



Pride in Belper

Welcome List Support Information



Being part of the **Pride in Belper Welcome List** means choosing to make your business actively welcome to everyone.

Sometimes choosing to welcome everyone will mean that you find yourself in situations you haven't come across before. This booklet offers a simple guide to dealing with discrimination within your business. There are tips on what to do, what to say and who to contact, so that you can feel supported in supporting others.

Thank you for choosing to be on the *Pride in Belper Welcome List*, the difference you make for someone else, could be life changing.

The Pride in Belper Team.



Why Feeling Welcome Matters

A visible sign of welcome that can make a real difference. The Welcome List window sticker tells someone:

- You're safe here.
- You don't need to explain yourself here.
- You belong here.

That small signal matters more than you might think. Keep your sticker visible.

Why LGBT+ Inclusion

The Pride in Belper welcome list focuses on LGBT+ inclusion because LGBT+ people can still face barriers to feeling safe, respected, and truly welcome in everyday spaces. Straight people do not face discrimination because they are straight; however, people who are straight and also Black, disabled, older, immigrants, refugees, or single parents may still benefit from initiatives like this because of the barriers linked to those identities.



Toilets

If someone questions who should use the toilet:

- Stay calm
- Step in if needed
- Keep it simple and supportive of the person being targeted

You can say:

- “Our toilets are for all our customers.”
- “We don’t question who uses our facilities here.”
- “Everyone is welcome to use the facilities they feel comfortable with here.”

Remember:

Support the person being challenged.

Don't turn it into a debate.

Your role is to protect dignity, not to referee opinions.



Language or jokes that cross a line

If a customer makes a comment or joke that belittles who someone else is:

You don't need to argue.

You don't need to educate.

Setting a calm, clear boundary is enough.

You can say:

- "We don't use language like that here."
- "We want everyone to feel safe and welcome here."
- "Let's keep things respectful."



Misgendering OR Getting names or pronouns wrong

It happens. But it can hurt... Misgendering someone is hurtful because it dismisses their identity and can make them feel unseen, disrespected, and invalidated.

The best response:

- Give a quick, genuine apology
- Correct yourself
- Move on

You can say:

"I'm sorry, what are your preferred pronouns? "

No long explanations.

No awkward spotlight.

Just respect the person, and carry on.



Inclusive habits that help

Small things make a big difference:

- Use neutral language where you can when talking about customers (“folks”, “everyone”, “guests”)
- Don’t assume someone’s gender
- Avoid “ladies and gents”
- Be open to learning
- Model respectful behaviour for all staff and customers

Respect matters more than perfect wording.



If you’re unsure

Be kind.

Ask the person.

Protect the person’s dignity.

Ask for support if needed.

You don’t have to get it right every time, getting it wrong in the first place and wanting to do better is how we learn!



If someone feels unsafe in your business

If a customer has been threatened, harassed or made to feel unsafe:

- Stay calm and prioritise their safety
- Sit with them somewhere private if possible
- Ask: “What do you need right now?”
- Offer to call a friend, taxi, or the police if they want that
- Take their concerns seriously

Your role is not to investigate, it is to support and protect.



Reporting hate incidents

If someone has experienced hate because of who they are, including homophobia, biphobia, transphobia or racism, encourage them to report it.

Hate incidents and hate crimes can be reported to:

Derbyshire Constabulary

Call 101 (non-emergency)

Call 999 in an emergency

Report online at:

derbyshire.police.uk

People can also report anonymously through **Crimestoppers (0800 555 111)**.

Even if something does not meet the threshold of a crime, it can still be recorded as a hate incident. Reporting helps build a picture of what is happening locally and can prevent further harm. This can include stickers on your doors and windows and flags being ripped down.




If your business is targeted

If your premises are targeted with homophobic, transphobic or any discriminatory abuse, threats, vandalism or graffiti:

- Report it to Derbyshire Constabulary
- Keep any evidence (photos, messages, CCTV where appropriate)
- Let Pride in Belper know so we can offer support

No business should face intimidation for choosing to be inclusive and welcoming.



Need support or advice?

Pride in Belper works with local businesses to help create safe and welcoming spaces across Belper and the wider Amber Valley area.

If you'd like advice, or a quick conversation about how to handle situations confidently and respectfully, please get in touch:

info@prideinbelper.co.uk

We're here to support you, whether that's a quick question or something more complex.

You can also connect with local Derbyshire LGBT+ **info@derbyshirelgbt.org.uk**
They have wider information on groups and community organisations for further support and guidance.



Thank you

By being part of the **Pride in Belper Welcome List**, you're helping make Belper a town where everyone can walk into a business (shop, pub, hairdresser, cafe etc.) without fear of being questioned, intimidated or judged.

If you have any suggestions for other information which could be included in this booklet, please email us and let us know!

info@prideinbelper.co.uk

