



Ask FOR Angela

Everything you need to know
about Cardiff's, 'Ask FOR Angela'.



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Introduction

Cardiff is a safe city. However, like all big cities it does have its issues which impact how women work, live, socialise and shop here.

As part of our ongoing commitment to the safety of women and vulnerable people in our city, we've created Cardiff's own bilingual Ask for Angela initiative based on the national program. It will ensure a cohesive approach to how we support people in need of help at our fantastic bars, clubs and hospitality venues.

This isn't just about the nighttime economy. We need people to know that they can seek and receive support at whatever time of day they need it. Working alongside Safe Places, this Cardiff specific campaign will help ensure our city feels, and is, safer for all.

What is the Ask FOR Angela scheme?

'Ask For Angela' is the name of a campaign that started in 2016 in Lincolnshire that is used by bars and other venues to keep people safe from vulnerable situations by using a codeword to identify when they are in danger or are in an uncomfortable situation. When you implement this program in your premises, a person who believes themselves to be in danger can ask for Angela, a fictitious member of staff. This will give you the prompt to help the person into a safer position.

How will businesses be supported?

By working with supportive businesses throughout Cardiff, FOR Cardiff are proud to spearhead vital initiatives such as this unified approach to Ask for Angela, to help improve the safety of everyone in our city – whether they're out for drinks with friends or on a date.

In this toolkit, you'll find everything you need to understand, represent and share 'Ask FOR Angela' in Cardiff. From printable posters to put up in your venue(s), to social media posts, graphics, and videos to share on your channels.

Please use this toolkit as your 'how to' guide when using these materials.





How you can help
2-minute actions

How you can help

2-minute actions

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1. Internal comms and training

It's important that staff know about the initiative, and what to do when a customer asks for Angela. This toolkit will provide them with all the guidance they need. So please use this toolkit when onboarding new staff and as part of your workplace training.

2. Refresher Training

If you are already implementing Ask for Angela at your venue, refresher training at regular intervals is important.

Using these free resources can help you train staff, and keep their knowledge up to date.

[Downloadable templates - Ask For Angela](#)

3. Follow us on social media

Receive all our latest news and updates at the click of a button.



4. Share social media posts and graphics

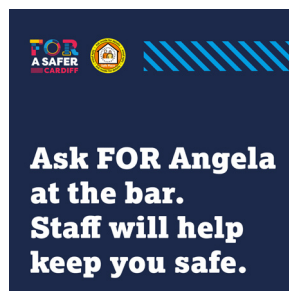
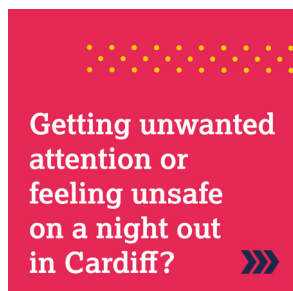
Ask FOR Angela is an important safety initiative in Cardiff. So we must talk about, and share Ask FOR Angela content to raise awareness and spread the message across Cardiff. If you're on Facebook, Instagram, TikTok, X, LinkedIn, or any other platform, please share the assets we've created on the next page.

Social media key messages

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The following messaging and graphic assets are for you to use on your own social media platforms.

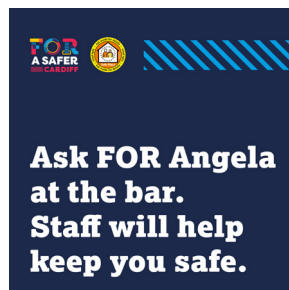
Download assets [here](#)



Post #1

Our city certainly knows how to host a great night out, but if you're getting unwanted attention or feeling unsafe when you're on a date – Ask FOR Angela at the bar. Staff will help keep you safe.

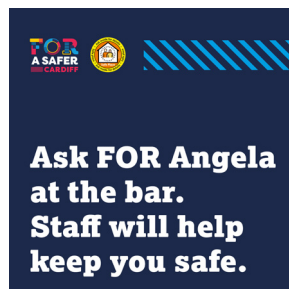
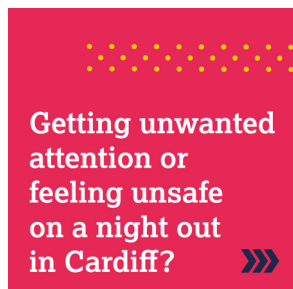
Click the link in our bio for more information and a growing list of participating venues.



Post #2

If you're in a situation you don't think is safe, Ask FOR Angela. Staff in venues across Cardiff are trained and will help you leave safely and discreetly.

Click the link in our bio for more information



Post #3

Ask FOR Angela.

At any venue in Cardiff where you see an 'Ask FOR Angela' poster, ask for her at the bar and staff will help you get out of your situation safely and discreetly.

Click the link in our bio for more information.

The following messaging and graphic assets are for you to use on your own social media platforms.

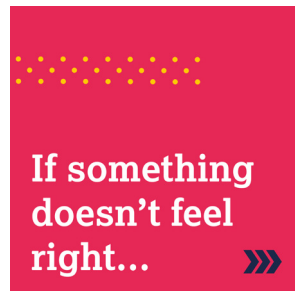
Download assets [here](#)



Post #4

You can now ask staff FOR Angela in venues across Cardiff to get out of your situation safely and discreetly.

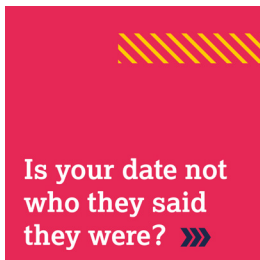
Click the link in our bio for more information.



Post #5

If you feel unsafe or uncomfortable while you're out in Cardiff, ask FOR Angela at the bar. Staff can support you by taking you to a safe space or assisting you home.

Click the link in our bio for more information.



Post #6

If you feel unsafe or uncomfortable, Ask FOR Angela at the bar. Staff are trained in venues across the city to provide support safely and discreetly.

Click the link in our bio for more information.



Customer-facing materials

5-minute actions

Business cards

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Display these on the bar and in discreet areas to allow customers to read them out of sight of anyone who may be causing them distress. You could also ask door staff to hand them out at the door, particularly to women.

Request assets [here](#)



A3 Mirror Cling Vinyls

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Display these on mirrors
in washrooms.

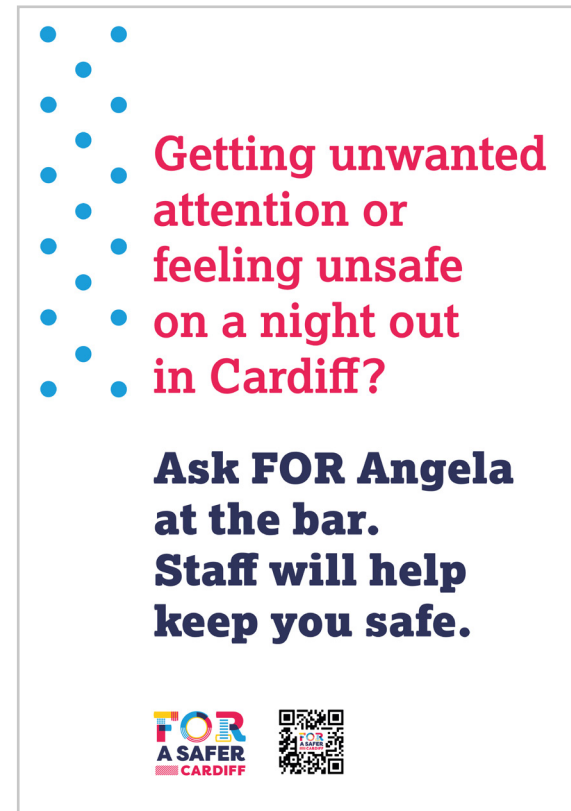
Request assets [here](#)



Ask FOR Angela



If you don't feel safe, if your date isn't who they said they were, or if things just don't feel quite right, go to the bar and ask for Angela.

Staff at this venue have been trained to recognise the discreet safe word, 'Angela', alerting them to a problem. The member of staff can then offer to call a taxi for you, provide a safe place for you to contact a friend, or help you to leave the venue if you are feeling unsafe due to someone else's actions, words or behaviour.



Getting unwanted attention or feeling unsafe on a night out in Cardiff?

**Ask FOR Angela at the bar.
Staff will help keep you safe.**



Staff materials



Stickers

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Staff and security can wear stickers to show that the venue operates Ask FOR Angela.

Stickers inform customers that they can approach the staff.

They can also be placed in discreet areas.

Request assets [here](#)



Training

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Free resources are available for your business to support your staff to deliver the Ask for Angela initiative:

[Downloadable templates - Ask For Angela](#)

Please contact us if you have any questions on info@forcardiff.com



**Thank you for working with FOR
Cardiff to keep customers safe
during their time out in Cardiff.**

Where you can find us:

[Forasafercardiff.com](https://forasafercardiff.com)

