

Annual Report

2022–2023

Z

ZERO

TOLERANCE

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Campaigning for 30 years

Letter from our Chair

It's December 1992. Two women want to bring men's violence against women to the attention of the public.

They enlist the help of photographer Franki Raffles and create posters featuring black and white photography of real women in their homes, captioning them with truths about men's violence against girls aged six to women aged 96. They cover Edinburgh with these posters. They are displayed in a range of locations, from buses to billboards, alongside large letter 'Z's. Their message is clear: violence against women and girls is never acceptable. 30 years later and that large 'Z' is now our logo. As an organisation, we have the same goal – to end men's violence against women and girls.

We know that a Scotland free from men's violence is possible. But what would it look like and how do we get there? We explored these questions on our 30th anniversary.

Minority ethnic and trans women told us how such a Scotland would look, creating artwork to illustrate the fairy tales that would be told in this violence-free world. We presented their art at our 30th anniversary event, where we discussed how to make this vision a reality.

We were delighted to have Nicola Sturgeon, our then First Minister, give a keynote speech, and to hear from Feniks Counselling Personal Development and Support Services and the Scottish Arab Women's Association on the importance of including minority ethnic women in solutions to men's violence against women.

This annual report highlights some of our achievements in 2022–2023 as we work towards this future. However, none of this would have been possible without all the feminists who have supported us since that first 1992 campaign. To them, we say thank you.

Deborah Russo, Zero Tolerance Chair



Our vision

**A Scotland free of men's
violence against women
and girls.**

Our strategic priorities

- 1.** Strengthen understanding of emerging and neglected forms of men's violence against women to enable more inclusive and impactful prevention activity.
- 2.** Drive improvements in media reporting on men's violence against women.
- 3.** Embed gender equality and men's violence against women and girls prevention in children's and young people's environments.
- 4.** Make Zero Tolerance a place where feminist leadership happens.



Building knowledge

By failing to understand a particular form of men's violence, we neglect the women most likely to experience it – often women who face multiple types of inequality.

To end men's violence against all women, in all its forms, our prevention work must be inclusive.

Much research and service provision, and many solutions to end men's violence against women and girls, focus on domestic abuse and sexual violence such as sexual assault and rape. We want to learn about the forms of men's violence against women which receive less attention, discussion, and research.

A Scotland free from men's violence against women and girls

Minority ethnic and trans women told us about the unique challenges and forms of oppression they face through imagining a Scotland with no violence against women and illustrating the fairy tales that might be told.

Minority ethnic and trans women's voices are sometimes missing from conversations about violence against women, resulting in a failure to end the types of violence they experience most.

With the help of minority ethnic and trans organisations, we ran a series of art workshops with minority ethnic artists for minority ethnic and trans women to talk about a Scotland free from men's violence against women. What would it look like? How do we achieve this?

The women who attended enjoyed the workshops, staying late to continue their artwork and talk. Many valued the feminist space to connect over their shared experiences and express their views.

We captured what women told us in a [report](#) and [video](#), and created a display and [brochure](#) of women's artwork. At our 30th anniversary event, we showcased the art and discussed how to make the women's vision a reality. We asked those who joined us, policy makers, practitioners, women's sector and mainstream services, and the then First Minister, to consider their role in preventing men's violence against women.

This project was an opportunity to build valuable relationships with sister organisations with whom we will work more closely in the future.

Thank you especially to **Amina–The Muslim Women's Resource Centre, Edinburgh Rape Crisis, Feniks Counselling and Personal Development Services, Community Renewal, Migrant Voice, the Scottish Arab Women's Association, Saheliya, Scottish Trans, and LGBT Youth.**

Participatory research with disabled women

Disabled women are more likely to experience sexual violence than non-disabled women, but we have limited research on men's violence against disabled women.

To expand our knowledge and inform our work to end men's violence against women, we partnered with Inclusion Scotland, Scotland's national disabled people's organisation, to conduct participatory research with disabled women. This type of research has the subjects collaborate as researchers.

Disabled women are leading the development of our research, exploring how the inequalities they experience contribute to the multiple and varied forms of violence they face.

The research is in the planning stages, and we're excited to facilitate this work and see how it develops.





Improving media reporting

Too often, media reporting on violence against women and girls sensationalises and misrepresents this violence, even blaming survivors for the violence they experience.

The media has the power to help end violence against women. By telling accurate stories of violence that treat victim-survivors with respect, the media can strengthen our condemnation of this violence, hold perpetrators to account, and help people to recognise violence and get support.

Media Guidelines

We expanded our media work with the launch of two new versions of our media guidelines, offering journalists tips on writing about men's violence against women and girls. We adapted our [existing guidelines](#) to be relevant across the UK, and created a [version for broadcast](#) with input from Bauer Media, whose radio news bulletins reach over 20 million UK adults.

Bauer Media ran a campaign, [#ReportIt](#), supported by Sir Keir Starmer, highlighting the effect of media reporting on violence against women and girls. As part of this campaign, Bauer Media interviewed us, shared the launch of our new guidelines for broadcast, and pledged to follow the guidelines, which they backed up with staff training.

We're delighted with the expanding reach of our guidelines and have even been approached by the BBC in Zambia to help them develop their own set.

Write to End Violence Against Women (WEVAW) Awards

By partnering with the End Violence Against Women (EVAW) coalition, we made our media awards UK wide for the first time! The WEVAW Awards recognise journalists who write about men's violence against women accurately and responsibly.

We raised the awards' profile, receiving over 100 submissions and attracting judges such as:

- **Laura Bates, activist and writer**
- **Samira Ahmed, journalist**
- **Jane Dubois, Head of Regulation at IPSO**
- **Lexie Kirkconnell-Kawana, Head of Standards at IMPRESS**
- **Luke Hart, domestic abuse advocate**

Luke also spoke about the impact of the media's coverage of his father's murder of his mother and sister, including their choice to cover it as his father's suicide.

These awards brought together many organisations and individuals across the UK who work to improve reporting on violence against women and girls, and we are excited to continue working with them on this common goal.

Codes and regulations

We continued to share our expertise with press regulators on how their codes can support better reporting on violence against women and girls. With the EVAW coalition, we responded to the Independent Press Standards Organisation's (IPSO) consultation on the Review of the Editors' Code of Practice. We successfully lobbied for Impress' Standards Code and Guidance to include our recommendations to enhance accuracy and discrimination clauses, with the aim of preventing discrimination against marginalised groups.





Advancing gender equality among children and young people

Children and young people deserve to grow up in safe and equal environments.

Gender equality is key to ending men's violence against women. If children and young people grow up experiencing gender equality, they are more likely to practise, value, and expect gender equality as adults.

Influencing Scotland's education policy and guidance

We advocate a feminist approach to education policy, informed by children and young people, which recognises that people's social identities can overlap to create compounding experiences of discrimination. We share our expertise on how education policy and guidance can create practices to help end violence against women and girls. This means calling for guidance and policy to recognise and respond to boys' and girls' different needs and the different ways in which we treat them, encourage behaviour that instils gender equality, teach consent, and call for a consistent approach to supporting survivors and ending violence against women and girls in schools.

This year, we co-chaired the Gender-Based Violence in Schools working group and took the opportunity to write the prevention section of the guidelines for teachers, including those in management.

We reviewed the Pregnancy and Parenthood in Young People Group's 'Key messages on consent for ages 3–12' and the National Youth Work Strategy. With Scottish Women's Aid and Rape Crisis Scotland, we met with the cabinet secretary responsible for education reform and shared how to ensure all levels of the new bodies, crucially at governance and leadership levels, recognise and understand the impact of gender.

We continued to be active members of the Gender Equality Taskforce on Education and Learning, the Getting it Right For Every Child (GIRFEC) Stakeholder Engagement Group, the Gender Equal Play Working Group, the Youth Work and Schools Collaborative, the Equally Safe in Practice Group, and Together's Stakeholder Group for the UNCRC Skills and Knowledge Framework.

We shared our expertise by responding to a range of consultations on different issues, including school uniforms, Early Learning and Childcare (ELC) inspections, the Improving Gender Balance and Equalities Toolkit for community learning and development practitioners, education reform, and adverse childhood experiences (ACEs). In addition, we contributed to two Scottish Labour round tables at the Scottish Parliament on ending gender-based violence.



Working with the youth work sector

For many years, we have provided training to support professionals to talk to young people about healthy, intimate relationships. We continued with our Under Pressure training this year, supporting practitioners to discuss relationships and sex with young people in a supportive way that recognises the gender differences in our experiences and promotes equality. The training covers difficult subjects such as self-generated intimate images, online safety, and grooming.

Through 11 events we delivered training to

11 trainers & **48** youth workers

It's important that young people see gender equality in action, so we shared our knowledge on gender equality with youth workers and worked to better understand the challenges they face.

We set up a Youth Worker Reference Group, made up of 10 youth workers from a range of organisations working across Scotland. Many of them work with young people who are marginalised and experience different forms of inequality.

Our Children and Young People Policy Officer visited Bavaria for a week with youth workers from across Scotland to learn about the German approach to youth work. We attended YouthLink Scotland's National Youth Work Conference and National Policy Convention, where we ran a stall to hear from youth workers on how to make gender equality a reality.

We conducted a workshop for Edinburgh University's BA Childhood Practice students to share our expertise on gender equality in the early years. We emphasised the need for a gender-sensitive approach to bullying when we participated as a panellist at RespectMe's webinar on image-based bullying, reaching over 100 youth workers across Scotland.

Gender-friendly nurseries

Glasgow City Health and Social Care Partnership (HSCP) Health Improvement created the Gender-Friendly Nurseries project following our guide to preventing gender stereotypes in the early years, 'Just like a child'.

This year, we supported the evaluation of the project, which provided training on understanding and addressing gender inequality in ELC settings in Glasgow. The project gave nurseries the opportunity to become accredited 'gender-friendly' nurseries through an audit of their policies and practices.

We wrote and distributed a [briefing](#) about the project's successes and lessons learnt to encourage more local authorities to do this work.

Learning to be feminist leaders



We want our ways of working to be feminist and to embolden our staff to be feminist leaders. Feminism is a key principle of our work, and we should practise it in how we operate as an organisation. Feminist leadership involves adhering to our feminist values in how we use our power.

As feminist leaders, we challenge the status quo and make positive changes towards gender equality. Feminist leadership applies at every level in our organisation. It underpins everything we do, and we keep learning how to be good feminist leaders.

Adele Patrick, an expert in feminist leadership, trained us on feminist leadership and supported our exploration of how to embed it into Zero Tolerance. We also set up a working group including a staff team member, co-director, and board member to take forward our work in this area.

In our leadership, we must recognise the various inequalities and oppressions that women experience. Some people face discrimination for multiple identities simultaneously to an effect that is more than the sum of its parts. To help us, the collective trained us in embedding an intersectional approach into our ways of working.

Board

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

Jude Henderson	Chair
Katherine Gilmour	Secretary and Vice Chair
Pauline Cowan	Treasurer
Nicola McCallum	
Deborah Russo	
Jo Laidlaw	
Eleanor Gall	
Laura James	
Patricia McKenna	
Margaret Hughes	

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

We would particularly like to thank **Kirsten Harper** for her finance support, and **Lily Greenan** for her management support, including updating our HR policies.

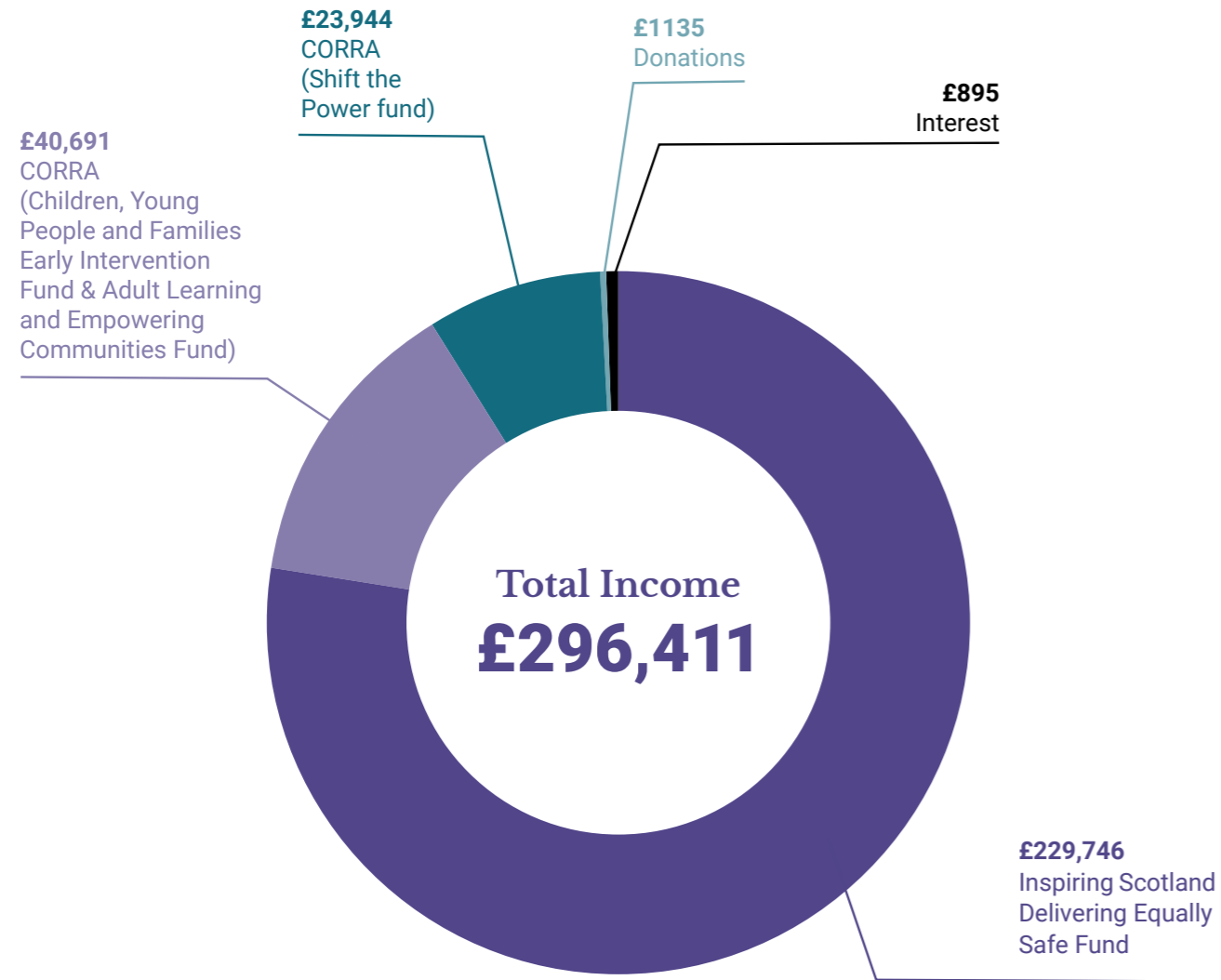
Staff

Our staff team
on April 1 2023
comprises of:

Rachel Adamson & Laura Tomson	Co-Directors
Jennifer Wartnaby	Research and Participation Officer
Joanna Zawadzka	Campaigns and Engagement Officer
Lynne Wham	Communications Officer
Katie Horsburgh	Policy and Practice Officer: Children and Young People (joined August 2022)
Tunvii Khurana	Project Support Intern (joined September 2022)
Valentina Chavez	Media Intern (joined June 2022)

Sadly, we said farewell to Susan Farmer, our finance officer, Emma Shorter, our project support intern, Maisie Geelen, our policy and practice officer: children and young people, and Jennifer Gillespie, who came to the end of her project support internship.

Income

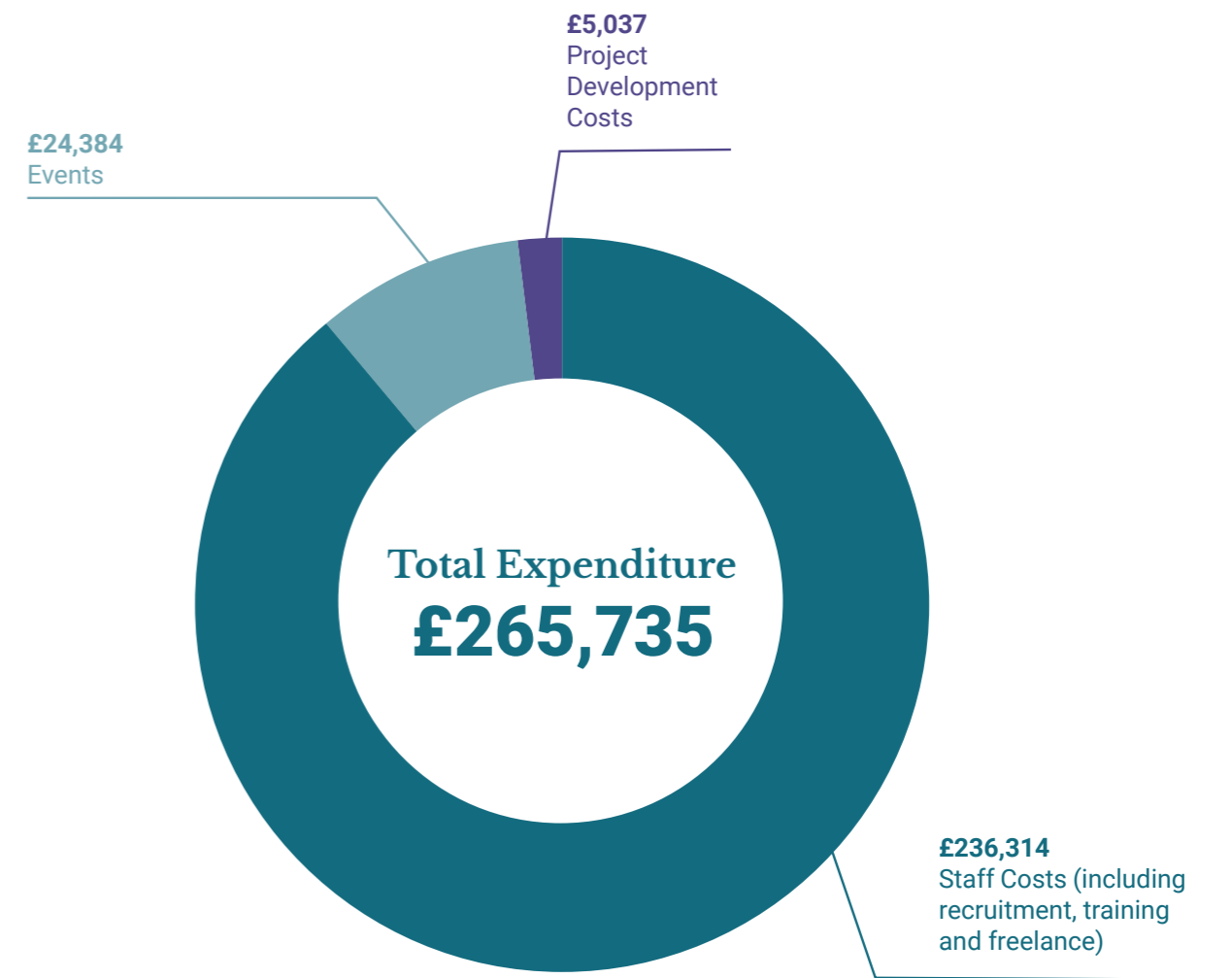


Thank you to our funders


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



Expenditure



*This financial information is correct as of 10 October 2023 and awaiting ratification by our board.



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