



Annual Impact Report

2023 - 2024



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"I love the way you two [the workshop leaders] are so child centred, you make it really fun. You really engage the children at the best level for them, instilling confidence and laughter with clear, important messages."

Teacher, Bradford Primary



Welcome

by Susie McDonald, Chief Executive

What a year it has been.



This has been a year when a significant proportion of Generation Z young men (16-29 year olds) told researchers that they think feminism has done more harm than good to British society¹.

This has been a year when the cost of domestic abuse spiralled to £81bn².

This has been a year that, for the first time, when Jess Phillips read the list of murdered women on International Women's Day - as she does every year - I have known one of those 100 women. I attended the funeral of that young woman and watched a family shattered by grief at a loss that should never have happened.

This has been a year when research finds that half of teenagers say violence or the fear of violence affects their day-to-day lives³. This has been a year when as usual, probably most women and girls modify their behaviour for fear of violence – avoiding certain routes to school and work; assessing the safest seat on a bus or train; shrinking to take up the least possible space; avoiding the short cut home.

And so this year we have had to keep our energy up, to remain resilient, and to keep on innovating.

I have found myself in Buckingham Palace, in Parliament, in school classrooms, in the offices of magic circle law firms, and in conference halls, talking about ending domestic and sexual violence, and how it is possible to prevent it, with the right education and training. And when I find myself in my kitchen, listening to the news that finally the connection is being made between violence against women & girls and the radicalisation of boys and young men, I am heartened. We must make sure that as we try to protect our girls, that we also protect our boys; healthy relationships are the right of every child. Without high quality healthy relationships education.....well....we are living with the consequences.

This has also been a year of collaboration, establishing or rekindling relationships with some amazing organisations doing extraordinary work; Respect, Sex Education Forum, Brook, End Violence Against Women Coalition, Surviving Economic Abuse and EIDA. These are organisations with such expertise, knowledge and empathy – we will affect the most change through working together.

This has been a year to 'think big'; rather than to despair at the state of things, we draw on our reserves of optimism. And that's easy when I consider our work with young people. I read this impact report and it gives me all the energy I need to keep working despite these hurdles.

This has been a year when we have remained positive about the future, because we don't need just hope. We can make real change happen because we have a solution.

For a child starting secondary school in September 2024, their formal education will finish at the end of the decade. As they prepare for apprenticeships, work or university in 2030, if they have received consistent and regular high quality relationship education, they will be equipped to navigate new relationships, friendships, work colleagues and romances. If we start now, we are giving the next generation of adults a chance to thrive.

As Jess Phillips MP has said:

"We have an opportunity to make a long-term strategy. We must plan for the next 10 years. Prevention is the thing we didn't try yet. It's got to be worth a go."

Thank you to all those who support Tender. To Matthew Layton and the Trustee Board, our Corporate Advisory Board, to the extraordinary Youth Board, and all the other people who are a listening ear and (occasionally) a shoulder to cry on.

And to the team at Tender; to be part of a group of people who want things to be different for every child in the country (in the world!) is the most inspiring place to be.

Thank you brilliant Tender folk – let's keep going!



Reflections on the Year

by Matthew Layton, Chairman of the Board of Trustees



As you will see from this Report, the Tender team has been incredibly active in implementing our new strategy, launched in early 2023.

Our new structures and refreshed ambitions have enabled more young people and children to explore healthy and positive relationships through Tender's projects across many settings. In particular, RE:SET, Tender's whole school approach programme,

grew during the year from the original 5 pilot schools in London to over 50, including schools in each of our regions.

On behalf of the Trustees, I would like to express our thanks to Susie and every member of the wonderful Tender team for their tremendous achievements over the course of the year.

In line with the policy objectives of our new strategy, we launched our vision for the decade in March at Portcullis House, Westminster. This event was attended by many of our supporters and partner organisations who heard from inspirational young people and teachers who have had the benefit of

participating in Tender's programmes, alongside members of our Youth Board, the Domestic Abuse Commissioner Nicole Jacobs and MP and Home Office Minister, Jess Phillips.

The vision is simple. Built around four key elements – to Influence, Deliver, Innovate and Evidence – we want every child to have access to high-quality relationship education in schools.

The need is compelling and urgent. Over 100 women and girls are killed by a man in the UK every year as a result of domestic and sexual violence⁴. One in four women in the UK experience domestic abuse. This is a public health epidemic of huge proportions with profound societal and financial impact. In 2023/24, domestic abuse was estimated by the Home Office to cost over £81bn in England and Wales, with the personal price paid by individual survivors, immeasurable.



We welcome the bold objective included in the King's Speech in July 2024 to halve violence against women and girls by the end of the decade. For this to become a sustainable reality, prevention will play a critical role. High-quality relationship education for every child throughout their school education must be a foundational necessity. Our experience and evidence confirm that Tender's programmes enable every child – irrespective of gender – to make positive choices about their future relationships. Choices that can prevent young people from becoming victims or perpetrators of domestic abuse in the future.

We have ambitious plans to continue expanding the reach of our programmes whilst playing an active and pivotal role in securing the policy changes necessary to realise the vision. We will continue to work closely with all our supporters and to collaborate with our existing and new partner organisations to increase our impact.

Of course, extending our reach and impact will require significant additional financial resources and capacity. We are extremely grateful for the continued generosity of all our supporters. We are developing our plans to raise the necessary additional finances through a combination of statutory funding and support from foundations, donors and our corporate partners.

With your support we can make our vision a reality for the benefit of every young person and wider society. If you'd like to support Tender's work, please do contact Susie or me.

Matthew Layton



Olivia Colman and Ed Sinclair

Tender's Patrons



It's been another incredible year for the Tender team. We'd like to thank the fabulous Tender Ambassadors and others working in the arts for their support for Tender; they've been very busy!

We loved hearing about Amy-Leigh Hickman's visit to two schools in West Yorkshire to see the healthy relationship project up close.

On behalf of Tender, Priyanga Burford attended an event at Buckingham

Palace, hosted by Her Majesty The Queen to recognise supporters of survivors of sexual violence.

Jodie Whittaker took part in a Tender workshop at a school in North London and then talked to BBC Breakfast about the value of relationship education for children and young people.

Toby Jones and David Tennant joined our Ambassadors at Tender's Annual Awards Event to present awards to the amazing children and teachers who have achieved the most amazing things to prevent domestic and sexual violence in their communities.

There is a uniqueness about how Tender does things; the length and intensity of sessions; the quality and expertise of the workshop leaders to facilitate complex and sensitive conversations; the use of theatre and arts techniques to create a space where children can step into the shoes of others, explore characters and situations from a safe distance. And Tender has been doing it for so long (21 years!) that they understand how schools work; the pressures on teachers to juggle multiple and conflicting priorities; the shifting landscape for children of their online worlds.

And most importantly, Tender focuses on prevention – stopping terrible things happening in the first place. Which means all children will be protected from the harm and trauma that abusive behaviours create. It was fantastic to read one young man's reflections following a Tender project:

"I would like more workshops like this to encourage men to make the right decisions – to think about who are your role models. Are they hurting or helping you?"

Project participant, Year 8

Well done to all at Tender – you absolute stars – keep it up!

Who we are, what we do

Tender exists to prevent domestic abuse and sexual violence in the lives of children and young people. Left unchecked, these issues have devastating impacts on their safety, wellbeing and ability to thrive. We aim to stop this before it starts.

Our innovative, interactive programmes use drama-based activities – such as role-play, scripts, forum theatre and films – to help children and young people to:

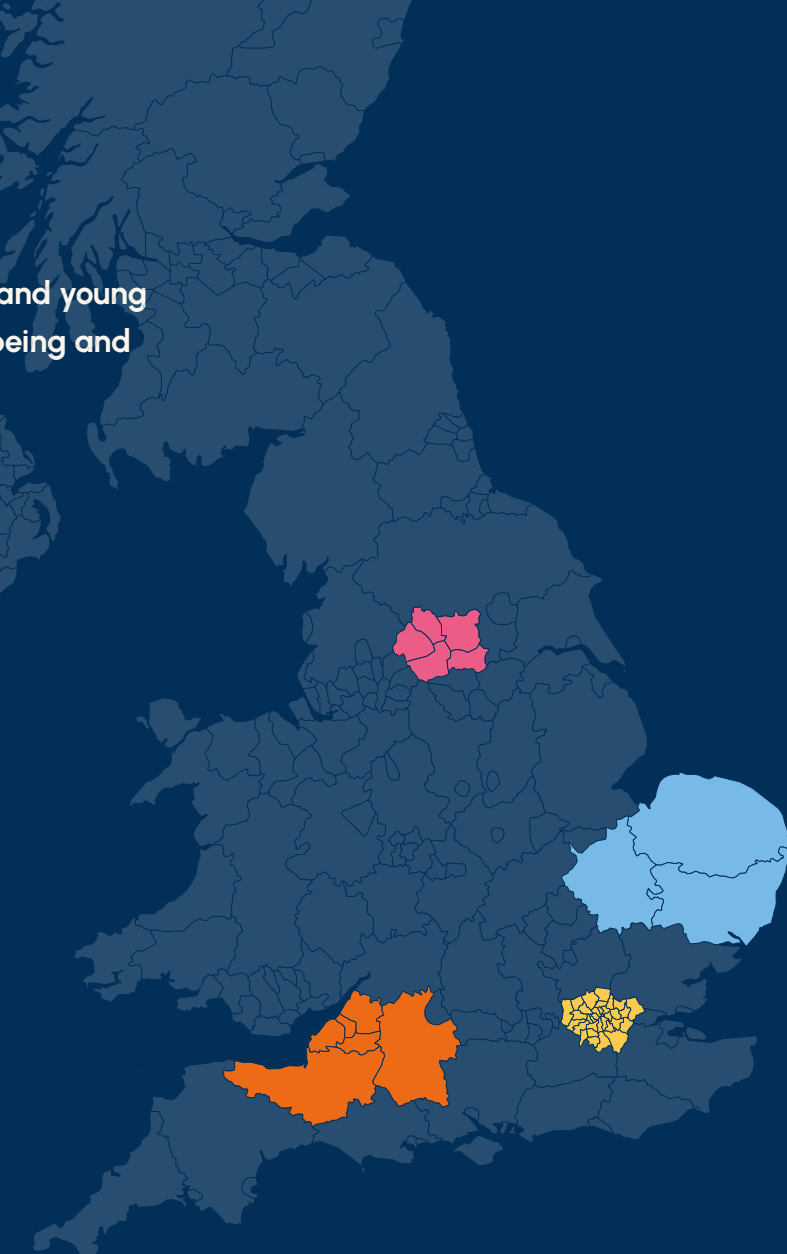
- increase their knowledge about domestic and sexual violence, and how to access support
- unpick harmful attitudes which enable these issues
- improve their skill sets to practice healthy behaviours through “rehearsing” for real life scenarios.

We deliver short- and long-term prevention programmes in primary, secondary and specialist schools, and in youth settings and universities across four Tender regions:

London & South-East, North, East & West.

We offer accredited training courses for adults and institutions to enable them to recognise, respond to and prevent domestic abuse and sexual violence in young people’s lives. We also work with employers to drive positive culture and support customers and colleagues who may experience domestic abuse.

We have been adapting our work to young people’s evolving needs for more than 20 years, reaching over half a million children, young people and adults across England.



Vision, Mission and Values

Our Vision

To live in a society with no domestic abuse or sexual violence

Our Mission

To contribute to a safer society for all by preventing domestic abuse and sexual violence. We use arts-based methods to equip children, young people and adults with the skills and tools necessary to create and promote healthy relationships and systemic change. By rehearsing and reinforcing positive behaviours and attitudes, we empower individuals to challenge harmful norms and create a culture of respect, equality, and non-violence.



Our Values

We are kind

Care, compassion and support are at the heart of all we do.

We are creative

We use creativity to start important conversations, explore difficult subjects and spark ideas.

We welcome everyone

We make sure people feel safe, respected and valued.

We celebrate people

We encourage learning, discovery, personal growth and collaboration.

We stand up for what we believe in

We are not afraid to ask difficult questions or demand change.

Our Year in Numbers

391

projects, trainings, events delivered, compared to **253** in 2022-2023

25,157

young people reached compared to **16,324** in 2022-2023

7,258

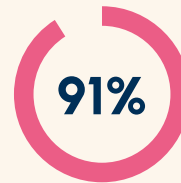
adults reached compared to **3,319** in 2022-2023

The significant growth in numbers is mainly due to the roll-out of RE:SET, our whole-school approach, during the year

As a result of taking part in a Tender project or training*:



of primary school participants now know they should speak to a teacher or trusted adult if worried about a relationship or friendship



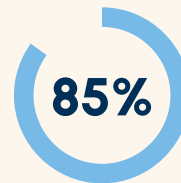
of secondary school participants can describe what makes a relationship healthy or unhealthy



of secondary school participants accurately identified emotional abuse from other forms of abuse



of secondary school participants said they would offer support or speak to a teacher or trusted adult if a friend was in an unhealthy relationship



average rating of our projects by participants



of adult participants said the training was helpful for their role as educators.

* We updated our monitoring, evaluation and learning (MEL) processes at the start of the academic year beginning in September 2023, to ensure a consistent approach across all programmes, following an in-depth review. These survey data results are from the period, September 2023 to April 2024.

Our Year in Pictures

During some Tender projects, children and young people create wonderful resources to share what they have learnt about healthy relationships. Here's a small selection of their amazing work:



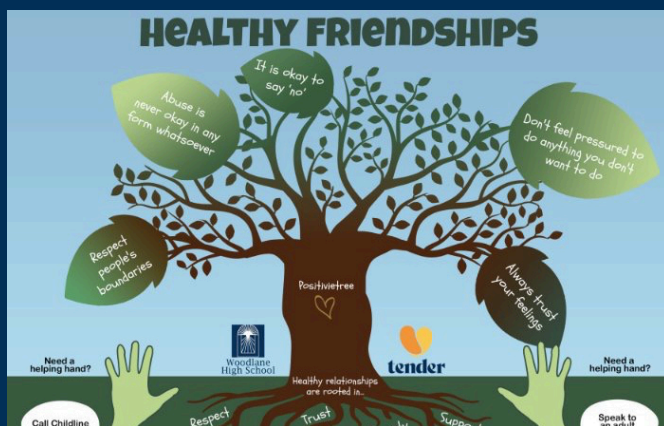
"No Means No" and "Stop Bullying" posters by students at Ark White City Primary Academy



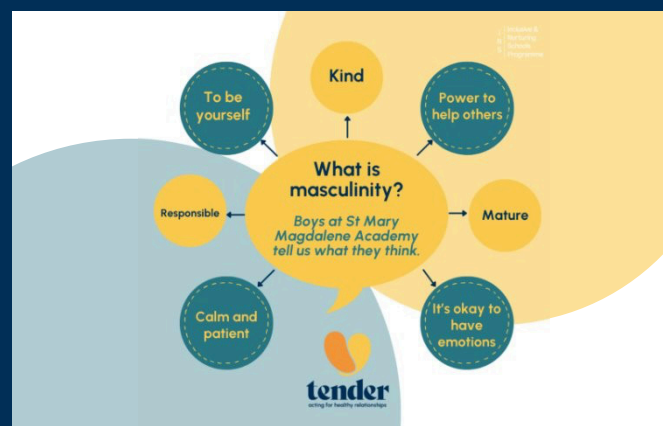
Red Flag based on 'They're a 10 but...' by students at Eastbrook Secondary School, Dagenham



Script by students at Holy Cross Primary School, Fulham



One of the posters created by year 9 students at Woodlane High School, Hammersmith & Fulham



Poster by boys at St. Mary Magdalene Academy, Islington



"Be your own Superhero", one in a series from St Mary Magdalene Academy, Islington

Diversity, Equity, Inclusion and Safeguarding

Tender believes that everyone has inherent dignity and deserves to be treated equally and fairly, but inequalities in society make this harder for some people.

We want Tender to be representative of the society we live and work in, and accountable to the communities we support with our services.

We deliver and monitor progress of Tender's Diversity, Equity and Inclusion (DEI) Policy through four staff working groups each connected to a trustee. This year, we've worked on improving access to services and intersectionality; accountability, board and leadership; culture and working practices; representation, recruitment and retention of staff.

Key achievements during 2023-24 include:

- increasing Tender's activities for young people with SEND
- greater diversity of applicants for roles at Tender
- improved adaptation of workshop content to reflect specific learning styles and lived experience of participants

You can read more about the progress made and challenges encountered in our trustee report.



Safeguarding

The safety and wellbeing of children and young people lies at the heart of everything Tender does. We have rigorous processes and procedures in place to protect them.

Our Chief Executive is Tender's Designated Safeguarding Lead. She leads the Safeguarding Team comprising the Chief Executive, Director and Heads of Service and all Programme Managers.

We are pleased that we often receive positive feedback about the quality of our safeguarding processes from leadership in schools and other settings. Disclosure rates remained high during the year due to two factors: the vigilance of our workshop leaders who pay close attention to the comments and behaviours of young people, and the confidence of young people to discuss topics which previously they didn't feel comfortable talking about.

Tender's Youth Board

Tender's Youth Board is made up of young volunteers aged 16-25 and plays a vital – and growing – role at the heart of the organisation, contributing to decision-making and helping to shape Tender's programmes. Members' involvement ensures that young people, and the issues relevant to them, remain at the heart of everything we do. We asked Youth Board member Gaia for her take on the year's activities. She said:



This year has been incredible for Tender's Youth Board, with a range of opportunities and events to get involved with. In March, several of us attended

and spoke at Portcullis House, where Tender launched its prevention strategy for the decade. Connecting young people with key stakeholders in the VAWG (Violence against Women and Girls) sector reinforces the value of Tender's Youth Board. One special moment was connecting with Nicole Jacobs, Domestic Abuse Commissioner, especially for those interested in a career in policy and research.

Bristol's "Beyond Therapy Festival" let us represent Tender as young people and get involved in important conversations. Here, Youth Board Member

Leanne discussed Tender's work on a panel titled "The Power of Curiosity and Creative Engagement: Unlocking Prevention Education".

At monthly Youth Board meetings, we've co-produced and shaped aspects of Tender's programmes and resources, ensuring children and youth continue to be centralised for Tender's work. This included reviewing Tender's new strategy, specialist provision activities, age-appropriate approaches for RSE (Relationships and Sex Education), and LGBT+ representation.

Being part of the Youth Board helps members grow both professionally and personally. In March, Youth Board members met face-to-face to try out Tender's activities for young people with SEND (special educational needs and disabilities). This allowed us to become more familiar with Tender's projects,

provide accessibility recommendations and put ourselves in the shoes of participants. During the year, we've had masterclasses on a range of topics including podcasting and exploring masculinities.

Five new members have boosted the Board's mix of age, educational stage and location. Our 16 members are aged between 17 and 24 and have various educational backgrounds including studying for A-levels, university students and those starting their careers. Members are based around the country – Stockton, Newport, Leicester, Portsmouth and London – so we can have a truly authentic representative youth voice.

The Youth Board looks forward to the coming year and getting involved in more meaningful change.

Tender's Ambassadors

In June 2023, we introduced new Ambassadors who joined our existing group of well-known and distinguished actors, writers and filmmakers to raise awareness of Tender's work and support our campaigns and fundraising activities.

We're so grateful to all our Ambassadors who've raised awareness of Tender's work through media interviews, taking part in workshops, presenting awards and sharing our messages on social media platforms.



Priyanga Burford with Susie McDonald arriving at a Royal Reception at Buckingham Palace, hosted by HM The Queen.



You can read our interview with Rebekah Staton, star of hit BBC series "The Following Events are based on a Pack of Lies" [here](#)



Jodie Whittaker taking part in a televised workshop as part of our 2024 Valentine's Day Campaign.

"Being able to have healthy relationships is one of the keys to a happy life. This is why Tender's work is important to me – it helps children and young people to recognise what good looks like."

Priyanga Burford



Amy-Leigh Hickman taking part in a workshop at Beckfoot Heaton Primary School.

Follow the links to read more about the launch of our Ambassador scheme in [UK Fundraising](#) and [Civil Society](#).

Our Strategy 2023 - 2026

2023-24 was the first year of our three-year strategy, 2023-26. The strategic outcomes and priorities we set ourselves in late 2022 are as follows:

Strategic Outcomes

1 Children and young people will be prepared and empowered to develop and maintain healthy relationships.

2 Communities and settings children and young people inhabit will be safe and supportive places.



We will achieve these goals by focusing on the following four strategic priorities:

Prepare

We will ensure all children and young people have the knowledge and awareness to identify and use healthy behaviours within their relationships.

Empower

We will empower children and young people to develop the skills they need to discuss and negotiate relationships positively and seek support when they need it.

Reinforce

We will create and support healthy cultures in the spaces children and young people inhabit to ensure they are safe spaces that enable them to have positive relationships free from abuse.

Galvanise

We will inspire all adults and communities to play a role in preventing domestic abuse and sexual violence.

During the year, we consolidated our approach to service delivery, focusing on working across a breadth of settings. This allowed us to deliver greater depth of impact whilst providing sufficient time and resources to build internal capabilities and support staff through organisational changes, now completed.

In parallel, we have set ourselves objectives to build capacity to support our longer-term growth plans across fundraising, communications, campaigning and influencing, people and culture, impact reporting, evaluation and monitoring, quality assurance and research, governance and DEI (Diversity, Equity and Inclusion). As we look ahead to 2024/25, we are ready to invest in our organisational infrastructure as we begin to extend our service provision.

Tender's Strategy for the Decade

In March 2024, at a parliamentary briefing in Portcullis House, we launched our strategy for the decade, laying out ambitious plans to expand our delivery and influence wider policy change. Having built our knowledge and expertise over 20 years of direct work with young people, we will deliver change through our existing and new areas of activity:

Influencing

policy change and establishing a collective commitment to preventing abuse.

Delivering

ongoing prevention work to equip young people with the skills and knowledge to have healthy relationships in our existing and new areas of activity.

Innovating

by developing programmes for younger years, including Key Stage 1, and harnessing technology to increase both reach and cost-effectiveness.

Evidencing

the effectiveness of relationships education in prevention of domestic abuse and sexual violence.

We are developing operational plans to ensure that by 2030, we can reach an additional 447,000 children and young people and 100,000 adults by 2030. [You can read more here.](#)

“By prioritising prevention, we can end this public health crisis and empower young people to make the choices that will prevent them becoming victims or perpetrators of domestic abuse and sexual violence.”

Susie McDonald, Tender Chief Executive





Schools and Youth Settings

Tender works in primary, secondary and specialist schools and alternative settings. We support children and young people with special educational needs and disabilities (SEND) and with social, emotional and mental health challenges (SEMH), plus those with experience of the care sector and the criminal justice system.

RE:SET

Thank you to our generous supporters and partners who have funded RE:SET this year including Foux Foundation and London's VRU (Violence Reduction Unit), who have funded RE:SET London and South East

RE:SET is Tender's whole school approach, which involves working with all elements of the school community to promote healthy friendships and relationships.

RE:SET has experienced phenomenal growth, expanding from an original pilot in 5 schools to a programme delivered in more than 50 schools this year. Through strengthening relationships with local authorities, building on the collaboration with partners and working closely with funders, we ensure schools are enabling the work to have a lasting legacy.

The largest output of RE:SET programmes is through the Inclusive and Nurturing Schools (INS) programme, in partnership with nurtureuk, funded by London's VRU. In September, **20 schools in Barking and Dagenham and Islington** joined the **10 schools in Greenwich** already engaged in the programme. A further **20 schools in Hammersmith & Fulham and Hackney** started the programme in January.

Attrition rates have been minimal, largely thanks to the development of 'RE:SET Lite'. This option allows schools to benefit from Tender's programme without having to complete all the award criteria necessary to secure Healthy Relationship Champion School status. The recruitment of four Tender Mentors has meant that schools have a personalised journey through the award with tailored, ongoing support from the Tender team.

In March, Greenwich RE:SET schools attended the first in a series of "Best Practice" events to celebrate their outstanding achievements within the programme. The event was attended by representatives from VRU, the local authority and participating schools.

So far, the INS programme has reached **10,302 young people, 2,806 staff members** and **980 parents**.

RE:SET Specialist Provision provides a whole-setting approach to non-mainstream education facilities. Our programme content is adapted to meet the specialist needs of participants and successful schools receive the coveted healthy Relationships Champion Setting Award. Four settings are currently undertaking the year-long programme including a school for pupils with complex learning difficulties.



80

projects delivered

5,069

children and young people reached

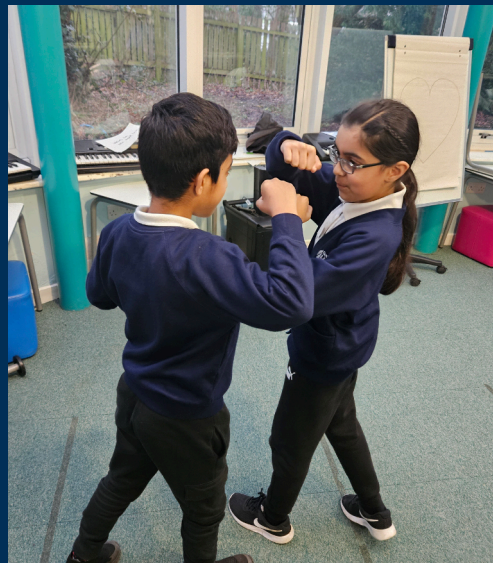
Schools & Youth Settings

London and the South East

Thank you to Lloyds Banking Group, Ealing Borough Council, the Crucible Foundation, Clifford Chance and Big Give for funding our work in London and the South East.

School Projects

This year, Tender worked in 26 London boroughs with children and young people in year groups 5-13. Our programmes included our flagship 2-day Healthy Relationship workshops as well as enrichment days and 1-day projects.



Specialist Provision

The team also delivered 20 tailored Healthy Relationship programmes to groups of vulnerable young people in specialist settings including young people in the Youth Justice service, those with social, emotional and mental health (SEMH) needs and young people in alternative educational settings.

We worked with specialist partners including Resources for Autism and Baked Bean Charity (which supports young people with learning disabilities) to adapt our workshop content and make it safe and relevant for every participant, whatever their needs.



Relationship Goals

Relationship Goals is our interactive digital healthy relationships educational resource designed by and with young people with SEND. Young people create their own avatar which allows them to explore relationships in the digital world, before taking part in Tender’s drama-based workshops that enable them to transfer their learning into the real world.

Five settings in London participated in Relationship Goals this year. We are looking forward to sharing the resource more widely next year and have already booked our first project in Tender West.

“(I have learned) to be yourself and not let anyone pressure you or make you feel uncomfortable.”

Female participant, aged 11

Key Outputs

April '23 - March '24

29

projects delivered

3,094

children and young people reached

Schools & Youth Settings

Tender North



Angharad Turner-Fielder, Tender North Programme Manager with Detective Chief Superintendent, Lee Berry.

Thank you to our funders who make our work possible in the region, including Foux Foundation, Shears Foundation and West Yorkshire Combined Authority Mayor's Safer Communities Fund.

Our work in Tender North continues to grow at pace, thanks to the support of our Advisory Board, our generous funders, community leaders and local schools. We have increased our service delivery by 38% on the previous year. To keep up with the

increase in demand, we have recruited 5 new workshop leaders to deliver in primary and secondary schools.

We were delighted to be awarded funding from Tracy Brabin, the Mayor of West Yorkshire, through her pioneering Safer Communities Fund. Tender Healthy Friendship Ambassadors from Lapage Primary School, Bradfield, accompanied by Tender North's Programme Manager, Angharad Turner-Fielder, were proud to be invited to showcase our work at an event hosted by West Yorkshire's Violence Reduction Unit in front of over 100 VRU partners.

"Let's promote healthy friendships - don't be afraid to speak up!"

Year 6, Lapage Primary School students

RE:SET

RE:SET was piloted in the North this year, with Carlton Bolling being the first school in the region to receive Healthy Relationship Champion School status. Work has now begun on our second RE:SET project, and we are delighted to be supporting Beckfoot Heaton Primary School as they work through the programme to secure a whole-school shift towards a healthier culture.

"The RESET Programme has exceeded expectations... It has been life changing. We are setting children up to become model citizens."

Staff member,
Carlton Bolling School



Key Outputs

April '23 - March '24

15

projects delivered

3,199

children and young people reached

Schools & Youth Settings

Tender East

Thank you to our funders Foux Foundation, Breckland Youth Advisory Board, Landlark and the Paul Bassham Charitable Trust.

This year we have reached more young people than ever before in Tender East. To keep pace with demand, we have recruited 5 new workshop leaders to deliver vital prevention education in schools and youth settings.

Our work in Cambridge has taken root, thanks to the support of local charity Landlark. We started this exciting new commission with an initial 2 projects, with a further 6 in the pipeline for future years.

We were delighted to be invited to continue to work with Breckland Youth Advisory Board, who decided that promoting our work in schools should be a strategic priority for them. We're grateful for the funding to deliver more projects in schools within the district.

RE:SET started in 2 settings in January 2024, with both schools progressing well so far with the programme. St Williams Junior School and Acle Academy are aiming to achieve their awards by the end of this year.

In January 2024 we broke ground in Suffolk, delivering staff training to teachers in Breckland School. This marks the start of further growth in the region, with plans to continue to expand into new schools in the East.



Beth Warmington, Founder of Landlark Foundation, receiving her Award for Healthy Relationship Changemaker from Toby Jones at Tender's Award Ceremony, 2024

"The workshop leaders were fantastically positive with the children and were very understanding of our children with additional needs and challenging behaviours. They were relentlessly positive but challenged when necessary."

Teacher, Primary School, Norwich

Key Outputs

April '23 - March '24

17

projects delivered

2,140

children and young people reached

Schools & Youth Settings

Tender West

Thanks to The Crucible Foundation, Foux Foundation and other supporters for funding our work in Tender West.

This year, we have been thrilled by the warm response we've received from schools, across a broader geographical area. We have extended our work into Bristol, Wiltshire and South Gloucestershire and with the addition of 5 more workshop leaders, we have reached more young people than ever before.

Tender West's Programme Manager, Daisy Douglas, was proud to receive The Beryl Dixon Community Lead of the Year award in recognition of her fantastic work. The Award is part of the Bath & North-East Somerset Community Awards, 2023-24.



RE:SET continued to develop in the region this year, with Oldfield School completing the year-long programme and being awarded Healthy Relationship Champion School status. In January, St Michael's Primary School began the RE:SET programme and made such good progress they completed over half the required tasks within the first three months of the programme.



Delivering a workshop at St Michaels Junior Church School, Bath

"[Tender's] calm and relaxed manner made what can be an uncomfortable subject matter much easier to digest and allowed all to feel comfortable discussing such challenging subject matter. The children have a much greater awareness of how to be aware and manage a range of forms of unhealthy behaviour."

Primary School Teacher, West

Key Outputs

April '23 - March '24



Adult Services

Our Adult Services team delivers training to professionals and other staff with a safeguarding responsibility, our Post-18 programmes and our workplace training offer.

Professionals with a Safeguarding Responsibility

Thank you to our funders and corporate partners for their support of our adult services, including Royal Borough of Kensington & Chelsea, London's Violence Reduction Unit (VRU) and MOPAC (The Mayor's Office for Policing and Crime).

Toolkit Programme

This year we continued the 'Ending Gender Based Violence Toolkit programme', which is part of the MOPAC's VAWG (Violence Against Women and Girls) strategy. It aims to help educators feel more equipped to discuss issues like misogyny and domestic abuse with children and young people. The online toolkit resource contains information and exercises around gender-based violence to facilitate conversations in age-appropriate ways. The programme also includes accompanying in-person training sessions. 8,982 people have viewed the secondary toolkit in the last year.

During the Autumn, we developed a toolkit and accompanying training sessions for primary school teachers and training sessions for specialist SEND teachers which have been warmly received.



Domestic Abuse Awareness Training

This year, Tender delivered half-day training sessions to charities working within the Royal Borough of Kensington & Chelsea to raise awareness of domestic abuse and how to respond appropriately to disclosures. We were grateful to our friends at Kensington and Chelsea Foundation who introduced us to several grassroots organisations, enabling us to reach 20 local organisations and 148 participants.

"It has made me more aware of the prevalence in the borough as well as more generally, and how that can present itself. It has opened my eyes to what domestic abuse can look like and reduced bias"

Participant, RBKC training programme

Inclusive & Nurturing Schools Programme

As part of the VRU funded INS (Inclusive & Nurturing Schools) programme, the Adult Services team delivered training to educational professionals including safeguarding leads and school safety officers in the target boroughs of Greenwich, Barking & Dagenham and Croydon. We were thrilled by the positive feedback from participants on the programme, with 100% of participants in three months rating it as "very good."



Post-18 Programmes

This year we completed the pilot of our RE:SET Universities Whole University Approach programme (WUA) and welcomed the first formal cohort who started in the Autumn term.

As part of the WUA pilot, we tested the framework and workshop content while delivering the programme to five participating universities. We received great feedback with 100% of participants saying they would recommend the training to others. After the pilot, Manchester Metropolitan University completed the programme, becoming the first ever RE:SET University.

Since the Autumn, we have been working with the Universities of East Anglia and Bath Spa, supporting them as they work through the WUA programme. So far, both universities have received a staff briefing workshop, completed an audit of their current provision and had their core team complete Tender's e-learning training course on domestic abuse and sexual violence awareness. We expect both universities to complete the programme by January 2025.

In parallel to WUA, we have continued to deliver high quality workshops in other higher educational institutions. We have maintained our connection with RADA (Royal Academy of Dramatic Art), delivering 8 programmes for them. We have also developed an exciting new relationship with Royal Northern College of Music, delivering a successful workshop on domestic abuse and sexual violence for staff.

“What this programme has shown us is that we were stronger in response, than in prevention. Whilst there is always more we can do to improve our response too, it is in prevention and culture where there is most opportunity for change and growth.”

Manchester Metropolitan University



Workplace Training

Since 2017, Tender has worked with employers across the private, public and third sectors. Our workplace training has a dual focus: working with employers to support colleagues or customers experiencing domestic abuse and creating a healthy workplace culture by tackling sexual harassment, bullying and discrimination.

This year, we have delivered 14 training sessions and reached 373 beneficiaries.

Our training programmes support enlightened employers to create positive working environments whilst also generating valuable income from fees which we reinvest in our work with young people.



In February, we launched Tender's Corporate Advisory Board whose purpose is to promote our workplace training among their networks. Chaired by Prakash Kakkad, General Counsel and Deputy General Secretary of Unilever, Board members include senior representatives from the legal profession, financial services, technology and the insurance industry. We are excited to see how the Board's plans develop in 2024.



Some of our Corporate Advisory Board members, with Cordelia Morrison, Development Manager

Tender Awards 2024

Our 2024 Annual Awards Celebration took place once again at the Unicorn Theatre in London. It is the highlight of Tender's year when we all come together to celebrate the amazing achievements of young people and their teachers, and say thank you to all our supporters and funders.

This year, the event was hosted by David Tennant who, along with Tender Ambassadors and other friends, presented Awards to our worthy winners. Thank you to Priyanga Burford, Jodie Whittaker, Toby Jones, Jess Phillips MP, Nazir Afzal OBE and Tiernan Brady. Thank you also to Olivia Colman who recorded a special welcome film, and to our generous event sponsors, Clifford Chance LLP.





Award Winners

University RE:SET Completion Award

Manchester Metropolitan University

Outstanding Secondary School Teacher

Sarah McNaughton

Oldfield School, Bath

Being Brave Award

Martin, Shreen, Izzy, Daniel

All Saints Academy, Huddersfield

Best Peer Ambassador in a Secondary School

Daniel, Joshua, Jasmine

Mulberry Woodside Academy, Haringey

Keeping Children Safe Champion

Jill Smith, Kings Oaks School and Paula McTernon

Middle Park Community Centre, London

Outstanding Specialist Teacher

Linda Ughere

Urban Mission

Best Peer Ambassador in a Primary School

Fahaad

Beckfoot Heaton Primary School, Bradford

Healthy Relationships Changemaker

Beth Warmington

Landlark Foundation

Outstanding Secondary School

St. Mary Magdalene Church of England School,

Greenwich

Outstanding Primary School

Lapage Primary School, Bradford

Outstanding Primary School Staff Team

Richard Garcha, Lauren Keen, Kevin O'Flaherty

Foxfield Primary School, London

Outstanding Specialist School

New River College Primary School, London

Exceptional Creative Response in a Primary School

Greta, Sandy, Idrees, Renaye, Hiba, Zayn, Ahmed, Spoghmay

Highbury Quadrant Primary School, Islington

Exceptional Creative Response in a Secondary School

Inka, Natalia, Eliza, Juliette, Lillyann, Annabel

Leigh Academy, Blackheath

Fundraising

Thanks to the generosity and efforts of our donors, partners and funders, Tender raised £1,908,525 during the year. Our income comes from a broad mix of organisations and individuals who believe in our mission: statutory funders, trusts and foundations, corporate partners, community groups, schools and individuals.

We are grateful to everybody who shares our belief that all young people deserve high quality, inclusive education and makes our work possible.

During the Spring, we refreshed Tender’s Major Donor Programme which provides opportunities for our Friends, Guardians and Philanthropic Partners to get closer to Tender and experience our work and impact for themselves. Our major donors are incredibly important as they enable us to continue our mission and support young people. [You can read more about the programme here.](#)



This year, we ran two successful fundraising campaigns with Big Give. The first, with the Women & Girls Fund in October, raised £20,475 towards Relationships Goals, enough to deliver five projects for neurodivergent girls and young women. Later, in March 2024, we raised a further £20,898 to

fund nine healthy relationships programmes through their Arts for Impact campaign. A huge thank you to everybody who donated!

We were thrilled when community fundraiser Zoe Burns challenged herself to run 100 km along the Fife coastal pathways to raise money for Tender.

“I wanted to raise some cash for Tender to support the life-changing work they deliver[...] I was a delighted to end the challenge having raised £150 for such a great cause (and losing a few pounds myself)!”

A huge thank you to Zoe and all the other community members who helped support Tender this year.



Community fundraiser, Zoe Burns

Polycymaking and Influence

In a parliamentary briefing at Portcullis House in March 2024, Tender launched a powerful new strategy for the decade to prevent domestic abuse and sexual violence in the UK.

Hosted by Jess Phillips MP, speakers included Domestic Abuse Commissioner Nicole Jacobs, Director of the National Policing's Vulnerability Knowledge and Practice Programme (VKPP) Gareth Edwards, representatives from Tender's Youth Board and teachers and young people working on the front line.

Tender is calling for consistent, high quality and effective relationships education for all children in England from age 5 by the end of the decade wherever they go to school. This can be delivered through three Pillars of Change:



"We must plan for the next 10 years. It can't go on anymore. Prevention is the thing we haven't tried yet. It's got to be worth a go."

Jess Phillips MP

1


An integrated government Domestic Abuse and Sexual Violence Prevention Agenda.

2


Designate the RSHE Curriculum a specialist subject aligned to safeguarding policies, best practice and quality assurance.

3


Ensure access to trained specialist teachers and/or local accredited delivery partners in all schools.

[You can read more about the strategy here](#)

Communications

Our 20th Anniversary

We celebrated our 20th Anniversary in 2023.

As part of our celebrations, Tender staff, supporters, Trustees and members of the Development Board took part in our first sponsored walk – 20 miles for 20 years – to raise £5,129 for Tender’s work.

In late October, we launched a new visual identity and website. Working with design agency, Osch, we remodelled our heart motif, logo and strapline and changed our tone of voice to better reflect who we are and what we stand for – warmth, positivity and optimism.

You can read more about our rebrand in this Third Sector article [here](#).



Whitefield School Visit

Tender are grateful to Chris Hunt, Head Teacher of Whitefield School for hosting a visit by the Rt Hon Yvette Cooper MP, the Rt Hon Bridget Phillipson MP and Sarah Sackman MP for Finchley and Golders Green.

After the workshop with Year 9 students, the politicians chatted to the young people about what

they had learned and how pleased they were to be learning about a topic that’s so important to them.

This was a great opportunity for Susie McDonald and Trupti Reddy to raise the importance of prevention education as a key driver to end domestic abuse and sexual violence with Cabinet Ministers and demonstrate the value of Tender’s work.



Trupti Reddy, Susie McDonald, Rt Hon Yvette Cooper MP, Rt Hon Bridget Phillipson MP, Sarah Sackman MP and Chris Hunter, Head Teacher of Whitefield School

Tender in the Media

This year, we have dialled up our media activities to amplify the voice of young people and showcase our work to wider audiences. We are grateful to our Patron Olivia Colman and our Ambassadors for representing Tender so effectively in the media.

RE:SET Success

Amy-Leigh Hickman, Netflix star and Tender Ambassador, joined staff and students of Carlton Bolling School in Bradford as they became the first school in West Yorkshire to achieve the Healthy Relationship Champion Setting Award.

Sky News

Sky News visited a Tender workshop at Mulberry Academy Woodside, to find out how Tender is educating young people about healthy relationships. Chief Executive Susie was joined by Andrea Simon, Director of the End Violence Against Women (EVAW) Coalition, Andrea Simon, who said: *“Giving young people the education and tools they need to identify and challenge abuse is vital if we are to have any hope of reducing the likelihood of abuse in adult relationships, addressing the prevalence of violence against women and girls across society, and building radically different futures where everyone thrives.”*



Jodie Whittaker during the televised workshop at Mulberry Academy Woodside

BBC Breakfast News

Jodie Whittaker joined participants at a Tender workshop at Mulberry Academy Woodside to demonstrate the value of creative theatre techniques in supporting young people learn about healthy behaviour within relationships. The special event was broadcast by BBC Breakfast News.

You can catch up with more news articles and features by following the links below:

- Susie and Olivia on BBC Radio 4's Woman's Hour and on The News Agents podcast
- Olivia's interview about engaging private schools in The Independent
- Ambassadors Amy-Leigh Hickman and Priyanga Burford explain the value of drama in supporting young people learn about relationships in an interview with Children and Young People Now
- Susie talking to Cosmopolitan about how Tender's prevention education is helping to tackle the impact of harmful online influencers and misogyny in the classroom.

Financial Summary 2023 - 2024

Total income

£1,933,733

Total expenditure

£2,011,479

Total spent on charitable activities

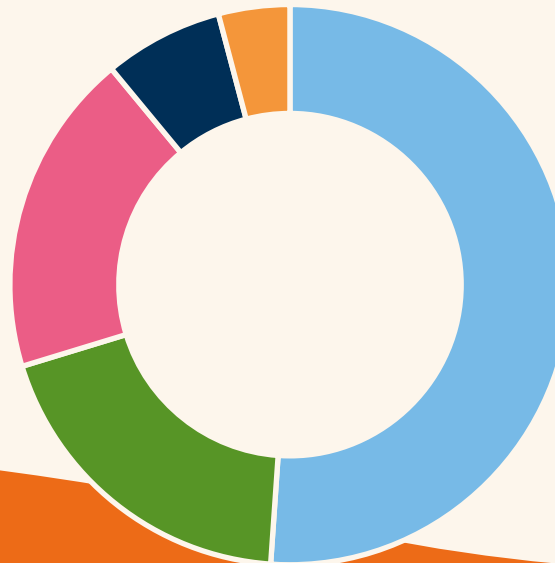
£1,911,208

Our expenditure on charitable activities grew by 27% during the year, in line with expectations. We drew on designated and restricted funds to part-fund investment in planned growth. Our reserves policy, of maintaining 6 months' operating costs in general funds, remains in place.

For every £1 we receive, 95p goes towards our work with young people

You can read our trustee report and accounts by following the link to the Charity Commission's website [here](#)

Breakdown of financial sources



Statutory funding: £988,172

Trusts & foundations: £371,088

Corporate support: £361,840

Donations: £133,063

Earned and other income

(including interest income): £79,570

A BIG Tender Thank You!

Thank you to everybody who contributes to Tender so generously. Together, we can prevent domestic abuse and sexual violence blighting the lives of the next generation. A special thank you to:

Amy Malik
Anna Schmitz
Big Give
Breckland Youth Advisory Board
Camden Council, Camden Learning
Clifford Chance LLP
CMF Charitable Trust
Colombo Hirst
David Harkness
Emma and Matthew Layton
Esmée Fairbairn Foundation
Helen and Rory Conwell
Jan and Peter Winslow CBE

Jane Featherstone
Jane Porter
John Lyon's Charity
Kate Haslett
Landlark
London's Violence Reduction Unit
Lynette Williams
MariaMarina Foundation
MOPAC - The Mayor's Office for Policing and Crime
Royal Borough of Kensington and Chelsea
Sarah Clarke Celebrates
Sonya Leydecker
The 29th May 1961 Charitable Trust

The Coutts Charitable Foundation
The Crucible Foundation
The Facet Trust
The Foux Foundation
The JD Foundation
The Leathersellers' Foundation
The Olwyn Foundation
The Paul Bassham Charitable Trust
The Rayne Foundation
The Thompson Family Charitable Trust
West Yorkshire Combined Authority Mayor's Safer Communities Fund

...and to our tremendous Patrons, Olivia and Ed, all our Ambassadors and those of our supporters who prefer to remain anonymous.



We love hearing from you. Please get in touch:


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Illustrations throughout by Ellie Ross-Wilkinson

¹ <https://www.kcl.ac.uk/policy-institute/assets/emerging-tensions.pdf>

² Home Office 2016 analysis, adjusted to 2023-24 costs, referenced in DAC Letter to the Secretary of State for Education, July 2024.

<https://domesticabusecommissioner.uk/wp-content/uploads/2024/07/20240724-DAC-letter-to-Women-and-Equalities-Minister.pdf>

³ Youth Endowment Fund – Children, violence and vulnerability report 2023 <https://youthendowmentfund.org.uk/reports/children-violence-and-vulnerability-2023/>

⁴ Femicide Census 2021 <https://www.femicidecensus.org/wp-content/uploads/2024/07/2021-Femicide-Census-Report.pdf>