

CITY OF
WOLVERHAMPTON
COUNCIL

Licensing Committee

29 November 2017

Report title	Ask Angela Campaign	
Wards affected	All	
Accountable director	Kevin O'Keefe, Governance	
Originating service	Equalities	
Accountable employee(s)	Arif Sain	Head of Equalities
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Recommendation(s) for action:

The Licensing Committee is recommended to:

Formally agree the initiative and request further reports on progress as outlined by this report.

1.0 Purpose

- 1.1 The City of Wolverhampton Council is aiming to reach 'Excellent' status of the Equality Framework for Local Government in June 2018, or earlier, which will involve demonstrating equality outcomes across all services with partners and the City.
- 1.2 This paper discusses the development and implementation of the 'Ask Angela' campaign which aims to reduce sexual violence and vulnerability by providing the customer with a non-descript phrase they can use to gain assistance from staff members in order to be separated from the company of someone with whom they feel unsafe due to that person's actions, words or behaviour.

2.0 Background

- 2.1 The 'Ask Angela' campaign was developed by Lincolnshire County Council. The aim of the project was to promote a culture change in relation to sexual violence and abuse and request assistance.
- 2.2 The London Borough of Merton also piloted the initiative with the London Metropolitan Police which led to a decrease in sexual violence. We are awaiting statistics from the Metropolitan Police to confirm this. If CWC were to implement the initiative, we would work closely with Pub Watch and the Police to implement the project. Participating venues will receive written guidance and a 30 minute briefing on the Scheme, conducted by Council officers and partners. We would launch a publicity campaign with partners, working with the press and social media, and posters and leaflets will be published at minimal cost. We would aim to launch the initiative on 7 December 2017.
- 2.3 The 'Ask for Angela' initiative aims to reduce sexual violence and vulnerability by providing customers with a non-descript phrase they can use to gain assistance from a staff member in order to be separated from the company of someone with whom they feel unsafe due to that person's actions, words or behaviour. By "Asking for Angela", an individual is alerting staff that they require help. They will be taken aside, or to a safer location, so they can speak in confidence to that staff member about what assistance they need. Options available to staff include: offering to call a taxi for the individual; contacting their friends or family; or requesting that the individual causing the distress leaves the venue.
- 2.4 The initiative will prove effective when working with key partners across Wolverhampton. The partners will include West Midlands Police, Pub Watch and CWCs Community Safety Unit. There is a guide that has been developed for employees of venues outlined in Appendix 1.

3.0 Recommendations

It is recommended that:

- The Licencing Committee formally agree the initiative and request further reports on progress as outlined by this report.

4.0 Financial implications

- 4.1 The cost of the campaign will be in the region of £5,000. This cost will be met from an existing budget within the Governance Service.
[SR/20112017/S]

5.0 Legal implications

- 5.1 There are no direct legal implications arising from this report.
[RB/20112017/S]

6.0 Equalities implications

- 6.1 There are no equalities implications arising from this report.

7.0 Environmental implications

- 7.1 There are no environmental implications arising from this report.

8.0 Human resources implications

- 8.1 There are no human resources implications arising from this report.

9.0 Corporate landlord implications

- 9.1 There are no corporate landlord implications arising from this report.

10.0 Schedule of background papers

- 10.1 There are no background papers associated with this report.