



tender
acting for healthy relationships

Tender

Media Pack 2024

Acting for healthy relationships



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About Tender



Tender is a nationwide charity harnessing the power of drama and the arts to educate children, young people and adults about healthy relationships. Working with a wide variety of organisations from primary schools to global businesses, we promote respect and equality and prevent domestic abuse and sexual violence.

Launched in 2003, Tender was founded by Tamsin Larby whose own experience in the theatre revealed how performance could be utilised to educate. Tamsin therefore built a charity that works creatively with young people to engage them in the prevention of abuse, and the promotion of healthy, equal relationships.

Enlisting the support of current CEO Susie McDonald, Tamsin developed and launched five secondary school projects in London. Now in our 21st year, Tender has supported more than half a million children and young people across the UK to recognise harmful behaviour and make healthy relationship choices.



How we work

Primary and secondary schools

In primary schools, our workshops and programmes build strong foundations by exploring healthy friendships and family relationships through a variety of drama-based games and activities. This approach is developed further in secondary schools and youth settings, where we deliver a wide range of activities exploring intimate and romantic relationships.

Tender's work ranges from two-day workshops to long term projects, like RE:SET, which supports whole school communities to adapt and reset their existing relationships education. All our projects are directly informed by young people themselves and encourage participants to become ambassadors for positive social change in their peer groups and communities.

Specialist provision

We work with the most marginalised young people in the UK including look-after children, young asylum seekers and those involved in the criminal justice system. Our dedicated specialist provision team adapt and deliver programmes for specialist settings, ensuring we tailor our methods to reach children and young people who face increased risk of abuse, or barriers to support. One such project is Relationship Goals, an online game designed for young people with mild-moderate special educational needs and disabilities (SEND), created in partnership with 15 young people with SEND and their caregivers.

Adults

Our university programmes help staff and students to build and support safe and inclusive environments that promote healthy relationships and prevent abuse on campus and further afield.

We provide training, toolkits and resources for adults working with young people including teachers, and social workers, and also work with businesses who want to promote healthy workplace cultures that are diverse, inclusive and prevent bullying and sexual harassment.



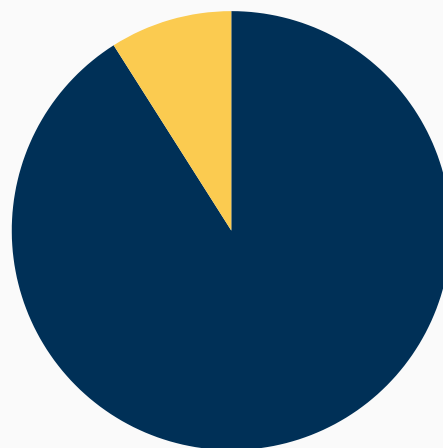
Impact

Over the past two decades, Tender has reached more than **half a million young people**. In 2022-23:

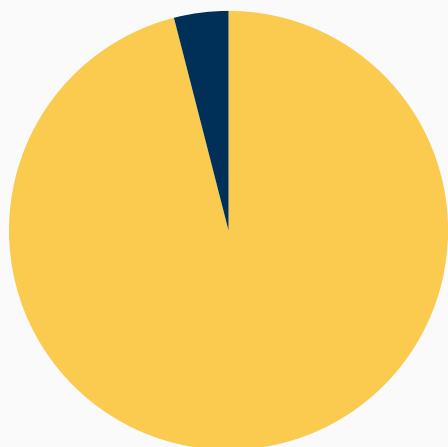
16,324



young people
reached.



91% of primary school
participants now know who to
talk to if they feel unsafe or
need support.



96% of secondary school
participants have more
knowledge about healthy and
unhealthy relationships.

253



projects
delivered.

Our people

At Tender, we're inclusive, creative and kind. Everyone we work with contributes unique skills and experience, while embodying the values at the heart of our work.

Susie McDonald, CEO



Susie has used theatre for social change for over 35 years. She set up Tender's healthy relationship programme in 2004 and became CEO in 2010. She has three daughters whom she is always encouraging to take on the world and view any challenge as an opportunity, rather than a problem.

Olivia Colman, Patron



We are privileged to have Academy Award-winning actress Olivia Colman as our Patron. Olivia joined Tender in 2013 and has worked tirelessly to raise awareness of the issues surrounding domestic abuse and sexual violence. She has played an instrumental role in helping Tender grow and prosper over the last decade.



Tender ambassadors

To celebrate our 20th anniversary in 2023, the following stars from stage and screen joined Tender as our new charity ambassadors.



Jodie Whittaker is best known for portraying the thirteenth incarnation of the Doctor in the BBC's *Doctor Who* series, and has previously starred in several television roles including *Broadchurch*. Her latest projects include 6-part Australian TV series called *One Night* for Paramount and the 3-part second series of the BBC drama *Time*.



Aisling Bea is an Irish comedian, actor and writer. She created, wrote and starred in the comedy series *This Way Up* on Channel 4. Her latest projects include the Netflix drama *Living with Yourself*, and *Take That* inspired movie, *Greatest Day*.



Tender ambassadors



Amy-Leigh Hickman is an English actress. She made her television debut as Carmen Howle in the CBBC series *Tracy Beaker Returns*, and appeared as Linzi Bragg in *EastEnders*, before being cast as Nasreen Paracha in the Channel 4 drama *Ackley Bridge*. She also stars in the fourth series of the Netflix drama *You* and ITV2's *Ruby Speaking*.



Rebekah Staton is an English actress and narrator. She has starred in *Doctor Who*, *Black Mirror* and is the narrator for popular television series *Don't Tell The Bride*. Rebekah also starred in smash hit BBC drama *The Following Events Are Based On A Pack Of Lies*.



Jessie Buckley is an Academy Award nominated and three time BAFTA winning actress, known for her roles in films and television shows including *War and Peace*, *Chernobyl*, *Wild Rose* and *The Lost Daughter*. She won an Olivier award for her role in the theatre revival of *Cabaret*.

Tender ambassadors



Priyanga Burford is an actress and writer who has appeared in several British films and television series, including *Press*, *Silent Witness*, *Industry*, *The Other Man*, *Star Wars Episode VIII - The Last Jedi* and *No Time To Die*.



Phoebe Waller-Bridge is the creator, head writer and star of the BBC sitcom *Fleabag*, which was based on her one-woman show of the same name. She was also showrunner, head writer, and executive producer of the first season of the BBC series *Killing Eve*.



Key statistics

- ✦ Evidence shows that 16-24 year olds are at the highest risk of experiencing domestic abuse (ONS, 2022).
- ✦ Responses to a school-based survey of 1,000 14 – 15 year-olds in England showed that 41% of girls and 14% of boys had experienced some form of sexual violence from a partner (Barter et al, 2015).
- ✦ Campaigns such as Everyone's Invited have published 50,000 anonymous accounts of sexual violence at UK educational settings.
- ✦ The End Violence Against Women coalition (EVAW), said its recent research showed that 80% of girls thought schools needed to do more to support young people's sex and relationships education, and to tackle sexual harassment in schools.
- ✦ The risk of serious assault and death is highest for a woman after she leaves an abusive relationship. According to the Femicide Census 2020, 38% of women killed by their ex-partner from 2009 to 2018 were killed within the first month of separation and 89% in the first year.
- ✦ The social and economic costs of domestic abuse are estimated at £66 billion in England and Wales in the year 2016-17. £14 billion of this is the cost to the economy arising from lost output due to time off work (Home Office, 2017).

What's next?

Thank you for your interest in Tender. We hope you spread the word about our mission and help us to end domestic abuse and sexual violence once and for all.



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