



ask for Angela

Toolkit



Police Service
of Northern Ireland

ask for Angela Toolkit

Introduction

Welcome to the Police Service of Northern Ireland's, Ask for Angela toolkit – a series of new graphical assets and key messages that we need your help to reach local businesses and the wider community with.

We would greatly appreciate your support by sharing our content and key messages on your public facing channels and in your networks, if you feel it's appropriate.

What is 'Ask for Angela'?

Anyone who is feeling unsafe, vulnerable or threatened can discreetly seek help by approaching staff in registered venues and asking them for 'Angela'. This code-phrase will indicate to trained staff that they require help. This might be through reuniting them with a friend, seeing them to a taxi, or by calling venue security and/or Police.

What are we trying to achieve?

We want as many local businesses across Northern Ireland to sign up to support the 'Ask for Angela' scheme and commit to training their staff. We also want to raise awareness of the scheme amongst the wider public so they feel confident to seek help if they need.

The training package for the scheme is now available to access on the Hospitality Ulster website here: hospitalityulster.org/askforangela

Any venue that wishes to take part must first register via the link above to sign up to the scheme and then they will be given access to the bespoke training package for their staff and promotional materials for their venue.

The training explores what vulnerability is, how to identify it and appropriate interventions to take if someone **'Asks for Angela'**.

We have designed and created a map for the public that will pinpoint venues who have signed up and took part in the training. You can find this by clicking [here](#).

We need your help to fill this map! By helping us promote this scheme we can empower people to play a vital role in reducing potential harm.

What's In The Toolkit?

- Graphical Assets – how to download
- Key messages & template press release
- How to share
- Contacts
- Website

All of the assets seen below are now available for download from the Police Service of Northern Ireland's website here: psni.police.uk/askforangela

Key Messages

Please use the key messages below as guide for when you are posting about the scheme or making a local business aware.

- “Is Angela about tonight?” Code for: I need your help. The Police Service of Northern Ireland has teamed up with Hospitality Ulster and the Northern Ireland Hotels Federation to launch “Ask for Angela”. We want to help encourage as many venues to sign up and train their staff to be able to act if discreetly asked for help.

Read more:

psni.police.uk/AskForAngela

- Local businesses are already signing up to the ‘Ask for Angela’ scheme across Northern Ireland. If you haven’t already, please sign up. You will receive all the training materials you will need to empower your staff to help keep people safe.

Find out more here:

psni.police.uk/AskForAngela

- What happens if you ask for ‘Angela’? Staff in registered venues will know that you need help. They can ask the person bothering you to leave, help to ring a taxi, reunite you with friends or call Police. A map of local venues already signed up is available here:

psni.police.uk/AskForAngela

- On a date that isn’t working out? Someone not taking ‘no’ for an answer? ‘Ask for Angela’ in registered venues and trained staff there will know you need help. To see a map of venues already signed up, visit:

psni.police.uk/AskForAngela

Template press release for local businesses already signed up:

XXX (NAME OF BUSINESS OR ORGANISATION) is supporting the ‘Ask for Angela’ scheme

Local businesses including, bars, pubs, hotels, restaurants and security staff across Northern Ireland are being given access to ‘Ask for Angela’ training to help people who feel unsafe, threatened or vulnerable on their night out this Christmas and beyond.

Under the scheme, they are being trained that anyone who asks for Angela may be using a code to indicate they need help.

The initiative started in 2016 and has been rolled out in various parts of England and Wales since. It is now being formally rolled out to the local hospitality sector, with the backing of the Police Service of Northern Ireland who have designed the training package.

It is hoped that by ‘asking for Angela’, a person will be able to quickly alert staff and get help. Staff will then take them to one side and find out more about the support they need.

They can then help reunite them with a person they trust, make sure they get into a taxi safely, call security to remove who is causing distress, or contact police.

XXX (NAME OF BUSINESS OR ORGANISATION) has already registered to take part and committed to training their staff.

XXX (QUOTE FROM BUSINESS REPRESENTATIVE) said:

A map of local venues signed up to the scheme already can be found on the Police Service’s website here and will be kept updated as more sign up throughout December and beyond:

psni.police.uk/AskForAngela

As part of the Police Service’s annual Operation Season’s Greetings, the public can also expect to see more officers out on targeted patrols within the night time economy to keep people safe.

Detective Superintendent Lindsay Fisher added: “Officers across all policing districts will be backing up this safety initiative with targeted patrols, proactively looking out for predatory behaviours and safeguarding anyone who may be presenting as vulnerable. We already have established relationships with our local licensed venues and they know we are never too far away if they need police assistance.”

Local venues are being asked to register for the scheme via the Hospitality Ulster website here:

<https://hospitalityulster.org/askforangela>

How To Follow And Share

We would encourage you to share the assets included in this toolkit across your own channels and in your already established networks with local businesses.

Please follow our accounts and tag us when you do post.

Instagram: **@policesservice.ni**

Twitter: **@PoliceServiceNI**

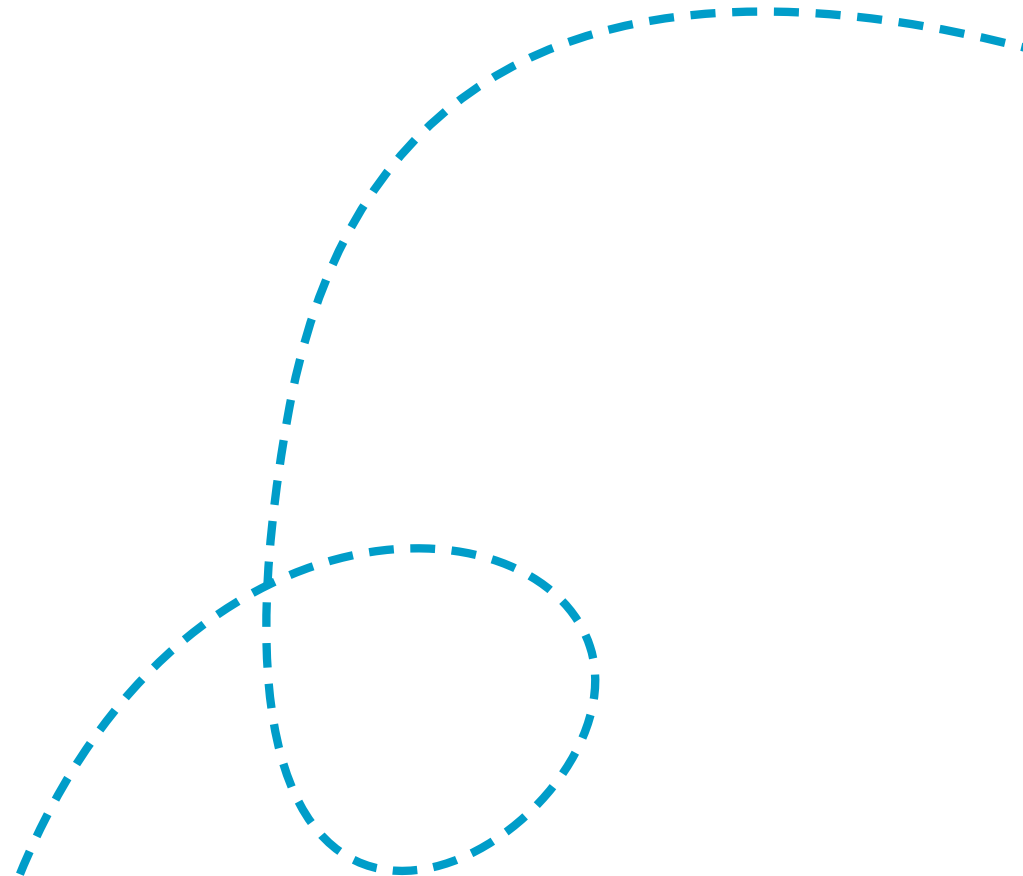
Facebook: **@PoliceServiceNI**

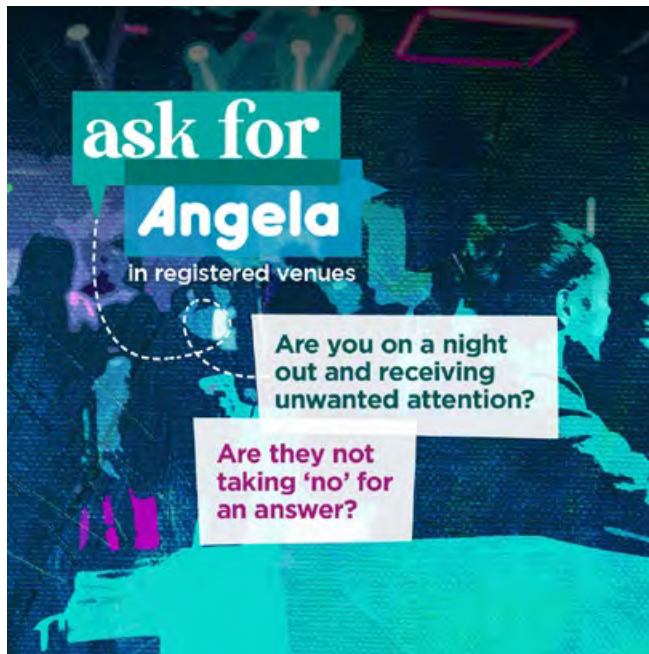
We would also encourage you to use the key messages to start positive conversations about the scheme. There is no time limit – keep sharing and having those conversations, on and off line, when and where you can.

Contacts

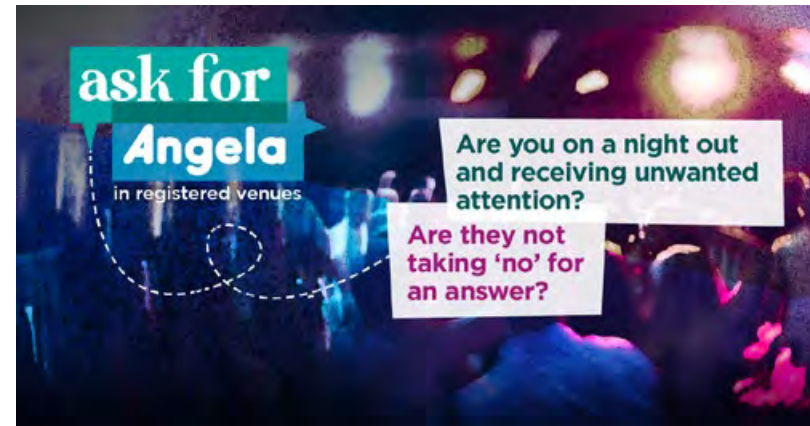
For any queries about the scheme, please contact the Police Service of Northern Ireland's Strategic Communications and Engagement Department.

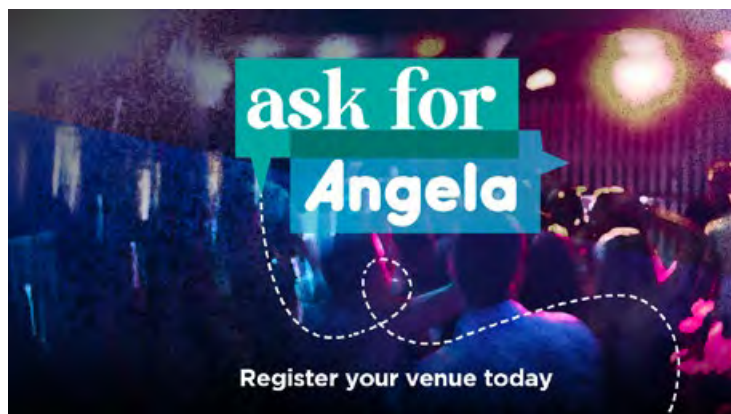
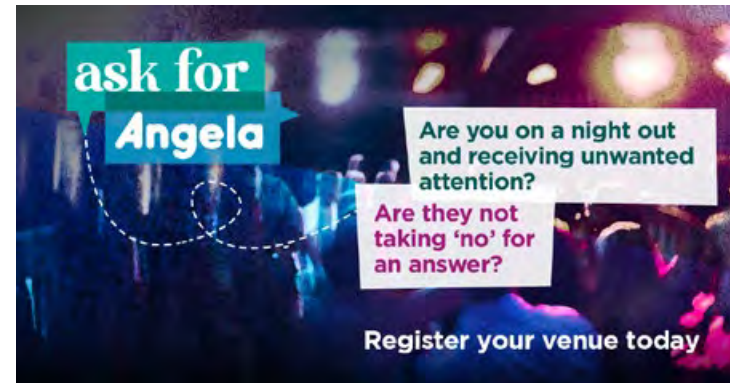
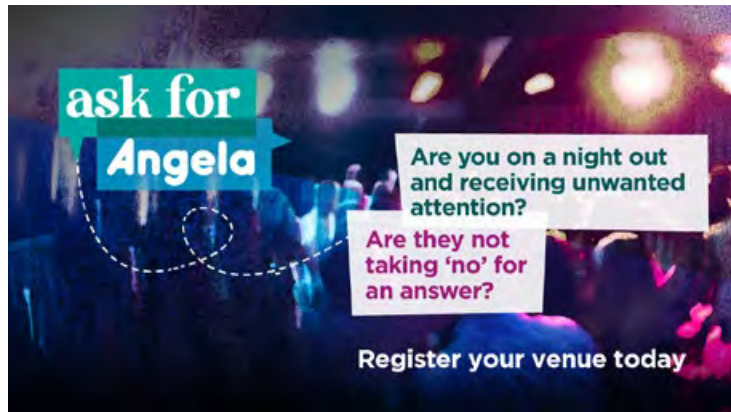
Email: **Natalie.mcfall@psni.police.uk**











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