

Report Title	Ask Angela Initiative - Update	
Wards affected	All	
Accountable Director	Ross Cook, Service Director - City Environment	
Originating service	Licensing Services	
Accountable employee	Arif Sain Tel Email	Head of Equalities 01902 554081 Arif.sain@wolverhampton.gov.uk

Recommendation for noting:

Councillors are asked to note the progress to date of the Ask Angela initiative.

1.0 Purpose

- 1.1 To advise Licensing Committee of the progress of the Ask Angela initiative to date.

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 enable those who feel vulnerable in pubs and clubs to discreetly approach staff 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.
- 2.3 City of Wolverhampton Council (CWC) worked closely with Pub Watch and the Police to implement the project. Participating venues received written guidance and a briefing on the Scheme which was conducted by Council officers and partners.
- 2.4 Prior to the launch, there was a publicity campaign with partners working with the press and social media and posters and leaflets were published. CWC launched the initiative on 4 December 2017.

How the Scheme operates

- 2.5 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 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.
- 2.6 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 an individual causing the distress leaves the venue.

- 2.7 A promotional poster can be seen in Appendix 1. There is also a guide that has been developed for employees of venues in Appendix 2.

3.0 Progress

Working with partners

- 3.1 The initiative has proved effective, working with key partners across Wolverhampton. The partners include West Midlands Police, Pub Watch and CWC's Community Safety Unit.

3.2 The Ask Angela initiative now includes approximately 28 pubs and clubs in Wolverhampton. The success of the scheme has led to the West Midlands Crime Commissioners Officer undertaking consultations with a number of local authorities in the West Midlands with a view to them funding the Ask Angela initiative in their area.

4.0 Financial implications

4.1 This update report is for information only and there are no further financial implications since the approval of the scheme as detailed in the report approved by Licensing Committee on 29 November 2017 (see schedule of background papers).
[MK/15112018/H]

5.0 Legal implications

5.1 There are no direct legal implications as a result of this report. [SH/14112018/R]

6.0 Equalities implications

6.1 The service equality plans will support the Council to reach 'Excellent' status of the Equality Framework and will support the Council to implement, monitor and review the Council's equality and diversity agenda.

7.0 Environmental implications

7.1 There are no environmental implications to this report.

8.0 Human resources implications

8.1 There are no human resources implications to this report.

9.0 Corporate landlord implications

9.1 There are no landlord implications to this report.

10.0 Schedule of background papers

10.1 Licensing Committee – 29 November 2017 Ask Angela Campaign