



February 2023

Dear Parents/Carers

We have chosen to write to parents/carers about Andrew Tate, as we have experienced an increasing number of students discussing him in school this term. He is a social media influencer and he is talked about by some young people as a role model. However, he has made some concerning comments to other groups of people. He is currently under arrest in Romania and this is partly why increasing attention has been placed upon him.

Below is a short fact sheet around Andrew Tate, giving you information on who he is, why your children might look up to him, the concerns around him and how we can work together to appropriately respond when his name is brought up in discussion.

### Who is Andrew Tate?

- Former kickboxer
- Big brother contestant
- Social media influencer

Andrew Tate has previously been banned from TikTok, YouTube, Facebook and Instagram (where he had four million followers alone) for creating extremely concerning misogynistic and hateful online content. He has recently seen a rise in online notoriety due to a string of controversial comments and behaviours, such as:

- Having a long history of expressing far-right views, which goes against our British values
- Expressing extremely sexist, misogynistic and racist views
- Making derogatory comments about mental health and ableism (discrimination in favour of able-bodied people)
- Promoting gendered violence and misogyny on his podcast and posts about relationships

### Why are children and young people interested in Andrew Tate?

- **Glamorous lifestyle and success.** Andrew Tate portrays a lifestyle with lots of expensive cars and clothes. He has lots of money and is a successful kickboxer, so some students will have seen him previously. He is incredibly famous via social media and through his 'merch', beliefs and education business mentoring.
- **Isolation and loneliness.** Children and young people who feel isolated, rejected and ostracised are particularly vulnerable to this type of content. A newly discovered set of ideologies could make sense of their world, whilst offering them a place of acceptance and new friends.
- **Looking for advice.** A topic or insecurity that a young person needs help with could inspire them to begin vulnerably searching for an answer on social media. Some of these personalities claim to be motivational speakers and are lauded by those they have 'helped' with their wisdom and advice.

## Seaford Learning Trust

Mr R Ellis, Headteacher

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- **Keeping up with peers.** Your child may seek out personalities such as Andrew Tate, so they feel 'informed' amongst friends and peers, who might view this type of harmful content in a form of unhealthy entertainment.

*It is important to note that children and young people are still growing in their emotional, physical and mental maturity. If they are engaging with content that promotes harmful behaviours (such as misogyny), it does not mean they fully understand or agree with what is being said (even if they claim they do). This also extends to exhibiting harmful behaviour.*

#### **How can we work together to support your children?**

- **Talk about respect in every setting.** Explain that no one is perfect and sometimes others will hurt our feelings but that doesn't mean we should engage in harmful behaviour. We should help each other to be kind, online and offline.
- **Allow room for discussion.** Your children may want to talk about what they've seen online, or what was discussed at school. Try not to shut down their conversations or ban certain topics. Emphasise the damage that this behaviour causes, online and offline and reflect on why it should stop. This is the approach we take in school. Staff have had whole staff training about Andrew Tate and how to manage conversations with students, so that they are not shut down: rather we try and use conversations to understand young people's views, where they come from, why they feel that way and we try and give an alternative perspective. Misogyny is addressed through PSHE lessons as it is a wider issue than Andrew Tate. In addition to this we use an outside agency to deliver workshops to small groups of students (with parent/carer permission) around relationships and attitudes more broadly.
- **If you have ongoing concerns over your child's views,** contact their Assistant Head of Year or Head of Year and we will be able to provide you and your child with some support.

Attached is a more detailed briefing on Andrew Tate, which does include some language that some people might find offensive. If you have any concerns regarding your child or would like some support from school, please contact their Assistant Head of Year or Head of Year.

Yours sincerely



Dr Imogen Wallace  
**Assistant Head Teacher and Designated Safeguarding Lead**