

Annual Report

1 April 2020 – 31 March 2021

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ZERO

TOLERANCE

www.zerotolerance.org.uk

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Foreword

Over the last year, amidst a global pandemic, we continued to work towards our vision of a world without violence against women and girls (VAWG). Our team quickly adapted to work in this uncertain and challenging environment, rapidly amending project plans, responding to requests for support from our partners and, like many others, moving much of our work online.

Our core priorities continued

to be 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 that perpetuates harmful attitudes to VAWG

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 for frontline practitioners

advance the education and support young people receive around gender inequality and the prevention of violence against women and girls, helping them to challenge and change the attitudes around them in their lives

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

Foreword



Following the National Advisory Council on Women and Girls' 2018 report, the Scottish Government commissioned us to develop a framework for an organisation to change public attitudes towards the equality and rights of women and girls. We worked with researchers from [The Collective](#) to produce the 'We need this to do things differently' report, which provides ground-breaking insight into what is most needed to tackle harmful social, cultural and gendered norms that fuel the root cause of violence against women - gender inequality.

We know online activities made our work more inclusive for some people. For example, bringing our Violence Unseen photography exhibition online made it accessible to those who previously could not travel to see it in person. Making these adaptations helped us to think more creatively about future delivery of our projects, whilst being mindful to ensure our prevention programmes reach people with no or limited access to technology and the internet.

We are deeply committed to working in partnership to improve the lives of women and girls in Scotland, and the following pages provide a snapshot of the scale, scope, breadth and depth of our engagements. After completing this report, we were particularly shocked and saddened to lose Emma Rich, Executive Director of our partners Engender, and one of the leading campaigners for gender equality in Scotland. Our thoughts and care are with her family, friends and colleagues.

We also know that Covid-19 has had an immediate and significant negative impact on women and girls. Incidences of reported abuse rose as lockdown trapped people in unsafe environments. As we emerge from the pandemic, rates of rape are rising in the UK and globally the political, medical and educational rights of women are under increasing threat. The longer-term impact of Covid-19 on the lives of women and girls in Scotland is yet to be seen, however, as it emerges Zero Tolerance will continue to be at the forefront of evidence-based campaigning to deliver a more just and safer world for women and girls.

Jude Henderson
Chair

Our Vision

**Our vision is 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 and girls through raising public and political awareness of its cause, and promoting action on prevention.

2.

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

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 and girls, but with the understanding that it is men's violence against women and girls.



Public Awareness of Violence Against Women

Aims:

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

What we did:

Feminist Spotlight campaign

We worked in partnership with a team of activists and organisations to amplify the voices of Black women and women of colour in Scotland, by featuring them in a series of blogs discussing the barriers and issues they've encountered before and during the coronavirus pandemic. This [Feminist Spotlight campaign](#) encouraged allies to take action that has a positive impact on the issues described and started a conversation, which helped broaden the public's understanding of the role of anti-racist work in prevention of violence against women.

We worked with: The Feel-Good Women's Group (Glasgow), Girlguiding Scotland, The STAR Centre Ayrshire's Rape Crisis Centre, The Scottish Women's Rights Centre, Rosey Project, Rape Crisis Scotland, Glasgow and Clyde Rape Crisis Centre

What we did:

Violence Unseen Reimagined

We developed an online version of our [Violence Unseen Photography Exhibition](#) to broaden the public's understanding of less visible forms of violence against women. Over 300 people visited our exhibition during 16 days of activism against gender based violence and blogs about the exhibition featured in the [16 Days Blogathon](#).

We worked with: genderED at the University of Edinburgh, the Australian Human Rights Institute at the University of New South Wales and Ambedkar University in Delhi.

What we did:

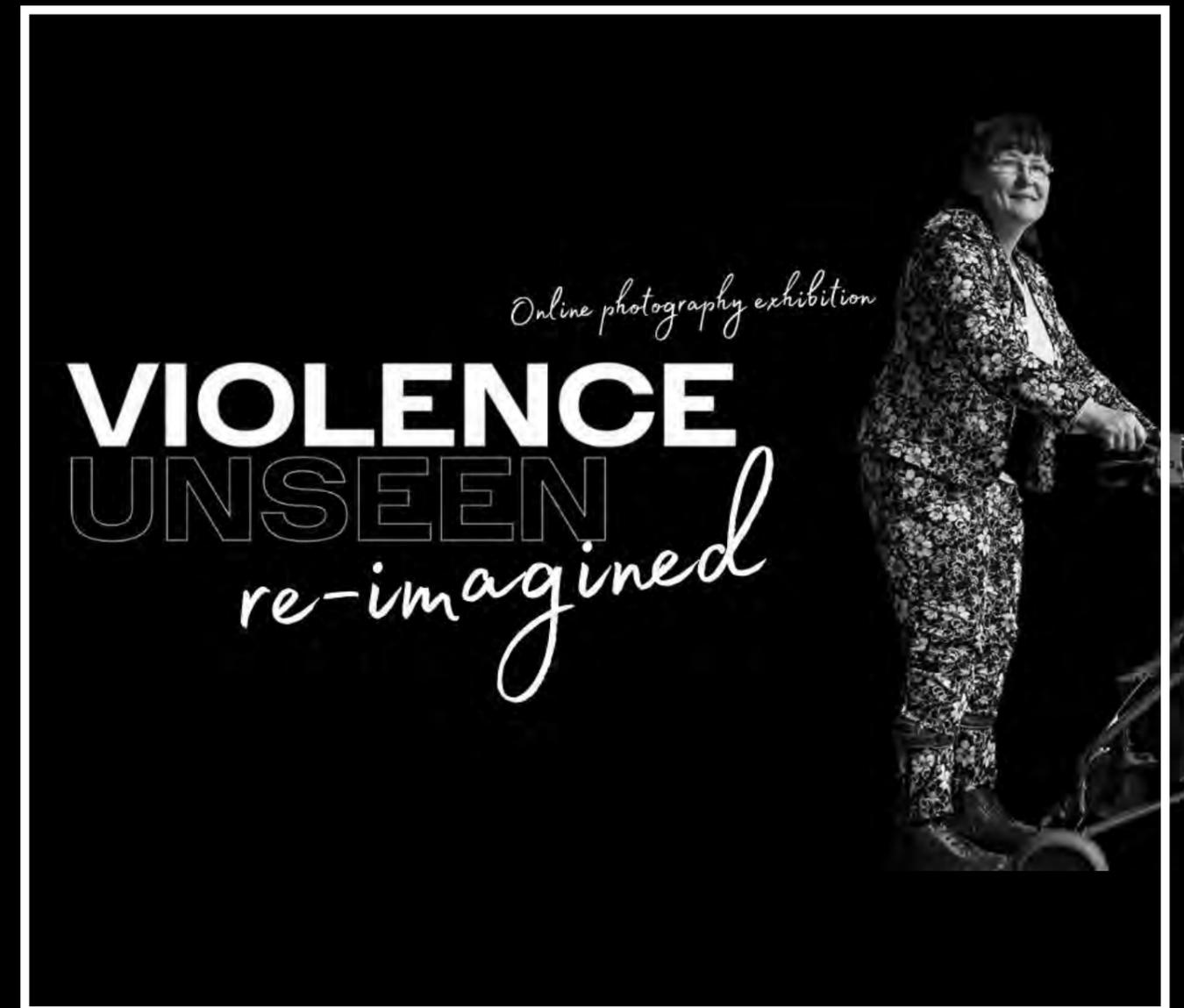
Supported partners'

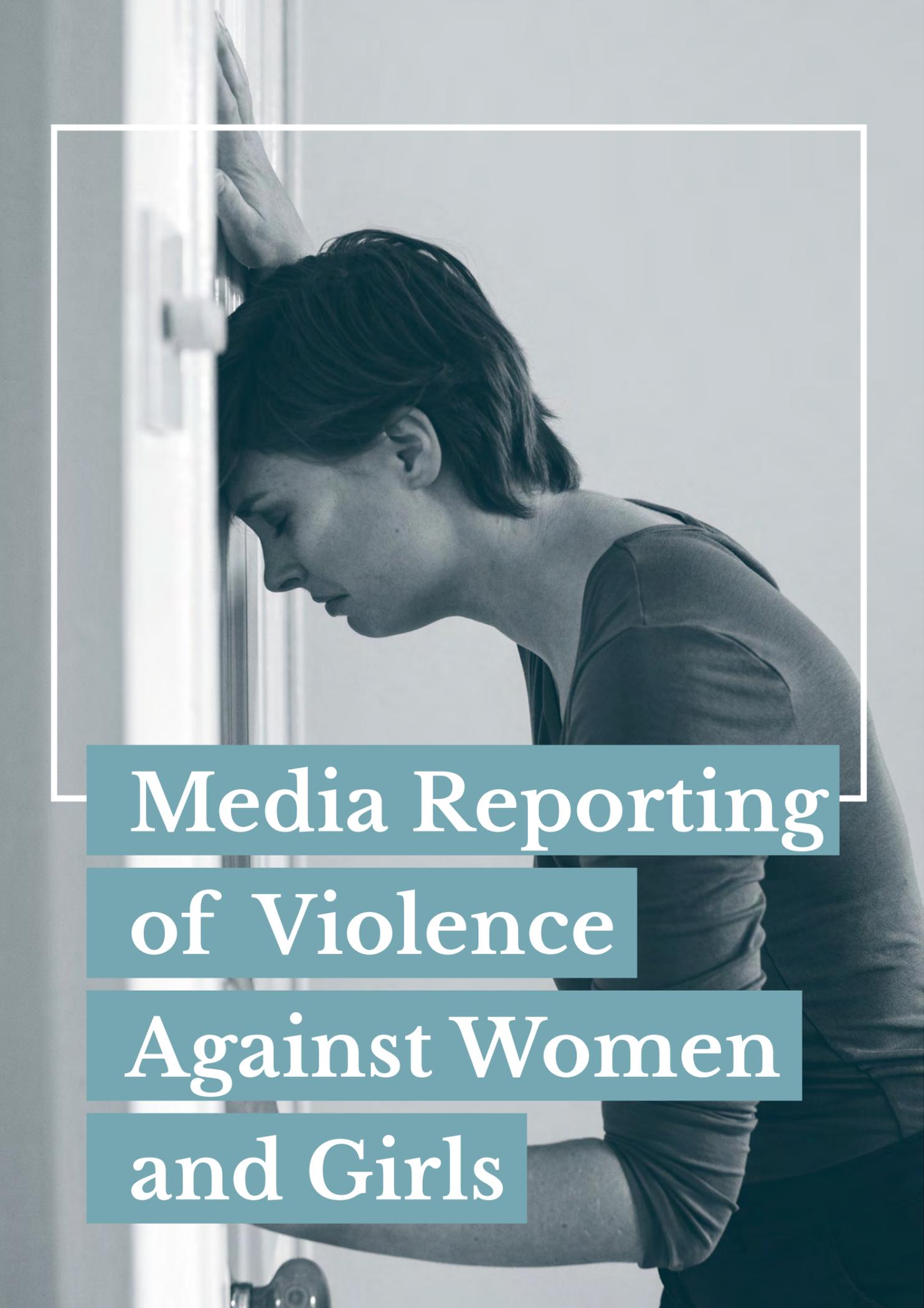
campaigns

Covid-19 increased existing inequalities, including gender inequality. We united with The Fawcett Society and over 60 other organisations across the UK to call for immediate action from the UK Government to protect women & girls during the Coronavirus lockdown.

We joined the Alliance Scotland in their call for stronger human rights law for disabled people.

We joined Engender in their call for an economic recovery from COVID-19 that reflects the way the pandemic has disproportionately harmed women.





Media Reporting of Violence Against Women and Girls

Aims:

improve media

reporting of violence

against women and girls

What we did:

Annual Media

Monitoring Project

We conducted our annual Media Monitoring Project to monitor the standard of media reporting on VAWG. We conducted the project during the first week of Scotland's lockdown (24th - 30th March), searching 10 online newspapers for articles relating to violence against women and girls. Half of the articles were written by women, an increase from last year's one third, and more articles included helplines. However, there was little mention of prevention work and most stories covered physical violence, therefore failing to increase people's understanding of lesser-known types of VAWG. We discussed our findings on [Engender's #OnTheEngender podcast](#) and at an event with Rape Crisis Glasgow's Rosey Project that aimed to increase media workers' understanding of the impact of irresponsible media reporting on young survivors of sexual violence.

What we did:

Write to End Violence Against Women Public Recognition Awards

Due to COVID-19, our annual Write to End Violence Against Women Awards project couldn't take place. Instead, we ran our first online Write to End Violence Against Women Public Recognition Awards. We invited members of the public to help us recognise good writing that challenged myths and misconceptions about violence against women. As a part of this project, we produced an educational [Wooden Spoon Award animation](#) to raise awareness of harmful language used in reporting child sexual abuse. The animation received over 1,000 views on twitter. The awards gained media coverage in [The National](#) and [The Scotsman](#).

We worked with: feminists and activists in the public.

What we did:

Influencing media reporting standards

Throughout the year, we have campaigned over social media to improve media reporting on violence against women. Following the publication of the headline in The Sun, "I slapped JK and I'm not sorry" we teamed up with partners across the women's sector to encourage the public to complain to Independent Press Standards Organisation (IPSO) about this headline. Several organisations and key influencers shared our media guidelines in response to this headline. As a result, IPSO now recommends our media guidelines.

In response to the Independent Monitor for the Press's (IMPRESS) request, we [provided evidence to inform the review of their code of standards](#).

From 1 April 2020 to the 31 March 2021, our [Media Guidelines](#) were downloaded 3,437 times and our [Best Practice Tips](#) 813 times.





Gender Equality in the Early Years

Aims:

embed gender equality and prevention
of violence against women and girls
in young people's environments.

What we did:

You Can Be campaign

We developed You Can Be - an educational campaign to support early years professionals, parents and carers to challenge harmful gender stereotyping and promote gender equality in early learning and childcare. Campaign activities included creating an [animation on the harms of gender stereotyping](#) in the early years, [storytelling podcast episodes](#) for pre-school children that defy gender stereotypes, a [bank of stereotype free play ideas](#) and [feminist parenting blogs](#). As part of Book Week Scotland, we organised an online storytelling event with Kenyan/Scottish narrative artist Mara Menzies, whose stories feature non-stereotypical characters.

We worked with: Fife Violence Against Women Partnership and Duloch nursery.

“A lot of [practitioners] feel that things probably need to change more in society, and it's a great place to start with early years and a great thing for all the practitioners to be aware of what we might say just off the top of our head without thinking... We let the children in nursery just be whoever they want to be. All children can express themselves freely regardless of gender stereotypes and make individual choices based on their interests.”

Claire Rafferty, senior early years practitioner



What we did:

Gender Equal Play working group

The Gender Equal Play working group is made up of organisations that support practitioners working in early learning and childcare, to tackle gender inequality. It supports connections, collaboration and coordination between the Care Inspectorate, Education Scotland and member organisations. We changed the terms of reference for the Gender Equal Play Working Group to include outcomes associated with the [Gender Pay Gap Action Plan](#) specifically. This ensures the group can support the Action Plan to reduce the gender pay gap and potentially hold the Scottish government and other relevant bodies to account for actioning it. We took the role of Secretariat which has enabled us to contribute towards directing the conversation by facilitating the administration of the group.

We worked with: Early Years Scotland, Children in Scotland, Gender Friendly Nurseries, National Day Nurseries Association, Care and Learning Alliance (CALA), Scottish Childminding Association (SCMA), Public Health Scotland (PHS), Scottish Out of School Care Network (SOSCN), Time for Inclusive Education, ADES, Care Inspectorate, Education Scotland, Scottish Social Services Council

What we did:

Gender Based Violence in Schools working group

We are co-chairs of the [Gender Based Violence in Schools working group](#), which was developed to create a national approach to prevent and respond to harmful behaviour and gender based violence in schools, including the development of a framework and guidance documents. Through this group we contributed to the development of a Wakelet and a OneStopShop, which both link professionals working with children and parents to pre-existing resources on the prevention of and appropriate responses to gender based violence.

We worked with: Gender Based Violence in Schools working group, Rape Crisis Scotland (co-chair), Scottish Government (co-chair, Support and Wellbeing Unit), Association of Directors of Education in Scotland, Scottish Government Equalities Teams, Education Scotland – Equality and Inclusion team and/or health and wellbeing team, Education Scotland - Improving Gender Balance and Equalities, Convention of Scottish Local Authorities (COSLA), Crown Office and Procurator Fiscal Service (COPFS), Scottish Women’s Aid, NSPCC, Teaching unions, Glasgow Caledonian University

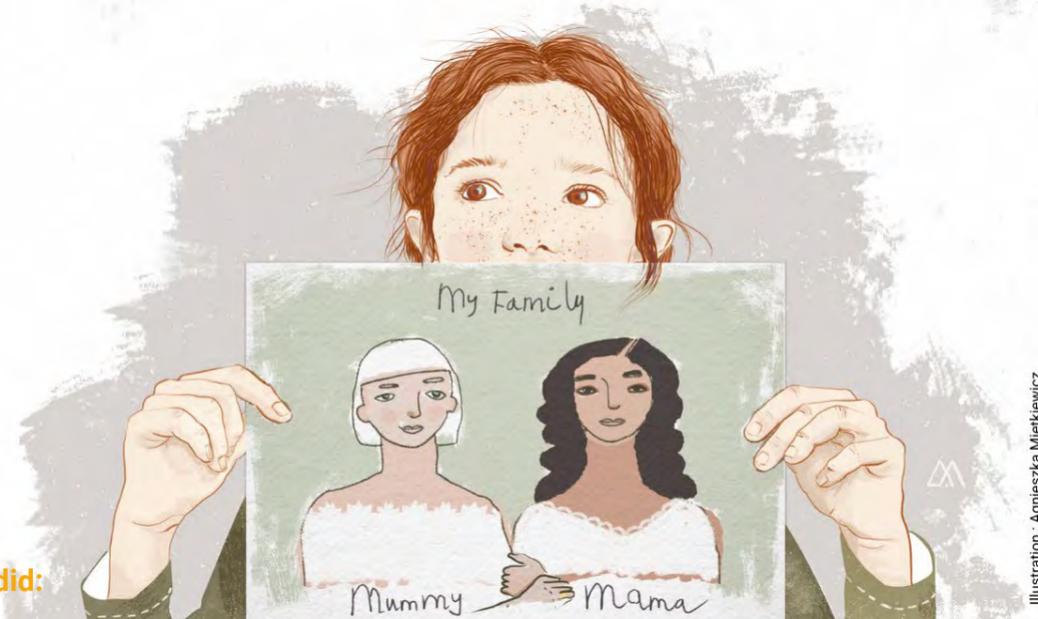
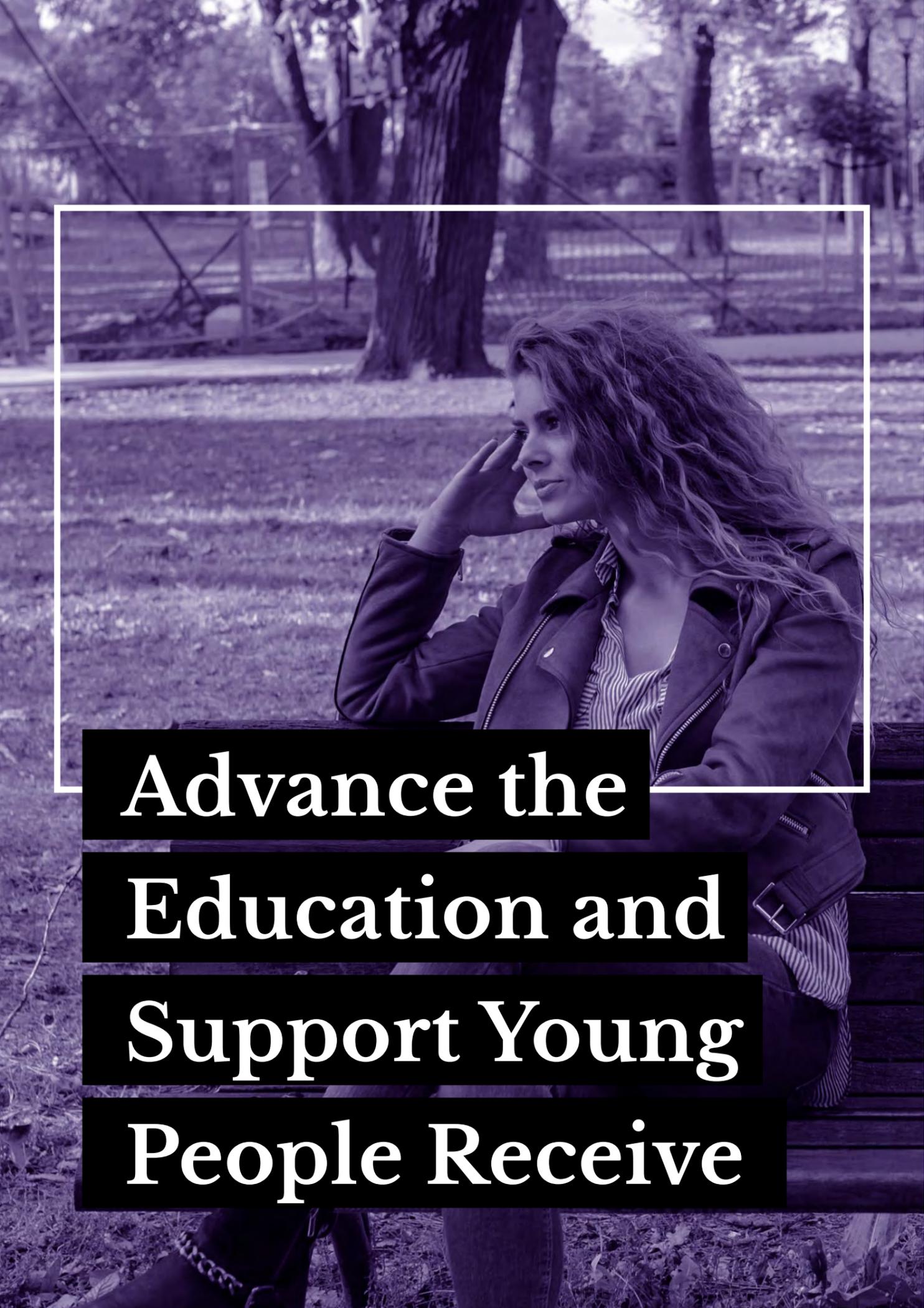


Illustration : Agnieszka Mlekiewicz



Aims:

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

What we did:

Under pressure training and online conversations

We delivered our [Under Pressure training](#) online to professionals working with children and to those who train these professionals. The training supports professionals to talk to young people about gender stereotypes, the signs and effects of abuse, consent and online safety. We also delivered a series of discussion groups focused on VAWG issues relevant to young people.

We hosted 10 Under Pressure events, 7 for professionals working with young people and 3 Train the Trainer events. We trained 84 participants: 56 practitioners and 28 trainers.

We worked with: Fife Violence against Women Partnership, LAYC, Youth Highland, CELSIS, Youthlink.

Advance the
Education and
Support Young
People Receive



What we did:

Healthy Relationships and Consent Guidance document for early years and primary children

The messages children receive at an early age impact their understanding of healthy relationships. New Healthy Relationships and Consent Guidance aims to ensure children receive consistent, accurate, age and stage appropriate information on healthy relationships and consent. We worked to ensure this guidance recognises the gendered nature of violence against women and girls within relationships and is consistent with Equally Safe, the national strategy for preventing and eradicating violence against women and girls. We advocated for messaging to reinforce clear understandings of consent and increase understanding of the limiting impact of gender stereotypes on healthy relationships. We recommended the guidance supports children to understand that anyone can express feelings, that they have the right to feel safe, that it is not okay to make anyone else feel unsafe and teach them how to respond to rejection. This work has brought primary prevention to the fore of a key guidance document for practitioners on healthy relationships.

What we did:

Guidance on the delivery of Relationships, Sexual Health and Parenthood (RSHP) Education in Scottish Schools document

This guidance is fundamental to ensuring that the messages children receive on sexual health and parenthood sufficiently account for gender equality and violence against women and girls. All local authorities must follow this guidance. We provided written feedback on the draft guidance stating the importance of including information on the impact of gender stereotypes and gender inequality on relationships, sexual health and parenthood. We provided feedback on inclusive language and information for girls and LGBT+ children. We worked with LGBT Youth Scotland to ensure that our feedback was in line with their existing 'Inclusive Education Guide'.

We worked with: LGBT Youth Scotland



Support Decision Makers and Influencers

Aims:

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

What we did:

Coronavirus (COVID-19)

Supplementary National Violence
Against Women (VAW) Guidance

We worked with the Improvement Service on the new Coronavirus (COVID-19) Supplementary National Violence Against Women (VAW) Guidance to support local authorities to take appropriate action to respond and prevent VAW during and after the pandemic. As a result of our input, the guidance includes the importance of primary prevention in the context of COVID-19 and gender equality activities feature throughout the recommendations.

We worked with: Improvement Service, VAW Network



What we did:

Primary Prevention Briefing

We issued our Primary Prevention briefing to all elected members to update decision makers on prevention of VAWG prior to the 16 days of activism against gender based violence debate. This raised the profile of prevention work among MSPs, who highlighted the importance of prevention throughout the debate.

What we did:

We need this to do things differently

We developed the framework for a new, inclusive and intersectional organisation to transform attitudes towards women and girls and promote gender equality in Scotland, as recommended by the First Minister's Advisory Council on Women and Girls.

We worked with: Collective Scotland and an expert Research Advisory Group

What we did:

Responding to the National Advisory Council on Women and Girls

We lead a [joint response to the National Advisory Council on Women and Girls \(NACWG\) on the barriers to engaging with 'gender architecture'](#), the governance structures that aim to tackle gender inequality and discrimination. The [December 2020 NACWG report](#) echoes our recommendations, saying that the Scottish Government, Local Government and Public Bodies should co-produce policy with evidence of lived experience "at its heart", with a focus on engaging equality experts, feminists, and third sector representatives.

We worked with: Amina - Muslims Women's Resource Centre, Equality Network, Scottish Trans Alliance, Sacro, Scottish Women's Rights Centre, Young Women's Movement.

What we did:

Consultations

We've responded to a range of consultations on issues affecting women and girls, including responses to Scottish Government's consultation on challenging men's demand for prostitution, Early Medical Abortion at Home and the National Guidance for Child Protection 2021 Consultation.

Board

Staff

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

Jude Henderson – Chair
Katherine Gilmour – Secretary and Vice Chair
Pauline Cowan – Treasurer
Rhona Wilder – stepped down April 2020
Nicola McCallum
Deborah Russo
Jo Laidlaw

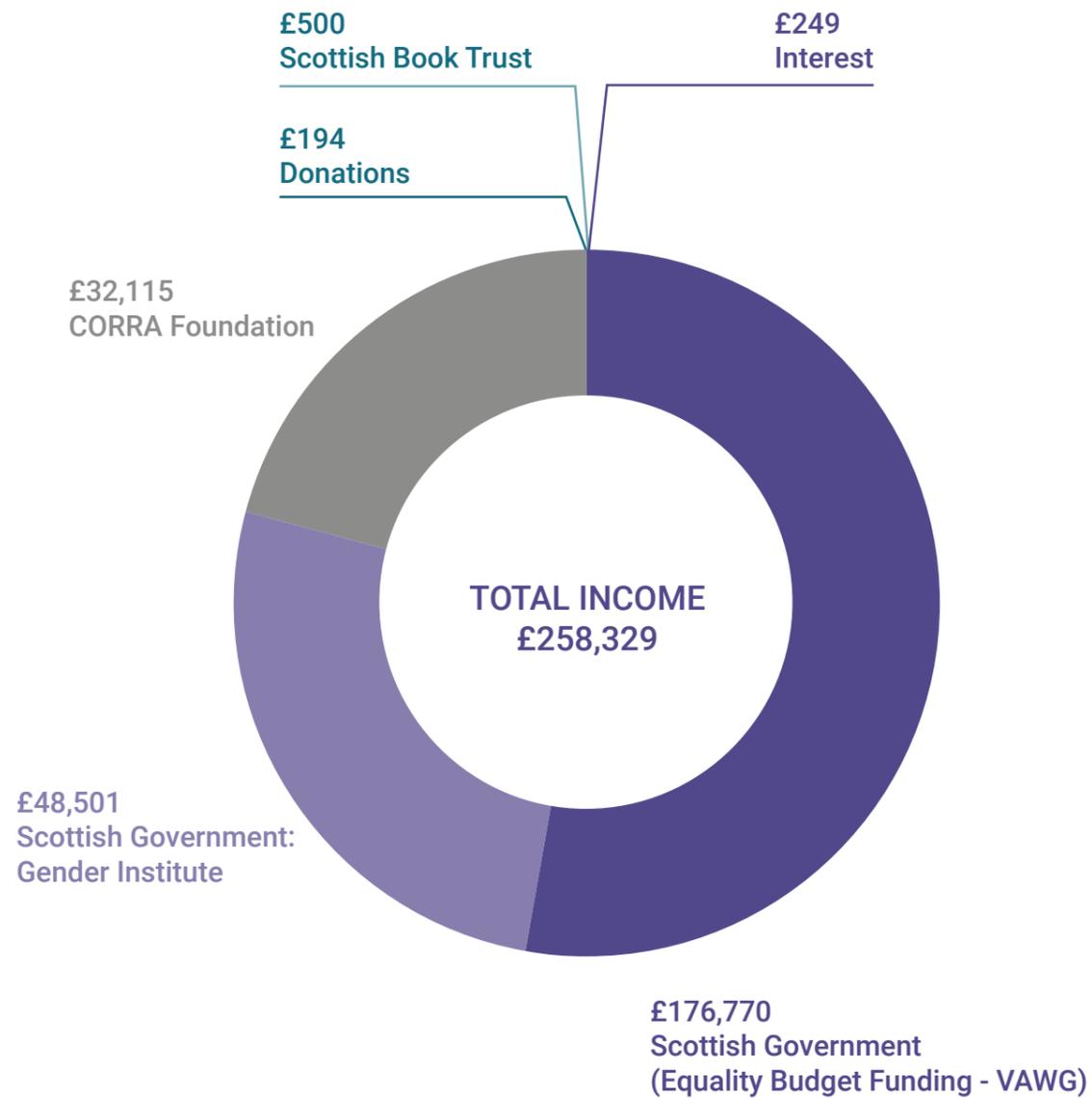
Sadly, we said farewell to Jenny Lester,
our Communications Officer.

Our staff team on April 1 2021 comprised of:

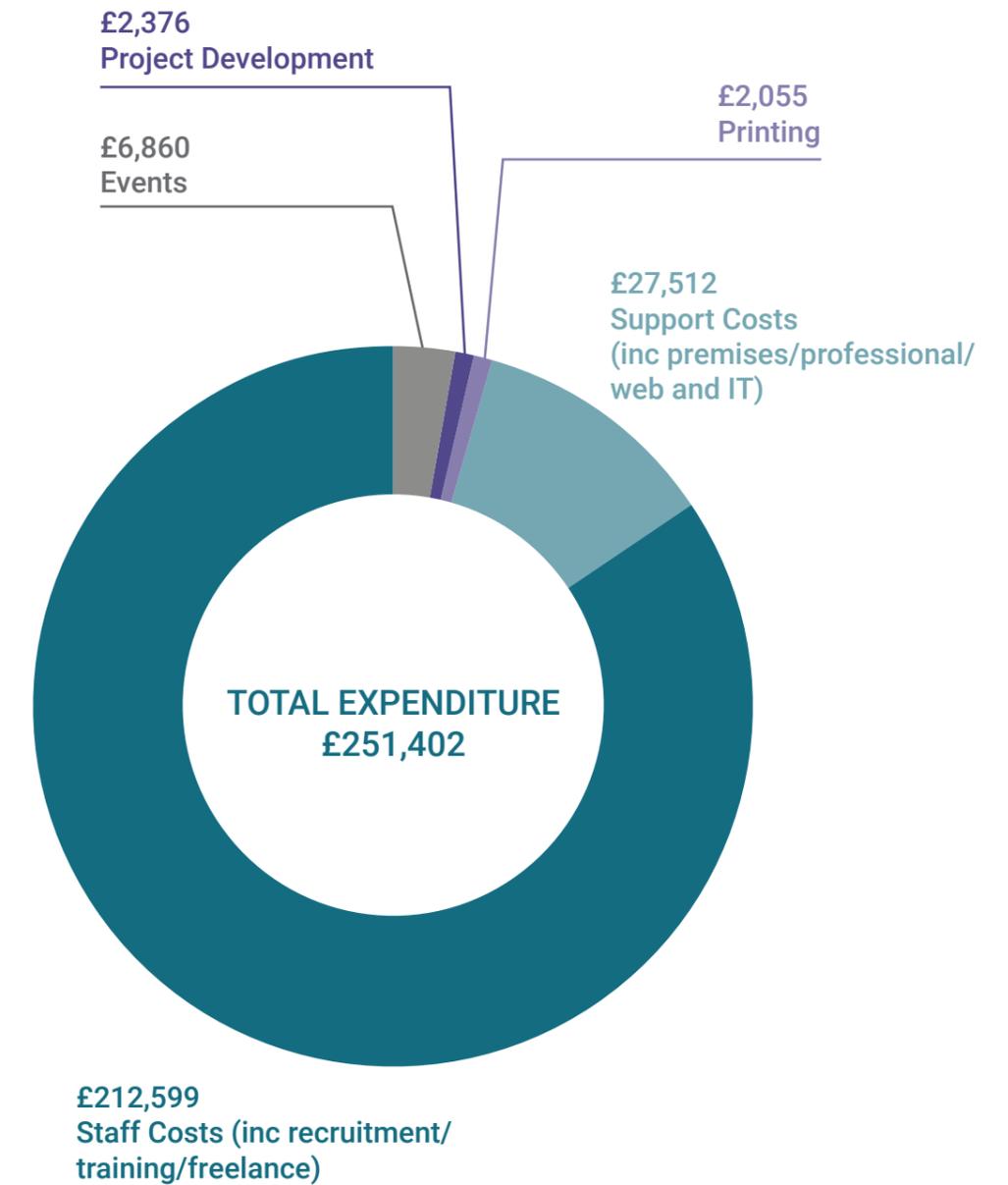
Rachel Adamson & Laura Tomson – Co-Directors
Maisie Geelen – Policy and Research Officer
Jo Zawadzka – Campaigns and Engagement Officer
Wendy Dumbrell – Finance and Administration Officer
Saffron Roberts and Heather Farley – Project Support Interns

**A special thank you to all the freelancers
we have worked with over the year.**

Income



Expenditure



Thank you to our funders

Thank you to our funders and all supporters who donated via our PayPal Giving, Easy Fundraising. Thank you particularly, to the following significant contributors:



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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