

Annual Report

1 April 2019 – 31 March 2020

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ZERO

TOLERANCE

www.zerotolerance.org.uk



Contents



Foreword	4
Our Vision	6
Our Aims	7
Public Awareness of Violence Against Women and Girls	8
Media reporting of Violence Against Women	16
Gender Equality in the Early Years	24
Young People	30
Influencing Government, Local Councils, and Public Bodies	36
Branding, website and social media	40
Zero Tolerance Board, Staff, Volunteers and Funders/Supporters	42
Income Expenditure	44



Foreword

Over the last 12 months there have been significant developments across the landscape of women's rights in Scotland including the landmark trials of powerful men, the first report and funding round from the National Advisory Council on Women and Girls, and the proposed reforms to the Gender Recognition Act.

Zero Tolerance is a national campaigning organisation working to prevent all forms of violence against women and girls by ending gender inequality. We respond to our context and aim to reshape our culture. Our partnerships are varied and productive and our reach goes from the south of Scotland to our northernmost islands.

Our priorities for this year were to take action to:

raise public awareness of violence against women and girls, particularly lesser-known forms of violence and under-represented groups of women subject to it;

improve media reporting of violence against women and girls. Too often our media presents this violence as surprising and unusual, rather than the direct consequence of a society which prioritises the needs of men;

support early years care and education providers to challenge gender inequality and end violence against women and girls by providing clear guidance, training and advice;

advance the education and support young people receive around gender inequality and the prevention of violence against women and girls;

support decision-makers and influencers to better understand what they can do to help end violence against women and girls by changing our society.

In the last weeks of this year, Covid-19 has brought about enormous uncertainty and change. We do know, however, that as we move towards restart and recovery, our work to highlight and tackle the root causes of violence against women and girls will become more and more important as we rebuild a post-pandemic society.

As a Board we are enormously proud of the achievements of our small, dedicated and expert team, and hope you enjoy reading this celebration of our vital work.

Jude Henderson
Chair

Our Vision

**Our vision is of a world
without men's violence
against women, in which
women enjoy full gender
equality and our human
rights are upheld.**

Women need to be able to take power and have an equal share of our nation's wealth which means men must concede some of their money and power. To fully eradicate violence against women, women must have full social, economic and political equality.

Our core belief is that men's violence against women is preventable and should not be tolerated.

Our Aims

1.

We will lead campaigning in Scotland to end all forms of violence against women through raising public and political awareness of its cause; and promoting action on prevention.

2.

We will work to ensure key sectors and professionals have opportunities to develop their roles and build their skills, understanding and knowledge in preventing violence against women.

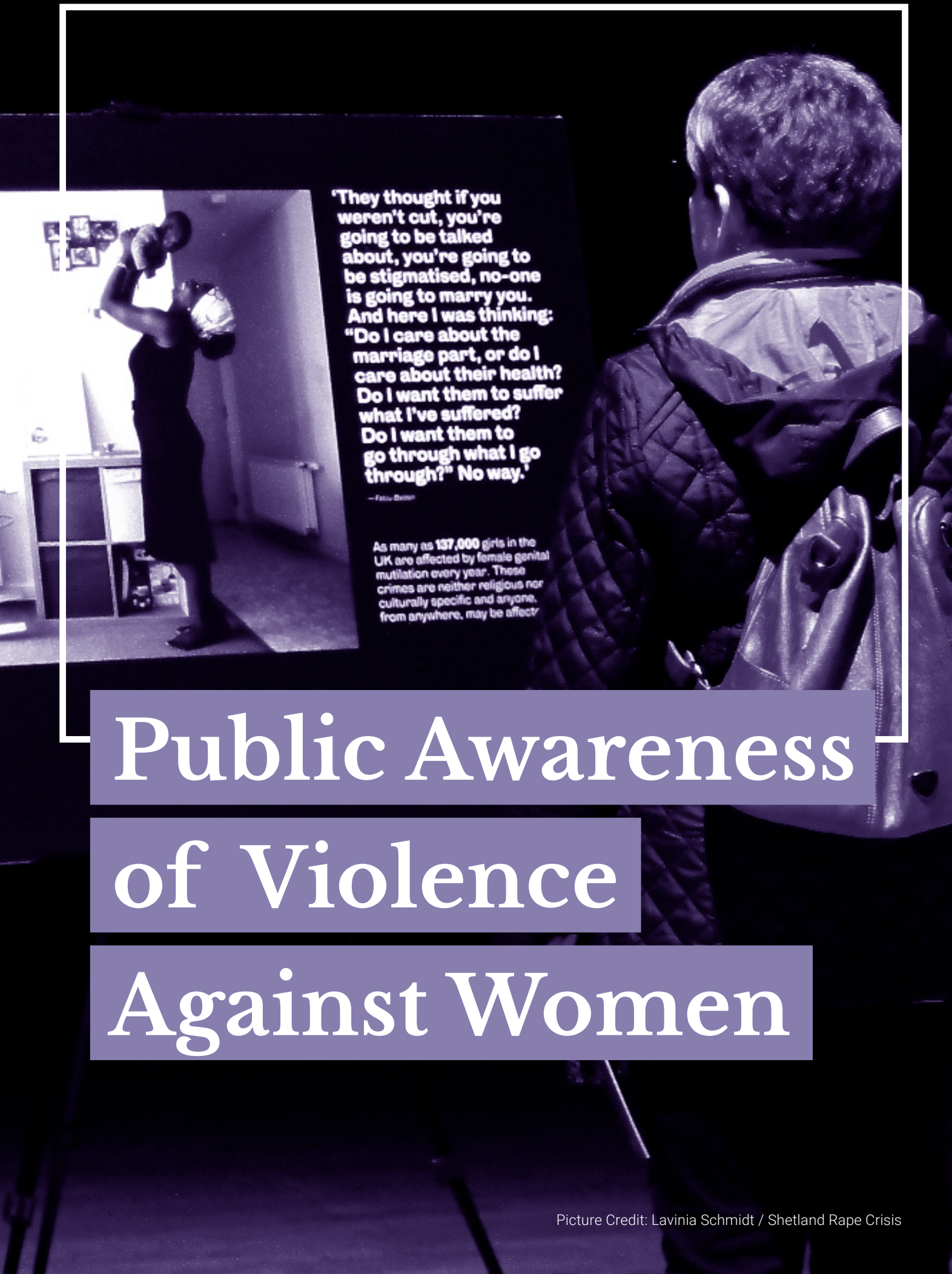
3.

We will foster collaborations, through campaigning, networking and information sharing, which will promote gender justice.

4.

We will be sustainable as an organisation until our vision is accomplished.

To make this document as reader-friendly as possible, we use the term violence against women, but with the understanding that it is men's violence against women and that it does include girls as well.



Public Awareness of Violence Against Women

Picture Credit: Lavinia Schmidt / Shetland Rape Crisis

Aims:
raise public
awareness that
violence against
women is:

widespread and can affect any woman, anywhere

perpetrated by men

not only physical, but psychological, sexual,
spiritual, emotional and verbal

preventable

caused by gender inequality



Picture Credit: Lavinia Schmidt / Shetland Rape Crisis

“What a worthy body of work to educate about violence against women.”

Exhibition Visitor Shetland

“should be seen by as many men as possible”

by Neil Riddell Review for Shetland News 23.11.19

“The exhibition really opened my eyes and I am so angry and sad this happens.”

Exhibition Visitor Cumbernauld

“Statistics become real when told as a part of a person’s story.”

Equality and Diversity Officer at Dumfries and Galloway College

What we did:

Violence Unseen

Our Violence Unseen photography exhibition has been on tour all over Scotland to broaden the public’s understanding of less visible forms of violence against women. It has been **exhibited 16 times and seen by over 2,000 people.**

Locations this year included Shetland, Fife, Hamilton, East Kilbride, Stirling, and North Lanarkshire, Dumfries and Galloway and Edinburgh.



What we did:

It's Time for Prevention Animation

We developed an animation to use as an educational tool to increase understanding of primary prevention of violence against women.

The animation explains the link between gender inequality and violence against women and it encourages viewers to take action on prevention.

The animation was launched during the [16 Days of Activism Against Gender Based Violence](#) which is an international campaign used worldwide to call for the elimination of gender-based violence.

It has been shown at events across Scotland including at the National Violence Against Women Network, Fife Violence Against Women Partnership Prevention Group, Women's Dinner at the Scottish Parliament, and the Soroptimists Scotland Perth meeting. **The animation was also premiered before a 'Tell It to the Bees' film screening at the Cameo Cinema in Edinburgh** organised in partnership with Out At The Cameo, a group of young, queer film programmers.

Online, the animation has reached over 26,000 people.



What we did:

It's Time for Prevention Campaign

The #TimeForPrevention campaign was launched during the 16 Days of Activism Against Gender-Based Violence with the aim to start a national conversation about primary prevention of violence against women.

We asked members of the public to invite their MSPs to the annual 16 Days of Activism on Gender Based Violence debate at the Scottish Parliament, as the previous year just 15% of MSPs spoke at this debate.

We spent the afternoon of the debate in Parliament speaking to MSPs, encouraging them to attend the debate and to integrate prevention into all their work.

We provided all MSPs with a pre-debate briefing on primary prevention. 10 out of 13 MSPs who spoke at this debate included Zero Tolerance's messaging about prevention and **7 of them mentioned the work of Zero Tolerance in their speech.**

The campaign was supported by Soroptimists International, Amina The Muslim Women's Resource Centre, Girl Up Edinburgh Campaign, Young Women's Movement in Scotland (YWCA) and Women Being Magazine.

This campaign successfully engaged the public with **a total of 1,314 emails sent by constituents to their MSPs, reaching a total of 111 MSPs from all major parties.**



What we did:

Chalk

“We were blown away by seeing ‘Chalk’ last night. Five intimate plays gave an insight into different sorts of gender-based violence and how such violence affects different groups of women in society. Although hard-hitting, the plays and the discussion afterwards inspired optimism that by uniting and challenging damaging patriarchal social attitudes, we can eliminate violence against women”

Girl Up Campaign

Together with Amina The Muslim Women’s Resource Centre, we marked International Women’s Day 2020 by creating Chalk – five short plays about violence against women.

The plays gave an intimate view into the realities of everyday violence many women face - stories of accepting the often-blurred lines of violence and abuse, of women’s drive to escape, erase and rewrite aspects of their lives, and of stigma which prevents women from seeking help.

150 people have seen the play.

In addition, we held a discussion about prevention of violence against women after each play in collaboration with Amina MWRC, Edinburgh Rape Crisis, Scottish Women’s Rights Centre, and Sacro. This aimed to raise awareness of violence against women and give a platform for organisations providing support to engage with the public.



Media reporting of Violence Against Women

Picture Credit: Ben Glasgow

Aims:

**improve the media
reporting of violence
against women by**

Celebrating responsible reporting

Engaging with journalists and media bodies to
provide resources, training, and guidance to enable
responsible reporting

Increasing public awareness of the harms of
irresponsible reporting



What we did:

Write to End Violence Against Women Awards

Picture Credit: Ben Glasgow

We celebrated our seventh annual Write to End Violence Against Women Awards at the Scottish Parliament, hosted by Jackie Baillie MSP.

The awards were sponsored by the National Union of Journalists (NUJ) Scotland, NUJ Glasgow, and the University of Strathclyde, and supported by our media partner, the Daily Record.

This year was a year of growth as our steering group increased to 14 members to increase the expertise guiding our project.

For the first time we opened nominations to include pieces that were not written in English (provided there was a translation) and multimedia submissions. This year **we received 196 submissions, a huge increase from the 105 we received in 2018.** This included one

nomination of a Gaelic piece, and 7 multimedia pieces.

On the night we had 65 attendees, including MSPs, representatives from the media and the women's sector.

“amazing”

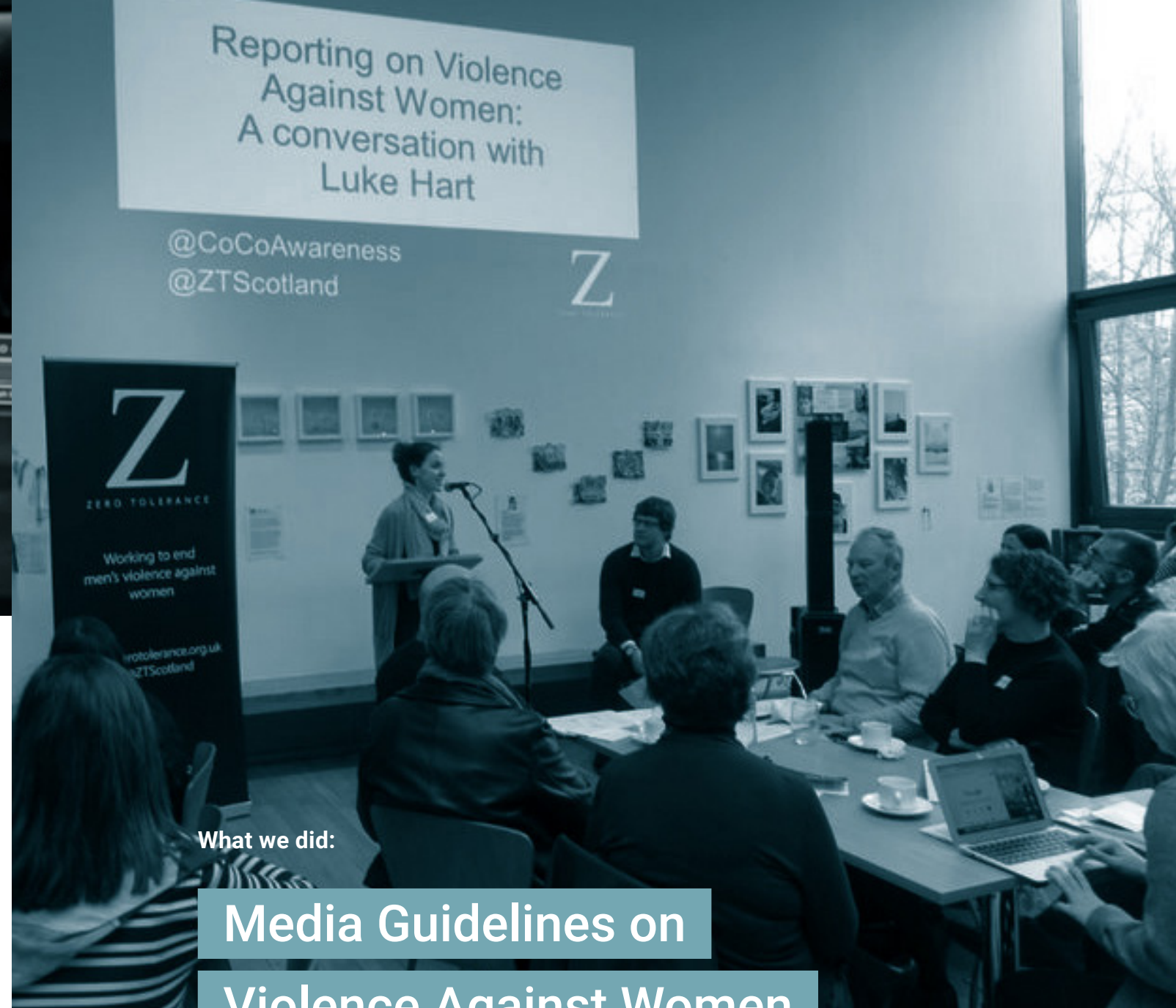
spectator

“so powerful”

spectator

“one of the best ones yet”

spectator



What we did:

Media Guidelines on Violence Against Women

We refreshed our Handle with Care Guide – now called the Media Guidelines on Violence Against Women.

To do this, we consulted with 16 journalists, lecturers, law experts and charities, and researched best practice examples.

Since the refresh **the full version has been downloaded 1,117 times, and the summary a further 375 times, and the language guide 95 times, with over 1,200 people reading sections of the guidance on our website, and around 200 hard copies distributed.**

What we did:

One Thousand Words

Our one thousand words images project, developed with Scottish Women's Aid, continues to be highly successful.

The images aim to give media professionals access to free, high quality, accurate images to depict violence against women, specifically domestic abuse.

This year it has been **used regularly in print and online publications including BBC News, the Scotsman, STV, the Sunday Post, The National, and Third Force News**. The pictures have been used in a range of local English press as well.

We have also received requests to use the images from Women's Aid groups across the UK, as well as the NHS (Lothian), Dundee Council and Forth Valley College.



What we did:

Bursary

We welcomed our fourth Write to End Violence Against Women Bursary Award winner – Poppy Joy Watson.

Working with the Daily Record, the bursary aims to help kick start the career of a feminist writer.

Her first article, covering stalking in the Highlands, was published in March, and we are looking forward to more of her pieces in the coming year.





What we did:

Writing Violence Against Women

“Moving,
compelling,
wish we had
one every
month”

We hosted ‘Writing Violence Against Women’ - an event for Book Week Scotland, in collaboration with the Scottish Poetry Library.

The event centred around journalism’s role in improving reporting of violence against women. Furthermore, how depictions of violence against women in media, storytelling and poetry can contribute to the problem, and how creative writing can be a useful tool for healing for survivors.

And more!

We hosted a stall at the Ferret’s annual conference to engage with journalists and media professionals.

Additionally, we contributed to a Massive Open Online Course on Gender in the Media, created by the University of Strathclyde, where we presented on the work that we do to improve media reporting of violence against women. 2,334 people took part in this MOOC from January to March. The MOOC is set to run again April – June.





Gender Equality in the Early Years

Aims:

ensure early years settings

promote gender equality and

challenge violence against

women by

Engaging with practitioners and organisations to

provide resources, training, and guidance to build

their skills, understanding and knowledge

Gender Equal Play

We continued to promote Gender Equal Play, **a guide for early years practitioners created in partnership with the Care Inspectorate. This year it has been downloaded 6,242 times.**

The resource was recommended by Nursery World and continues to be highly regarded in the sector.

Children in Scotland Workshop

We facilitated a Children in Scotland workshop on gender equality in the early years – equipping 21 early years practitioners with a basic understanding of the harms of gender stereotyping and ways to enhance their gender equal practice.



You Can Be – coming soon

We've been working with Fife Violence Against Women Partnership, the Education and Children's Services Directorate at Fife Council and Duloch Nursery in Fife to create an exciting new project.

We have been engaging with early years staff and researching the most effective ways to support practitioners to implement Gender Equal Play guidance.

Using feedback from practitioners we have created You Can Be, a campaign tackling gender stereotyping in the early years in a fun and accessible way.

We have begun a trial pilot period of this project in Duloch Nursery in Fife, before we launch it nationally and roll it out across Scotland later in the year.

National Advisory Council on Women and Girls – Wee Circle on Early Years

In partnership with National Day Nurseries Association we held a 'Wee Circle' to develop responses to the National Advisory Council of Women and Girls' July/August Spotlight on Gender Equality in the early years.

Attendees and contributors included academics, councils and playgroups, and organisations included the Scottish Book Trust, Children in Scotland, Play Scotland, Education Scotland, Starcatchers, Save the Children, and Stonewall.

Gender Equal Play Project Group

We are the secretariat for the Gender Equal Play Project Group created to provide cross-sector information sharing and collaboration space for partners working towards improvement of gender equal practice in early years settings.



Anyone Can Play

“incredibly
useful and
inspiring”

We continued work on our Anyone Can Play campaign and added two new blogs to our website. This campaign encourages people to talk about gender stereotypes and their effect on children by sharing people’s experiences and stories, as well as collating a range of resources available on the topic.

And more!

Children in Scotland Magazine published an article by us on the importance of gender equality in the early years.

We exhibited our early years work at the City of Edinburgh Council Early Years conference.

Our resources on gender equality in the early years have been included in a resource library on the Gender Action Awards website.



A background image of a chalkboard with handwritten notes in various colors. A central box is drawn around the words 'GIRLS HYSTERIC'. Other words scattered around include 'Makemal.', 'Skirts', 'less pay', 'Pretty', '- Glitter', 'Pink', 'Nurse', 'hair styles', 'dresses', 'Soft', 'lesbo', 'lekeian', 'Poke', 'house keeper', 'dolls', 'tombay', and 'R'.

Young People

Aims:

**improve support and
education young people
receive to challenge violence
against women and promote
gender equality by**

Engaging with practitioners, public bodies
and organisations to provide resources,
training, and guidance to build their skills,
understanding, and knowledge



Under Pressure training

This training aims to support practitioners to work with young people. It covers gender stereotypes, the signs and effects of abuse in young people's relationships, grooming, consent and online safety.

We organised **15 training sessions in 9 locations across Scotland – from Skye to the Borders, with 176 participants: 48 trainers and 128 practitioners.**

Whole Settings Approaches

Alongside Rape Crisis Scotland, we supported the implementation of Equally Safe at School (the Whole School Approach) through coordinating the Advisory Group and by making policy links between this project and ongoing work throughout Scotland.

We met with the Minister for Older People and Equalities to discuss and develop 'whole settings' approaches to prevention and supported a national roundtable event to help develop a national approach to primary prevention work.



Healthy Relationships and Consent

We fed into the Scottish Government's Key Messages on Healthy Relationships and Consent guidance to ensure that the impact of gender inequality and gender roles on healthy relationships and consent was directly included in a way that is inclusive of many different gender identities and sexual orientations.

We coordinated the women's sector's joint submission to the Personal and Social Education (PSE) review team, in partnership with children and young people organisations.

We presented on our work in this area at Holyrood Communication's Health and Wellbeing in Curriculum for Excellence event attended by Head Teachers and Department Heads.

And more!

Alongside Rape Crisis Scotland, we successfully lobbied to set up and now co-chair the Government's Gender Based Violence (GBV) Working Group to prevent and respond to GBV in schools.

We presented our work done in the early years and schools to the Deputy First Minister of Scotland and Cabinet Secretary for Education.

We fed into the Expert Group on Preventing Sexual Offending Involving Children and Young People, highlighting the importance of including primary prevention within this approach.



Influencing Government, Local Councils, and Public Bodies

Aims:

to support institutions to embed violence against

women prevention into their work

to influence decision makers to support legislation

that actively contributes to preventing violence

against women

Primary Prevention

Guidance for Community

Planning Partnerships

We worked in collaboration with the Improvement Service, Violence Against Women Partnerships and other stakeholders to develop new guidance. It aims to support local community planning partners in order to best promote gender equality and prevent violence against women, both within their own organisations and their local strategic partnerships.

This guidance has been sent to all local community planning partners, is available on the K-Hub, and has been downloaded 334 times from our website.

The Gender Recognition Act Reform

We responded to the Gender Reform Act consultation stating our position that self-determination for trans people supports prevention of violence against women, and continued to visibly promote our trans inclusive position.

We met with the Cabinet Secretary for Social Security and Older People regarding the reforms.

We also strengthened our partnerships with Stonewall Scotland, LGBT Youth Scotland, and the Scottish Trans Alliance.

Briefings

We provided briefings to Ministers following the Cabinet Reshuffle as well as to all MSPs in advance of the debate on 16 Days of Activism Against Gender Based Violence.

We refreshed our Primary Prevention briefing that outlines the definition of violence against women and girls, what it constitutes and how we can best work to prevent it.

The new version is more concise and written in more accessible language.

This year it has been sent directly to every MSP and Council as well as being downloaded 704 times from our website.

And more!

We've responded to a range of consultations on diverse issues impacting on women and girls - including some by the Scottish Government, Care Inspectorate, General Teaching Council Scotland, Independent Press Standards Organisation and the Fawcett Society's Commission on Gender Stereotypes.



Branding, Website and Social Media

Aims: to ensure that

Zero Tolerance's work is recognisable,

consistent and accessible

Our work reaches a wide audience and

encourages engagement

We've tweeted **363 times reaching over 1 million tweet impressions as well as gaining a new base of followers across social media platforms. Specifically, we have gained: 912 new followers on twitter and 362 new Facebook followers.**

We have also completed significant work to make our website more user friendly and attractive, which is good as this year **we have had over 77,000 visitors to our website.**

We have created and implemented new branding guidelines for our organisation to ensure our work is always accessible, recognisable, and impactful.

Zero Tolerance Board, Staff, Volunteers and Supporters/ Funders

Thank you for
supporting our work!

To all the organisations
and individuals we worked
with this year, too many to
name – thank you.

Board

We'd like to thank our Board of Trustees during this time:

Jude Henderson – Chair
Katherine Gilmour – Secretary since March 2020
Pauline Cowan – Treasurer since March 2020
Natalie Masterson – Treasurer until March 2020
Rhona Wilder
Lisa Clark – until August 2019
Nicola McCallum
Deborah Russo
Jo Laidlaw

Staff

Sadly, we have said farewell to Amy Johnson our Policy and Research Officer and Nikki Chung our Project Support Intern.

We welcomed and said farewell to Lily Greenan who was our temporary Deputy Director whilst Laura Tomson, our Co-Director, was on maternity leave. And we have welcomed Laura back after this leave.

We have also welcomed to the team Maisie Geelen, our new Policy and Research Officer, and Heather Farley and Saffron Roberts, our new Project Support Interns.

Our current team going into the new year consists of:
Rachel Adamson & Laura Tomson – Co-Directors
Maisie Geelen – Policy and Research Officer
Jo Zawadzka – Campaigns and Engagement Officer
Jenny Lester – Communications and Events Officer
Wendy Dumbrell – Finance and Administration Officer
Heather Farley & Saffron Roberts – Project Support Interns

Volunteers

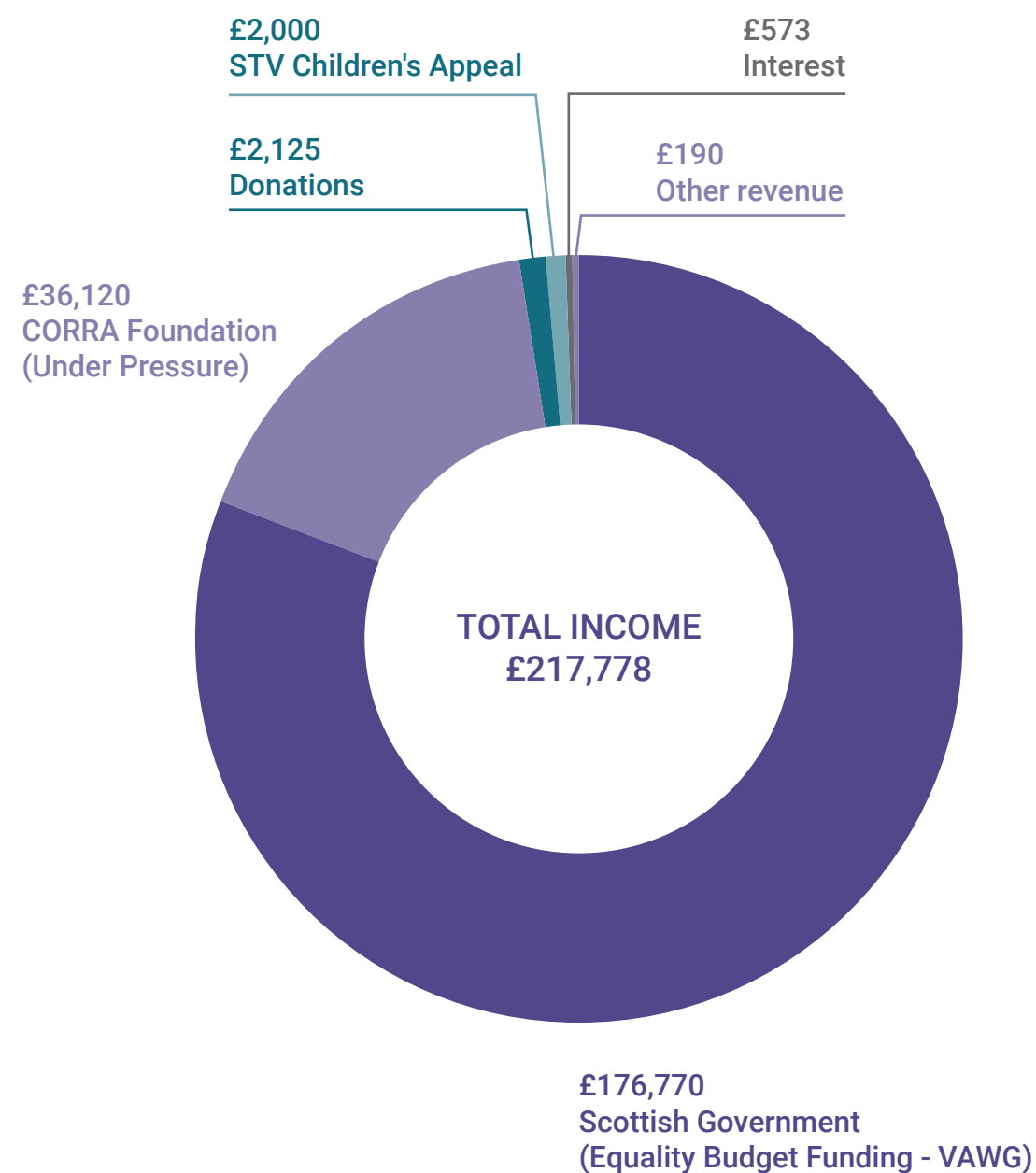
Cara Richards, Jamie Faichney, Vera Bartolozzi, Arooj, Magda Czarnecka, Dorota Peszkowska

Funders / Supporters

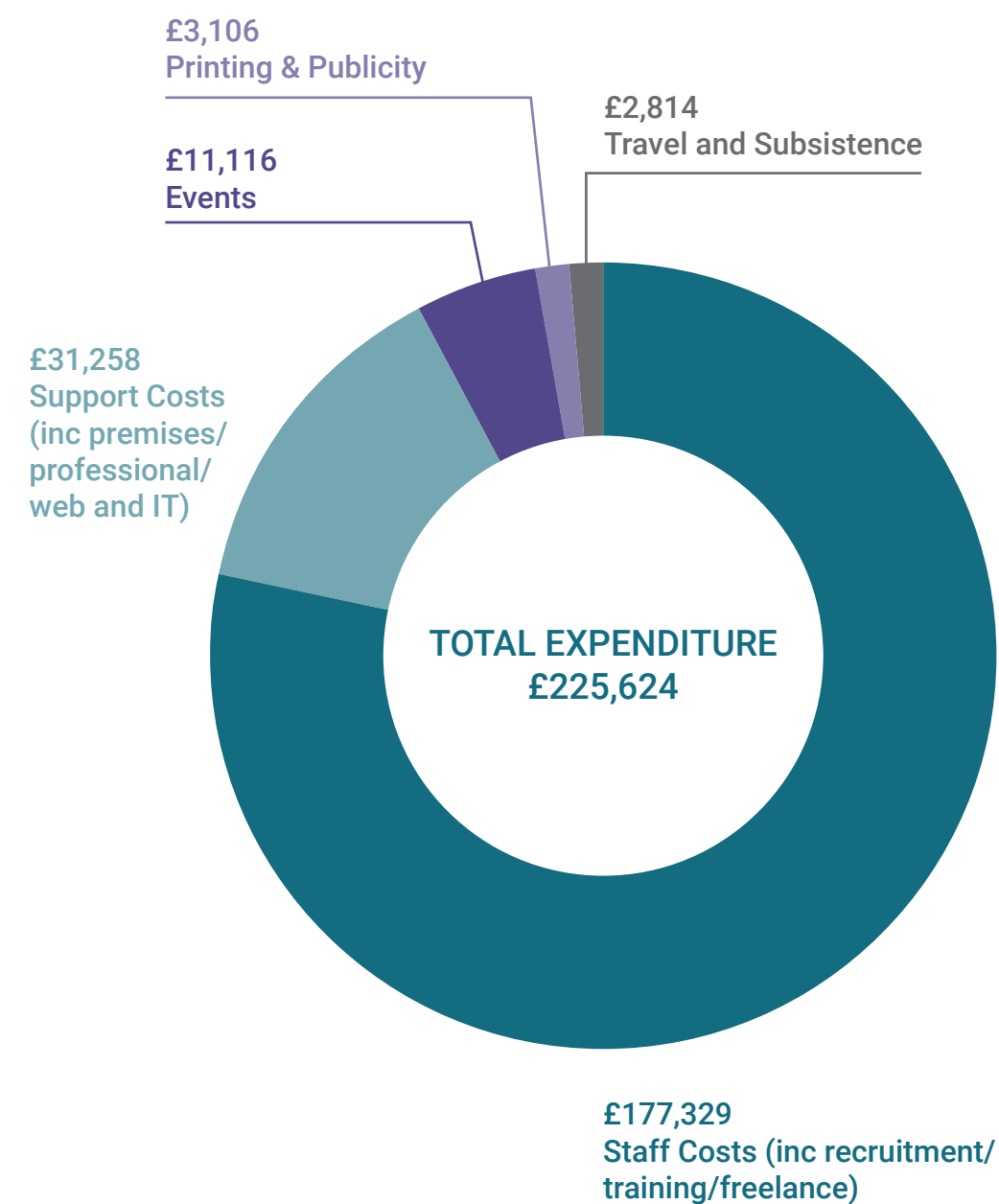
Thank you to our funders and all supporters who donated via our PayPal Giving, Easy Fundraising and at our events.



Income



Expenditure



At the time of publication of this report, Income and Expenditure figures are provisional and subject to approval by the Board and Independent Examiner.

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