

# **Safe Place Project**<sup>TM</sup>

## Service Guide

**the egalitarian** is a social enterprise working towards a world where everyone feels safe and included. we provide certification for the night time economy, events and festivals through our **Safe Place Project**<sup>™</sup>, and we created **Spike Report**, the first publicly viewable spiking database in the UK.

# **we are winners of:**



**Safer Streets Initiative Funding 2023 from  
the West Yorkshire Mayor, Tracy Brabin**

**University of Leeds Enterprise  
Scholarship 2023**

**University of Leeds Business Plan  
Competition 2022**



**UNIVERSITY OF LEEDS**



**elysia o'neill** co-founder  
(she/her)

elysia leads our Safe Place Project™ with della, using her 6+ years experience behind the bar in a busy city centre pub to **constantly develop our certification** scheme and run our training sessions.



**della claydon** co-founder  
(she/her)

della leads our Safe Place Project™ with elysia and applies her 5+ years of experience working in hospitality, ranging from small clubs to nightclubs and private functions, to **form and deliver our certification.**



**liz pickering** managing coordinator  
(she/her)

liz leads on our **internal operations** to ensure our team is effective at delivering community-led, client-focussed services and our vision to deliver thought provoking, relatable sessions is maintained.

**the egalitarian.**



**anna bateman** comms and content lead  
(she/her)

anna heads promotion of the Safe Place Project™ and our values across all of our social media platforms and **oversees communications** with clients to ensure we're always meeting their needs.



**brogan ramsden** marketing lead  
(she/her)

brogan focusses all of our **branding and marketing on social media** and beyond, including guiding our design team in the creation of Safe Place Project™ merchandise such as signage and beer mats for our clients.



**leesh daniells** campaigns and outreach lead  
(she/her)

everything we do at The Egalitarian is community-led and all of our workshops are based off community experiences, leesh is vital in **liaising with our network** as well pushing for social change through campaigns.



**amy senior** operations lead and editor  
(she/her)

amy liaises with our community and **forms partnerships** with like-minded organisations. her work with other organisations helps keep our workshops up-to-date with the current issues in the night time economy.



**alex burrows** comms and editor  
(she/her)

alex creates social media content and **interacts with our community** on all our platforms. she's the first point of contact for anyone reaching out to us via comments or DMs.



**kiera blake** content and creative designer  
(she/her)

kiera creates our social media graphics, **promotional materials and merchandise** for the Safe Place Project and adds her creative spin to the brand.



**erin virtue** campaigns and outreach  
(she/her)

erin creates **initial contact with clients** and maintains relationships. she also works with organisations to emphasise the importance of social issues by conducting research and leading on campaigns.



**sarah mcnamara** creative designer  
(she/her)

sarah works on our social media content and creates our wider **Safe Place Project™ marketing** and promotional materials, making sure our brand is strong and fun.



**josh brown** digital marketing  
(he/him)

josh helps our digital marketing focusing on **podcast and film promotion** of The Egalitarian and the Safe Place Project,™ including collaborations with influencers to spread the word.



**clauds melton** creative designer  
(she/her)

claudia creates our brand **graphics and artwork** to be used across social media, Safe Place Project merchandise and our website, ensuring the brand looks top notch.

about the **safe**  
**place**  
**project**™

**the egalitarian's Safe Place Project**™ is a certification scheme that provides staff and management with bespoke training, advice and policies to improve safety for staff and customers.

- our training is formed from a unique and exclusive insight from our community, including annual surveys, submissions from **Spike Report** and conversations with survivors of sexual violence
- we actively collect data from our community to influence the content and direction of our certification scheme
- as part of the Safe Place Project™ certification you will **receive policies and procedures** on how your staff should handle incidents of **spiking, sexual violence and other forms of inappropriate behaviour**

unique insight from our community informs us that customers **value** businesses that are taking steps to improve safety and inclusivity.

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**81%**

of respondents would be **more likely to give a venue their custom** if they know they take the safety of minority groups seriously.

**91%**

of respondents are more likely to **stay longer** in a venue if they know staff are trained on identifying, preventing and responding to safety issues.

**97%**

of respondents said they would **feel safer** if they knew staff members have been trained on how to be an effective ally.

**79%**

of respondents think it is important that bar staff receive training that is **victim focussed**.

**97%**

of our community said they would feel safe to very safe if they knew staff had received **training in anti-spiking**.

**98%**

of our community would feel safe to very safe if they knew staff had been trained on preventing and responding to **sexual harassment, assault and rape**.



training

we have received training from **industry experts.**

trauma informed co-production training.

vulnerability and sexual violence in the night time economy.

safeguarding in the night time economy.

inclusive language and racial inclusion.

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safeguarding, sexual violence and first disclosure.

active bystander.

equality, diversity and inclusion.

domestic violence.

we specialise in training staff in the night time economy on being **effective allies** to those who are or may be vulnerable.

our unique training looks at **identifying, preventing and responding** to risks of harm posed from customers, colleagues and agents in the night time economy. we teach staff how to effectively deter perpetrators and prevent harmful actions from occurring.

we also provide staff with **workplace inclusivity training**, engaging with difficult topics such as gaslighting, inappropriate language and microaggressions.

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we specialise in:

**anti-spiking**

**anti-sexual violence**

**tackling unacceptable behaviours**

**workplace inclusivity**

our certification  
includes comprehensive  
training sessions and  
policies and procedures  
for your staff to follow  
when incidents occur

# our sessions:

- show how to **identify, prevent and respond** to harmful behaviours
- are a **safe space** to chat about experiences, reflections and ask questions
- are **trauma informed** in delivery and learning
- debunk myths and highlight often overlooked issues
- **change the narrative** and implement **victim-focussed** techniques
- are a **collaborative** environment to work through real life scenarios

# effective ally techniques underpin all of our training sessions.

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our ethos is that **everyone can make a difference** by being an effective ally.

we break down the difference between being an ally and an effective ally to **support vulnerable groups** not only in the night time economy but in wider society.

we identify why some people don't intervene and acknowledge ways to **overcome those barriers.**

we provide **overt** and **covert** ways that staff can intervene in situations safely to prevent incidents from occurring or escalating.

# anti-spiking

**victim blaming** is prolific in the night time economy. our training **flips that narrative** by empowering victims and challenging the behaviour of perpetrators.

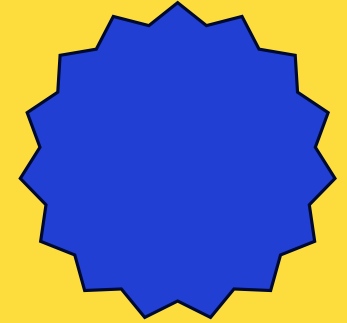
we use **effective ally** tools to intervene in situations which can **prevent** a spiking or prevent a spiking from escalating into further harm.

our training emphasises the importance of **responsibility** between staff and from staff to customer, demonstrating a **proactive position** to safety by creating an **empowering environment** and applying **deterrence techniques** to stop perpetrators from spiking.

we talk about **routine safety measures**, being alert to **suspicious patterns of behaviour** and identifying **red flag requests** at the bar.

we encourage staff to **open up conversations** with those that may be vulnerable to **empower victims** to report to you when they feel uncomfortable or like they've been spiked, which in turn helps to improve police reporting.

we look at when **emergency services** should be involved in a spiking and learn how to preserve important evidence for investigations.



understanding **effective allyship** and how to implement this in practice

learn the **nature and methods of spiking**, and how it currently takes form

explore **who may be vulnerable**, and the characteristics and motives of perpetrators

discuss mechanisms to prevent and respond to spiking, **apply our knowledge** and tools to real life scenarios of spiking in the night time economy

# anti-sexual violence

we know the importance of **calling out early warning signs** of sexual violence to **prevent escalation** into the more severe forms of sexual harm.

we use **effective ally** tools to intervene in situations which can **prevent** a sexual offence occurring.

we are **victim focussed**, and show staff and management how to empower victims to report incidents and learning how to support, listen and believe in a **trauma-informed** way.

our training on sexual violence in the night time economy covers **sexual harassment, stalking, sexual assault, rape and assault by penetration**.

we focus on understanding the dynamic aspects of **consent** and how sexual violence takes many different forms on a night out.

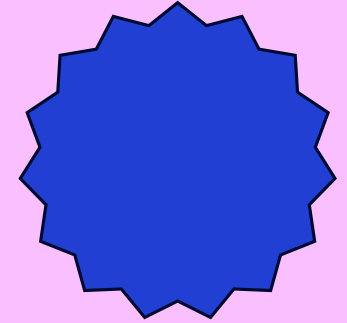
we acknowledge that anyone can be a victim of sexual violence but identify those **groups that may be more vulnerable**.

we train on how to enforce **zero-tolerance policies**, be proactive in **identifying risks** of sexual violence and how to **deter perpetrators**.

we learn how to **challenge toxic language** and **suspicious behaviours**.

we debunk the confusion around when **emergency services** should be called and for which sexual offences, and discuss **crime scene preservation** techniques.





understanding **effective allyship** and how to implement this in practice

understand the **features of sexual violence** in the night time economy

identify who may be **victims** and the **characteristics** and **motives** of who may be **perpetrators**

develop knowledge of how to **respond** to **suspensions, reports** and **incidents** of sexual violence

apply knowledge and skills to **real life scenarios** in the night time economy

# unacceptable behaviour

we know that **domestic violence, racism, hate incidents and hate crimes** occur in the presence of staff in the night time economy.

we use **effective ally** tools to intervene in situations which are harmful to our society and barriers to an **inclusive, safe and respectful** environment.

we encourage staff to implement **victim-focussed, empowering** response techniques in order to create a **safe place**, question disrespectful behaviours and **deter perpetrators** from acting.

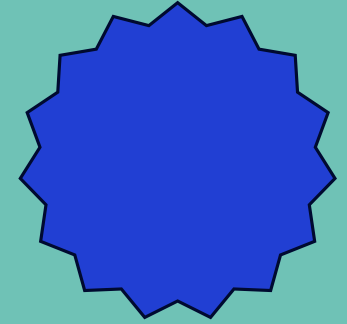
we look at **protected characteristics** that underpin hate incidents and hate crimes and how **disrespectful** and **intimidating behaviour** can be a **gateway to violence**.

we learn how to identify signs of domestic violence including **controlling and coercive behaviour** and how we might respond.

we help staff understand that dangerous behaviours have been **trivialised** on a night out and look at how we can **empower** victims to feel **validated**.

we look at safe intervention techniques that can de-escalate situations and prevent further harm, implement victim support and challenge exclusive behaviours.

we consider when we should file **incident reports**, involve **emergency services** and report to **external agencies**.



understanding **effective allyship** and how to implement this in practice

understand what **unacceptable behaviours** are common in the night time economy and why they are unacceptable

**identify who may be victims** and the characteristics and motives of perpetrators

discuss mechanisms to **prevent and respond** to unacceptable behaviour

apply our knowledge and tools to **real life scenarios** in the night time economy

# EDIE is the **Safe Place Project's**<sup>TM</sup> best friend

we inform staff that any actions taken to keep people safe should fit into one of the following:

**E** **MPOWER:** victims to come forward and report incidents to staff and the police

**D** **ETER:** perpetrators from acting

**I** **NTERVENE:** in incidents to prevent harm or further harm

**E** **MERGENCY SERVICES:** when and who to call

learning the **EGAL** model of intervention:

**E** valuating safety

**G**rouping together

**A**pproaching the situation

**L**istening to the victim

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certification

our certification means you've received our policy and procedural advice and formal training from us.

you are now a certified **Safe Place.**

we promote that your venue has been certified by us on our **Spike Report**, website and social media channels.

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promotion, marketing and merchandise

alongside training packages, we provide bespoke materials to **promote** venues as a **Safe Place**.

this includes:

- **signage packs** for inside the venue encouraging respectful behaviour, outlining zero tolerance policies, detailing the training staff have received and directions for reporting issues
- **merchandise** including badges, beer mats and discounted anti-spiking products
- **digital promotion** involving social media assets on our social media channels and listed as a formal partner on our website

we can collaborate on further merchandise, such as **Safe Place Project**<sup>™</sup> clothing.

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ongoing service

if we receive a report of a spiking at your university after you have been certified, we will return free of charge to investigate and **recommend improvements**.

we will keep in touch to ensure we've done everything we can to help create a safe environment and set up a **direct line of contact** with our trainers for you to contact us with any concerns or questions you might have.

every six months we return for a **consultation** and **audit** to review your progress, offer **further advice** on modifying your approach in light of experience and provide refreshed guidance and tools.



**100%**

of staff rated our training as **useful** or **very useful**

**100%**

of managers felt **more confident** in their role as a result of our training

**100%**

of staff said the **delivery of the training** was high to very high quality

**100%**

of staff rated our training as **engaging** or **very engaging**

we ran a training session with management teams from **The Head of Steam**, a popular craft beer venue in the UK's major cities, and **Urban Country Pubs** as part of **Camerons Brewery**.

we certified **25 Camerons Brewery venues** across the UK as a **Safe Place**.

*'the topics covered were difficult but I really enjoyed being able to speak openly about them. the personability of the real life scenarios presented, which are true stories from The Egalitarian community, made this session particularly interesting. being able to participate in such important discussions made me see how you can really make a difference.'*  
- **Management, The Head of Steam**

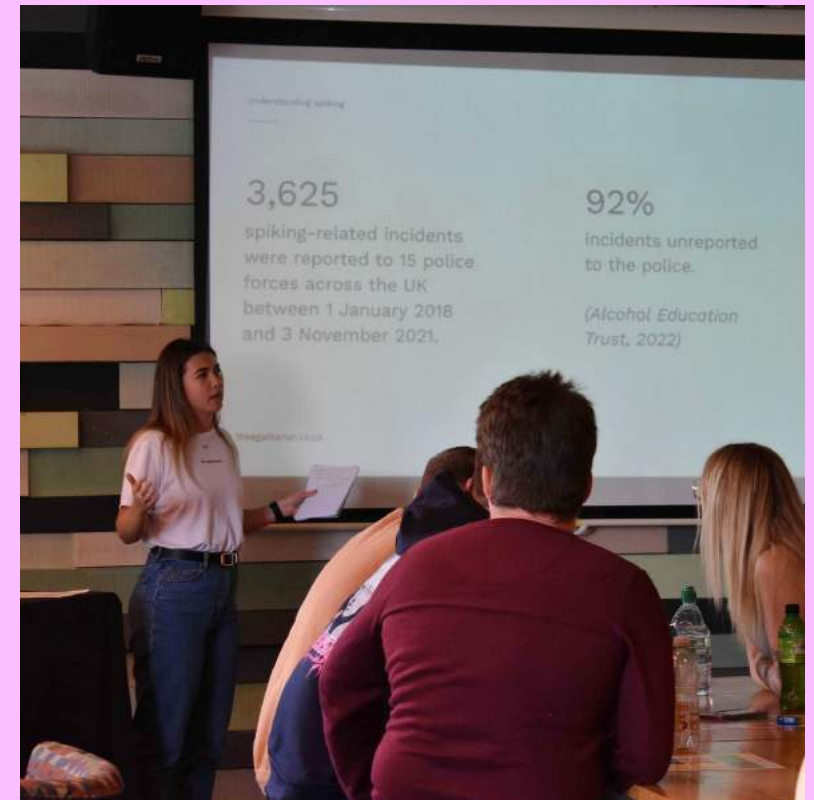


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we work across the UK with Students' Unions to implement the Safe Place Project. we're working with **Reading University, Salford University** and **University of Suffolk** by delivering training sessions and offering policy and procedural guidance.

*'I really enjoyed the passion that the trainers brought to the session! it's so nice to see an organisation that's driven by such amazing values - your knowledge and experience in the topics that were covered was second to none.'*  
- **Operations Manager (Bars and Ents), Reading University**

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*'I thought that the heavy subjects were handled really well and with a lot of care. The engagement in the session was really good and the trainers were lovely.'*  
- **Bar Staff, Salford University**

we visited **The Fenton**, an iconic pub on the famous **Otley Run** in Leeds. we had some important discussions with bar staff and management on how to identify, prevent and respond to spiking and unacceptable behaviour in the night time economy.



*'the group work was incredibly constructive and what I enjoyed most about our session. the input from the trainers to guide the group discussions was really valuable. it was also really helpful to feel safe enough to chat about previous experiences of our own to have really in depth and useful conversations about ways to combat spiking and dangerous behaviour. the advice about keeping evidence in a spiking situation and how to implement victim support was very helpful.'* - **Manager, The Fenton**

we worked with **Cirque Du Soul** events and **El Dorado Festival** to deliver a session about vulnerability to their senior management team. we ensured everyone has the right techniques and procedures to keep staff, suppliers, customers and artists safe.



*'openness and relaxed nature of the conversations, the environment felt safe and team felt safe to share. there was a lot of information we didn't know collectively and certainly individually that was great to learn on.'*  
- **Festival Director, El Dorado**

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for more information visit  
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