



FEVER-TREE CASE STUDY

Fever-Tree is a world leading supplier of premium mixers



ABOUT FEVER-TREE

- 360 Employees
- Launched in 2004

"Sharon and I connected after I heard her speak on a webinar run in 2022. Her story was so impactful, and it's been fantastic to watch the initiative grow into the business it is today. It's evident Sharon is making a huge difference, and I totally see the value in raising awareness in the workplace. I'd thoroughly recommend Sharon to come in to speak to any team."

Emma Duncan - Group HR Manager

Why did you start your domestic abuse journey?

Having seen the positive impact of Sharon's work, we felt it was important to raise awareness at Fever-Tree. The workplace can be a safe space for people, and if we can make a small difference to just one person, it's worth it. We wanted to raise awareness across the business, and break down stigma on the topic.

Have your employees had any training/education?

Sharon came into to run a lunch-and-learn style training session for our London team. The hour session ran through Sharon's story, raised awareness and educated people on how to spot signs of domestic abuse. This was recorded and shared with staff. We also plan to create an online module with the launch of our new training platform this year.

Did you find Sharon's Policy a useful tool?

Sharon's policy looks extremely useful and is something we plan to share with employees this year. I'm sure it will be a great help to employees and line managers who before, may not have known how to approach a domestic abuse situation.

How do you ensure your domestic abuse work/policy isn't forgotten?

Information and training are readily available for our employees via our file sharing system, with plans to create further content this year. Moving forward, we will enhance the visibility of available resources to new employees by promoting them internally.

What challenges have you faced?

Like many things, domestic abuse is stigmatised and can be uncomfortable for some to discuss, particularly in the workplace. A challenge is to raise awareness amongst colleagues to drive the fact that it's not a taboo subject.

Have you made a difference to any employees?

We received fantastic feedback after the lunch-and-learn that Sharon's session made a difference in breaking down the stigma surrounding domestic abuse. We hope that any colleague would feel they have support here at Fever-Tree.