NEEDED	WILL YOU DO THIS?
Raise awareness	<ul style="list-style-type: none"><li>Inform local police (if necessary) and/or Business Crime Reduction Manager/Partnership about the incident.</li><li>Raise at monthly Pubwatch meeting in relevant section of the agenda.</li><li>If appropriate, submit an incident report e.g. via a crime recording system.</li></ul>	
Provide feedback to the team on the incident and how it was dealt with	<ul style="list-style-type: none"><li>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?”</li></ul>	
Review CCTV to identify anything else of concern in relation to each incident	<ul style="list-style-type: none"><li>Ensure authorised person to review and identify anything of concern.</li><li>Raise with appropriate partners where applicable.</li></ul>	

**Reviewing the actions above, record below how you will follow up after any Ask For Angela incident:**

# SETTING UP FOR SUCCESS

ACTIONS	STEPS NEEDED	WILL YOU DO THIS?
Display Ask for Angela materials e.g. posters, stickers, screens around the premises, promote online	<ul style="list-style-type: none"> <li>• Obtain materials from <a href="http://askforangela.co.uk">askforangela.co.uk</a> or local partnerships.</li> <li>• Share on social media and advertise on website or on-screen in venue.</li> </ul>	
Promote to team to ensure ongoing success	<ul style="list-style-type: none"> <li>• Review current process for pre-shift briefing and amend as necessary.</li> <li>• Add Ask for Angela to your induction training.</li> <li>• Implement a refresher training programme.</li> <li>• Download and display the free staff guidance poster back of house.</li> </ul>	
Sign up to Pubwatch or other data sharing schemes to enable incidents to be recorded	<ul style="list-style-type: none"> <li>• Contact the administrator of relevant schemes in your area and become a member.</li> </ul>	
Review and implement any additional policies and procedures	<ul style="list-style-type: none"> <li>• Please see next page for further guidance.</li> </ul>	
Monitor and review procedures on a regular basis	<ul style="list-style-type: none"> <li>• Consider how you will monitor and review the effectiveness of your procedures, and how regularly you will do this.</li> <li>• Reporting incidents and evaluating staff responses are essential steps in maintaining the success and integrity of the Ask for Angela scheme.</li> </ul>	

**How will you promote the initiative to your team to ensure ongoing success?:**

# POLICIES & PROCEDURES

To ensure the safety and wellbeing of customers, it is essential that all staff understand their responsibilities in creating a secure and welcoming environment. Review your existing policies and procedures to determine whether any additional measures could further strengthen the support provided within your premises.

Here are some examples of policies that you could also adopt if you don't have them in place already. Free templates are available at [bestbarnone.com/resources](http://bestbarnone.com/resources):

- 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

## CONGRATULATIONS!

You've now implemented all the essential elements to run a successful Ask for Angela scheme in your venue.

Section B contains a workbook for your staff to complete at their own pace, which will train them in how to respond to anyone asking for Angela or needing help in your venue.

To ensure the scheme is visible and accessible to those who may need it, a range of materials are available at [askforangela.co.uk](http://askforangela.co.uk), including:

- Posters
- Vinyl window stickers
- Team workbooks and scheme setup guides
- Trained pin badges for staff

## QUICK LINKS & USEFUL CONTACTS

If you need any additional support in launching Ask For Angela, or suggestions for improvement to the scheme or this workbook, please contact [info@askforangela.co.uk](mailto:info@askforangela.co.uk) - we are here to help you.

For information about ShopKind and Retail Safe Spaces, please visit:

- ShopKind - [bit.ly/NBCC-ShopKind](http://bit.ly/NBCC-ShopKind)
- Retail Safe Spaces - [bit.ly/NBCC-SafeSpaces](http://bit.ly/NBCC-SafeSpaces)

# SECTION B

## TEAM MEMBER WORKBOOK

The next section is designed for your team members and will equip them with the practical skills needed to respond appropriately to customers seeking support.

Once team members have found out the answers to the questions in this workbook, the completed booklets can be kept on file as a training record.

# REASONS PEOPLE MAY NEED TO ASK FOR SUPPORT

## WHAT COULD MAKE SOMEONE VULNERABLE?

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# HOW TO SUPPORT SOMEONE WHO NEEDS HELP IN YOUR BUSINESS

If someone asks for Angela, this means they are looking for help discreetly. Your actions can make all the difference.

## STEP 1: Take immediate action

- Invite them to your designated safe place (write in below).
- Remain calm. Stay with them if appropriate.
- Do not question whether they “really need help” — treat all requests seriously.

**The safe place is located at:**

## STEP 2: Inform a manager or supervisor

- Make a manager aware of the situation without drawing attention.
- If applicable, use your venue’s radio codeword to alert others without alarming the customer or others. If your venue uses a radio codeword, write it in below.

**The radio codeword is:**

## STEP 3: Support the person based on their needs

- Listen to the person to understand what they need. The next page will help you become an ‘active listener’.
- Use the C.A.R.E. process (see later in this workbook) to guide your actions.
- You are not expected to be a counsellor — your job is to listen, act discreetly and follow your site’s bespoke process, which is explained in the following pages.

## STEP 4: Support them to stay or leave safely

- Help them act on the choice they make — don’t decide for them.
- If they want to stay and someone concerning them is still present, make a plan with your team/manager.
- If they want to leave, support them to do this safely (see later in this workbook).

# ACTIVE LISTENING

Listening well is the most important part of responding to someone asking for Angela. When a person is vulnerable or distressed, they need to feel heard, believed and in control. Active listening is the skill that helps you do that.

## What is active listening?

Active listening means fully concentrating, understanding, responding, and remembering what the person is saying. It involves your body language, words and attitude.

You are not just hearing them — you are **showing them** you are listening.

## Why it matters

- It helps the person feel calm and safe.
- It gives you useful information about what to do next.
- It builds trust so they are more likely to accept help.
- It stops you from making assumptions or rushing to fix things.

Step	What to do	Example
1. Pay attention	Face the person. Make eye contact (if appropriate). Avoid distractions.	Pause what you're doing. Look at the person requesting help.
2. Show you are listening	Nod, use open body language, and say short affirmations like "I see" or "Go on."	"That's okay, take your time."
3. Reflect and clarify	Repeat key points to check you've understood. Use their words.	"So you're saying he won't leave you alone, and you feel scared?"
4. Don't judge or interrupt	Let them talk at their pace. Don't rush to fix it. Avoid minimising or doubting.	Don't say "Are you sure it's that serious?" Instead, say "Thanks for telling me."

# THE C.A.R.E. PROCESS

Now that you understand how to act as an active listener, we're going to look at the process when someone asks for Angela. When this happens, you should C.A.R.E.:

## Consider:

### Observe the situation:

- Who is the person with? Are they alone or with friends?
- Are they showing signs of distress - scared, confused, upset?
- Could the situation escalate if not handled discreetly?
- Are they under the influence/intoxicated?
- Do they need additional support?
- Don't make assumptions — just observe and prepare to listen.

## Actively listen:

This is the heart of Ask for Angela. Let the person talk. Show you are listening:

### Do:

- Pause, give them time to speak.
- Listen carefully to what has been said.
- Use eye contact and open body language.
- Say simple, reassuring things like: "*I'm here to help*", "*Take your time*", "*You're safe here*".
- Ask what they need, for example: "*Can you tell me what's happened? How would you like us to help?*"

### Don't:

- Interrupt.
- Jump to conclusions.
- Offer your opinion or try to solve everything.
- Minimise what they say (e.g. "*I'm sure it's nothing.*")

## Risk assess:

Think about immediate safety — theirs and yours.

### Ask yourself:

- Do they want to stay or leave?
- Are others involved? Is anyone nearby causing concern?
- Should this be escalated to a manager, security or the police?
- Can the person safely leave the venue?

### Actions might include:

- Taking the person through a quieter exit route.
- Asking security to monitor or remove someone (never do this alone).
- Calling a taxi, a friend or the police if necessary.

### Exit routes available in our venue:

## Explain & evaluate:

Once they are in a safer space and have been listened to:

### Explain clearly:

- What their options are.
- That you can help them leave or stay, contact someone, or stay with them.
- Providing the person with options will help them regain a sense of control of the situation.
- What support is available to them locally.

### Evaluate:

- Has the situation been properly handled?
- Do you need to complete an incident report?
- Could anything have been done differently?
- Who else do you need to tell about this situation?

**Call 999 if it's an emergency situation.**

**List the ways you can help the person:**

## Supporting the person to stay or to leave safely

### Asking someone to leave the premises:

The individual causing concern may need to be asked to leave. You should never do this alone. Always seek support from your manager and, where available, the door staff or security team.

Speak with your manager to understand the procedure for discreetly signalling that someone needs to be removed. This may involve a radio code word or another agreed method. Always prioritise safety and avoid escalating the situation.

**Note your venue's code word or procedure for signalling someone to be removed:**

### Supporting the person to leave safely:

Consider which route you should direct them to, dependent upon the situation.

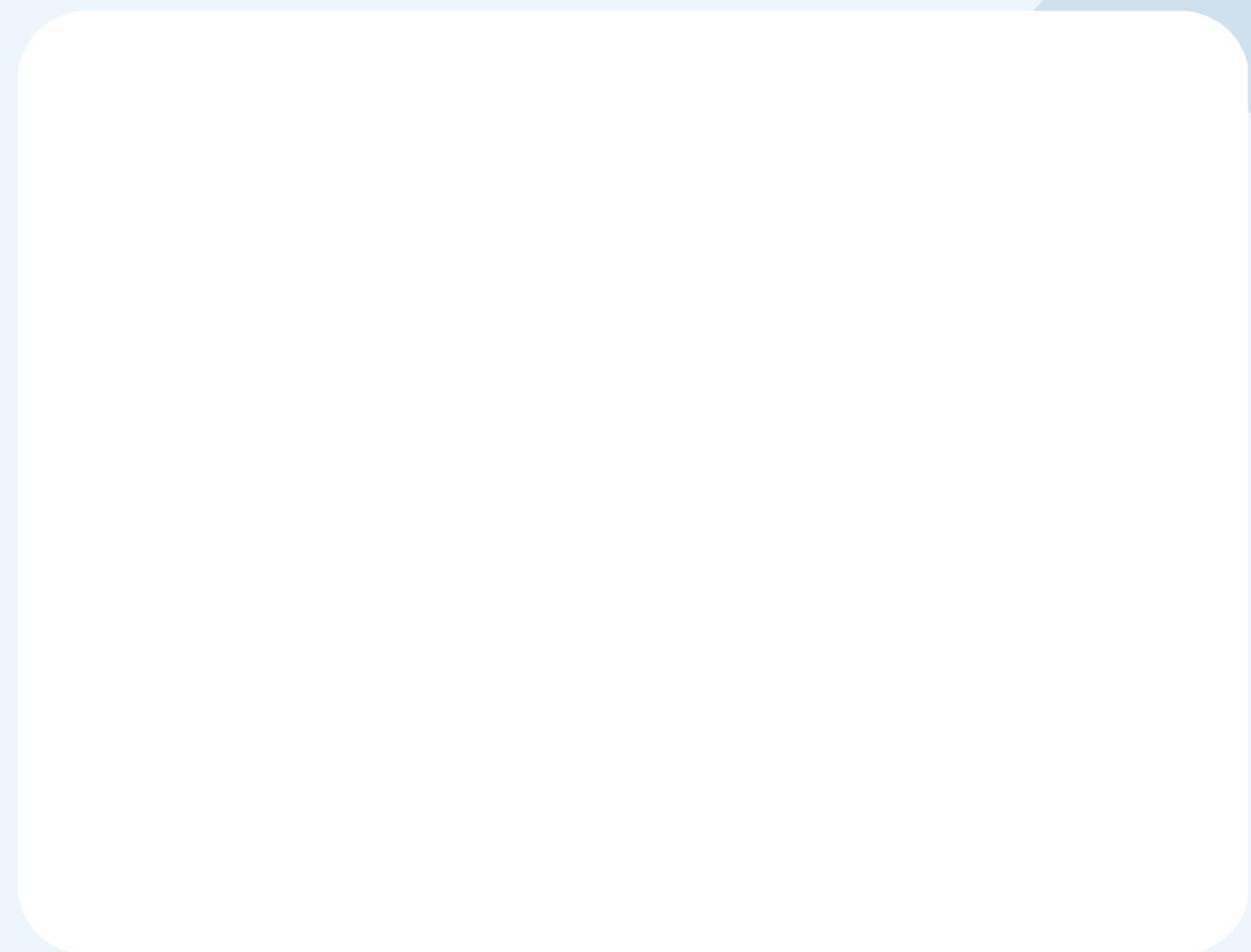
**List the exits available from your premises:**

**Where can you find a local taxi number to give to the person if needed:**

## 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 venue where you might direct people to go to in order to get home.** This could include:

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



# SETTING UP FOR SUCCESS: POLICIES & PROCEDURES

This section will help you identify the relevant practices and policies in your business that support the effective implementation of the Ask for Angela scheme. If you're unsure about any of the information below, please speak with your manager.

Your organisation's policies and procedures are designed to guide your response when someone in a vulnerable situation seeks support. **Talk to your manager to understand what policies are in place to assist you, and list them here:**

## Following up

### **Recording individuals' details and the incident for reference:**

Does your venue do this? Yes/No (please circle). If so, where is this be recorded in your business?

Speak with your manager about how it was handled. Share learnings if appropriate - could anything have been done differently?

Do not share specific details about any incident where you have supported a vulnerable person with anyone outside of your professional environment. You may share information with the following groups as part of your professional responsibilities: colleagues, police, local authorities, support services, Pubwatch etc.

# CONGRATULATIONS!

## You have completed the Ask For Angela training workbook

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

### Learning summary: What you've learned

By completing this workbook, you should now be able to:

- Recognise when someone may be vulnerable
- Respond calmly and appropriately when someone needs help and/or asks for Angela
- Use the C.A.R.E. method to guide your support
- Help someone leave or stay safely based on their wishes
- Record and reflect on what happened afterwards

Your name:

Training completion date:

Trainer/manager name:

Trainer/manager signature:

We recommend this booklet is repeated every six months, refreshing each team member's knowledge. This team member should repeat the workbook on (date):

If you would like us to develop a bespoke version of this workbook, please contact [info@askforangela.co.uk](mailto:info@askforangela.co.uk).



# CONTACT DETAILS

Write down your local Ask for Angela scheme details if you have one:



If you do not have an Ask For Angela scheme being run locally and would like some support, or are not sure and would like to find out, we are here to help you. Visit [askforangela.co.uk](http://askforangela.co.uk) or email [info@askforangela.co.uk](mailto:info@askforangela.co.uk).





# 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 ensuring the immediate safety and reassurance of the customer



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



# Need help?

Our team are trained to help in a range of situations - however you choose to ask for it.

I need your help...

Can I speak to you somewhere quiet?

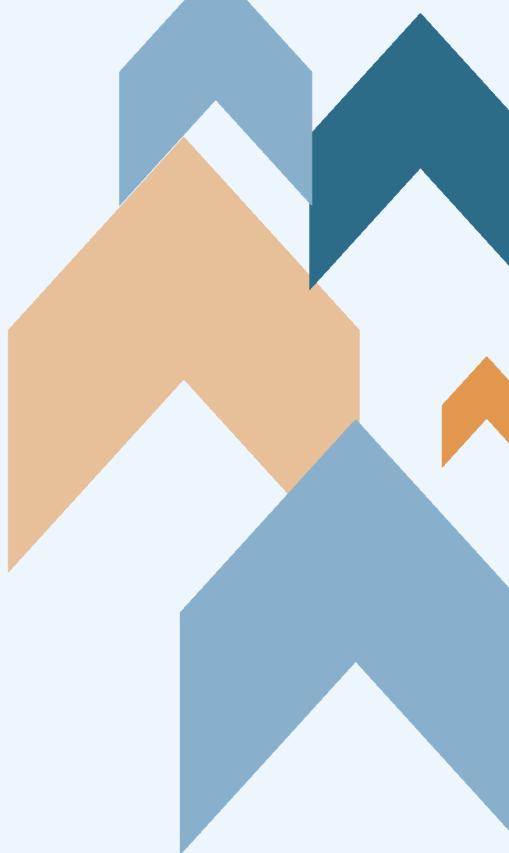
Could I speak to Angela?



 [askforangela.co.uk](http://askforangela.co.uk)

 [/AskForAngelaUK](https://www.facebook.com/AskForAngelaUK)

 [@AskForAngelaUK](https://www.instagram.com/AskForAngelaUK)



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