



Ask For Clive is an anti-discrimination campaign that aims to show that our venues are seen as a welcome environment for LGBTQ community and will not tolerate abuse towards the community. Ideally no-one will have to ask for Clive, the sign on the door is enough to say the LGBTQ community is welcome and intolerance is not.

Named in honour of Clive Duffey (Herts Pride Organiser, Terence Higgins Trust volunteer and North Herts FM LGBTQ show host; Launched at our 2019 LGBTQ History Month Forum in St. Albans, **Ask For Clive** is an LGBTQ inclusivity campaign for Pubs, Bars and Venues.

After a successful local launch, we are ready to roll the scheme out across the UK. We welcome your support, over the next few pages is a short guide to launching in your venue or within your organisation.

Everyone is welcome, the only thing we don't tolerate is intolerance!



Application:

Try to obtain best position possible, eye level, as close to an entrance as possible.

Stickers will require some moisture to be applied, a wipe with a damp cloth does it. Position the sticker and use a loyalty card to sweep out excess water.

Content / Social Media:

Please help campaign awareness by sharing your involvement and tagging our social handles. A picture of the sticker in your venue and your pledge of support is most welcome.

Please post on our social pages (and follow / like / share if you aren't already!)

Twitter: @clive_ask Facebook: Ask For Clive

Recording:

Our website is being built, once up we aim to map supporting venues and organisations and create a venue community.



Venue Commitment

To support the Ask For Clive scheme in full, venues must commit to fully briefing and training all staff:

- Discrimination will not be tolerated on site
- Should anyone report either as a victim of or witness to discrimination:
 - Assess the seriousness of the situation
 - Respond appropriately
 - Ensure the victim is supported and assured that they are in a safe place
 - Ask perpetrators to leave the premises
 - Engage security team where necessary
 - Report to the police
 - Call the police
- We will not highlight incidents at specific venues unless requested to at the approval of the owners or if the incident is in the public domain.



Our Pledge

We aim to highlight and create welcoming places that will endorse an ethos of zero tolerance on discrimination, our campaign efforts will specifically focus on the LGBTQ community.

We will work with supporting venues to ensure they are seen as safe spaces where discrimination can be reported by both victims and witnesses and will be countered appropriately.

We will actively follow cases of discrimination against the LGBTQ community and push for both appropriate sentences and education.

We will support measures to ensure LGBTQ equality is present in education.

We will campaign social media networks to ensure their reporting processes and community standards match our values.



Volunteers and Assets

Volunteers: We are establishing a UK wide network of volunteers to support the campaign. It is important to us that AFC is a national campaign that is activated and engaging at a local level.

Where possible, volunteers will be available to visit and educate staff around the program.

Signage: Our main asset right now are our stickers. These can be posted to volunteers and venues subject to agreeing the venue commitment.

Digital assets can be sent including A4 posters. Ideally these should be professionally printed locally.

For corporate partners, we will happily produce custom sized graphics for your needs. We ask that these are printed locally and funded by our partners.

Venue packs will be available to purchase shortly, these will include badges, beer mats and other items. Any profits will go directly towards the campaign.



Additional Campaigning

Social Media: We will report online abuse and challenge social networks to ensure their community standards are both appropriate and enforced.

We can be used as a sounding board for any online abuse received. Please send details of any such incidents to info@askforclive.com

Education: We will support and campaign for relationships and sex education in schools, ensuring that children have a full understanding of sexual orientation and gender identity.

We will support and promote LGBTQ education causes and sexual and mental health resources.

