

# ASK FOR ANGELA

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# WAVE TRAINING AND ASK FOR ANGELA

Safer Sounds are working with the Metropolitan Police Service and venues across London to help people enjoy safer nights out in public spaces.

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

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.

This pack includes all assets available to promote Ask for Angela for premises that has received WAVE training.

If you wish to re-order any print materials or if you have any bespoke digital requirements please contact Safer Sounds with your requests at [wave@saferbusiness.org.uk](mailto:wave@saferbusiness.org.uk). The instructions to download assets are at the end of this document.



**ASK FOR ANGELA**





01

# CUSTOMER FACING MATERIALS



# A4 & A3 POSTERS

Display the posters in washroom areas or back of toilet doors to provide customers with an option to read the posters out of sight of anyone who may be causing them distress.

These can also be downloaded to be locally printed.

**ON A DATE THAT ISN'T WORKING OUT?**

**FEEL LIKE YOU'RE NOT IN A SAFE SITUATION?**

**GETTING UNWANTED ATTENTION OR PEOPLE NOT TAKING 'NO' FOR AN ANSWER?**

For discreet help, speak to a member of our team and

**ASK FOR ANGELA**

They will know you need help and will get you out of the situation without fuss.

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# A6 MIRROR CLING

These can be displayed on mirrors in washrooms.

When applying the stickers, wipe the surface clean for the best results.

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# DIGITAL SCREENS

MP4 format file of the Ask for Angela message.

This can be displayed on digital screens in washrooms.

If you have any specific requirements of sizing to suit your venue screens, please get in contact.

# SOCIAL MEDIA

Promote Ask for Angela to customers ahead of their night out.

There are a selection of three different creatives for each platform to choose from, or use them on a rotation.

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# SOCIAL MEDIA KEY MESSAGES

The below social media post wording can be used and tailored to suit your venue for social media:

Our teams are here to support you. If you're on a date that isn't working out, getting unwanted attention or people aren't taking 'no' as an answer, just Ask for Angela.

Staff will be able to assist by supporting you to leave the venue safely or ensure you are reunited with a friend.

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If you see these posters in our venues, that means we're operating Ask for Angela and will be able to support you if you're feeling unsafe. If you're getting unwanted attention or people aren't taking 'no' for an answer, speak to a member of the team or security and ask for Angela.





02

# STAFF MATERIALS

# A5 STAFF LEAFLET

Display the leaflet in communal staff areas or hand out to all new starters to provide key information on what to do if someone asks for Angela.

## ASK FOR ANGELA

By telling customers that they can 'Ask for Angela' we're giving them a discreet code word that they can give to staff if they feel unsafe or threatened.

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Working in partnership with Safer Sounds and the Met Police, this scheme aims to reduce sexual violence and vulnerability in venues.

Customers may see posters in washrooms or social media posts that offer them to 'Ask for Angela' if they are feeling unsafe when out.

### IF A CUSTOMER DOES ASK FOR ANGELA, PLEASE FOLLOW THESE STEPS:

- Invite them to a safe place to wait for 'Angela'
- Inform your manager of the situation
- Ask the customer what they need – do they need assistance leaving the venue safely or to be reunited with a friend?
- If needed security can ask the individual causing the distress to leave
- Consider recording the details of the individual and the incident for reference
- Call 999 if it's an emergency or a crime is in progress

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# A4 STAFF ROOM POSTER

Staff room posters can act as a reminder while staff are on breaks to what the process is if a customer asks for Angela.

These can be printed locally.



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.

## WHAT TO DO NEXT?

- Invite them to a safe place to wait for 'Angela'
- Inform your manager of the situation
- Ask the customer what they need – do they need assistance leaving the venue safely or to be reunited with a friend?
- If needed security can ask the individual causing the distress to leave
- Consider recording the details of the individual and the incident for reference
- Call 999 if it's an emergency or a crime is in progress

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# PIN BADGES

Staff and security can wear badges to show that the venue operates Ask for Angela.

These inform customers that they can approach the staff and also as a reminder for staff.

This may also encourage conversations to educate customers about what Ask for Angela is.







03

# DOWNLOAD MATERIALS

# DOWNLOAD THE MATERIALS NOW

You can download the WAVE Guidance and Ask for Angela materials by registering on our website at

[www.saferounds.org.uk/a4a-resources](http://www.saferounds.org.uk/a4a-resources)





# ASK FOR ANGELA

Thank you for working with Safer Sounds and the Met to keep customers safe during their night out.