

Annual Report

April 2024 – March 2025

“Not many people understand stalking. Even I can't comprehend the long-term impact it has on me”

- Survivor

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Foreword from our Chief Executive

As I took on the role of Chief Executive at the start of the 2024/25 financial year—coinciding with our tenth anniversary—I committed to closing the gap between aspiration and reality. Over the next three years we will elevate services, deepen partnerships, and push for the legislative reforms survivors need.

Action Against Stalking began with the determination of one woman. Dr Ann Moulds CBE, our founder, campaigned tirelessly for reform, helping to secure Section 39 of the Criminal Justice and Licensing (Scotland) Act 2010, which enables prosecution based on both perpetrator behaviour and its impact on victims. Her work transformed practice in Scotland and influenced change across England, Wales, and Europe.

I am proud to work with a dedicated team whose free Throughcare Service operates as our front-line support for people in crisis. Our team provides advocacy, emotional support, and practical assistance to those affected by stalking—vital work given that 11.8% of adults in Scotland experience stalking and harassment each year. Our expertise and compassion are central to our ability to respond and to prevent further harm.

The 2024/25 year delivered important and vital funding wins.

We are especially grateful to Scottish Government, The National Lottery, People's Postcode Lottery, The Craier Trust, Clothworkers Foundation, The Robertson Trust, Foundation Scotland, and Carrick Futures for supporting our work through the Victim Centred Approach Fund. With this support—and thanks to the efforts of our funding manager Claire, our Head of Service, Anna, has launched a Young Persons Service (YPS) and a proactive Early Intervention in Education (EiE) programme that engages directly with schools, universities and colleges.

Our early intervention work teams with academic partners to give young people the knowledge and space to explore healthy relationships, coercive control, domestic abuse, technology-facilitated abuse, and online safety. We focus on discussion, reflection, and practical strategies so young people can recognise harmful behaviours early and act safely. A key aim is to make clear how these dynamics can escalate into stalking, helping participants, educators, and families spot warning signs and access appropriate support.

“What if everyone felt truly safe and never feared being stalked?”

That question has driven Action Against Stalking since our founding.”

Looking ahead, our three-year strategic plan prioritises enhanced service development, multi-agency collaboration, enhanced learning and development, and sustained legislative campaigning.

Victims and survivors remain at the centre of everything we do. With renewed determination, we will extend our reach, strengthen our impact, and ensure that every person can live free from psychological and predatory threats.

As we move into the new financial year, we will deepen partnerships with organisations focused on workplace health and wellbeing, support implementation of the Sexual Harassment Act 2025, and help organisations develop stand-alone stalking policies and clear duties of care. We will also work with leaders across Scotland to build a stronger understanding of how stalking intersects with other crimes, including domestic abuse, post-relationship abuse, sexual violence, and, in the most serious cases, homicide.

We all have an important role to play, our lens focus is aligned. Victims are at the centre of everything we do.

We are expanding our collaboration through the Scottish National Stalking Group, which brings together Police Scotland, COPFS and third-sector partners to identify emerging trends and shape victim-centred priorities. We work in close partnership with Police Scotland, universities and colleges, AMINA, Women's Aid, Rape Crisis Scotland, and The Emily Test among others. Our training and knowledge sessions are expanding rapidly, reaching a wide range of victim support organisations across Scotland. We also collaborate with peer organisations in England and Wales to share insights and strengthen support for victims nationwide.

Our work is vital. Although we are a small team, we deliver significant impact and clear results. Over the past 12 months we have grown rapidly; this progress would not have been possible without the support of our trusts, foundations, sponsors and the Scottish Government.

We will continue to scale our services, share learning across agencies, and champion policies that protect people from stalking and related harms.



Hayley Tennant
CEO, Action Against Stalking

About Us

Action Against Stalking (AAS) is Scotland's specialist charity dedicated to supporting people affected by stalking and ensuring this behaviour is recognised and addressed as both a serious criminal offence and a public health issue. Founded by Dr Ann Moulds CBE following her own experience, AAS was instrumental in the campaign that led to Scotland's dedicated anti-stalking legislation.

We believe everyone has the right to live free from fear, harassment, and intimidation.

Through our specialist advocacy service, we provide direct, person-centred support to individuals affected by stalking. Beyond individual support, we influence policy, improve professional practice, and raise public understanding of stalking's profound and lasting impact.

As the only charity in Scotland focused exclusively on stalking, AAS challenges misconceptions, equips professionals with practical knowledge and skills, and amplifies the voices of those whose experiences are too often overlooked. Through partnership, education, and sustained advocacy, we work to create a safer, better-informed society where stalking is recognised, reported, and robustly addressed.



"The trial happened earlier this month and the man who stalked me was found guilty. We just found out he was sentenced to 180 days in prison and a 10-year non-harassment order. Thanks so much again for everything. I really appreciated your support. Speaking to you was the first time it felt like someone understood what we were dealing with."

- Survivor



Our Key Aims & Objectives

Direct Support

We are advocates between victims and the justice system by providing information, advice, guidance, and signposting to relevant services.

Training & Awareness

Deliver training, workshops, and awareness campaigns that explain the causes and impact of stalking.

Early Intervention

Develop and promote early intervention strategies across government, public bodies, voluntary sector, private organisations, education, and the general public; contribute to reviews and policy consultations.

Policy & Legal Accountability

Encourage government and public bodies to fulfil their obligations and ensure effective implementation of stalking legislation across Scotland, England, and Wales.

Improved Statutory Response

Advocate for statutory authorities and relevant agencies to strengthen their responses to victims of stalking.

System-Wide Connection

Connect victims, professionals, educational institutions, policymakers, and decision-makers to improve coordinated responses.

National & International Collaboration

Work with relevant national and international organisations and professionals to build a cohesive, effective response to stalking.

Our Commitment

AAS is committed to delivering high-quality support, influencing systemic change, and building partnerships that protect people from stalking and related harms.

"I have never encountered such knowledgeable and empathetic support, particularly regarding the issue of stalking. The level of understanding and spot-on support I received from your team is unparalleled, despite my long history with stalking and interacting with others who tried to help. True understanding is often hard to find."

- Survivor

Our Strength Lies in Our People

Action Against Stalking is powered by people—passionate, skilled, and united by a shared mission: to create a world free from fear.

We are a small team with a big impact, supported by dedicated Trustees, committed volunteers, and trusted partners. Together, we bring expertise that spans advocacy, policy, education, training, and research, ensuring victims are heard and systems are challenged.

We are deeply grateful for the passion and commitment of everyone who contributes to Action Against Stalking. Their dedication ensures victims are supported, professionals are equipped, and society becomes more aware of stalking's devastating impact.



Our Operational Team

On the frontline, our team delivers specialist advocacy, develops educational programmes, and builds partnerships with agencies across Scotland and beyond. They are the voice for those who need it most.

Our Trustees

Our Board provides governance, oversight, and strategic direction, working alongside our CEO to keep the charity focused on its mission and future growth.

Our Volunteers & Partners

Volunteers and partner organisations extend our reach and amplify our impact. Their time, knowledge, and resources make our work possible—and make hope tangible for those who need it.

Our Mission

We exist because fear should never define a life.

Stalking is not a misunderstanding. It is not harmless. It is a crime—a violation of freedom, dignity, and peace of mind.

At Action Against Stalking, we stand for every person who has felt watched, hunted, or silenced. Our mission is to create a world where safety is a right, not a privilege—where no one lives under the shadow of psychological or predatory threat.

We achieve this by:

- Educating and informing society about the hidden harm stalking causes.
- Championing the rights of those affected, ensuring their voices are heard and respected.
- Providing unwavering support to victims, guiding them from fear to freedom.

"It felt extremely comforting to be listened to by someone experienced in the hideous situation that I find myself enduring. Thank you so much for support, your enormous knowledge and sage advice."

- Survivor

Our Vision

We envision a future where stalking is not misunderstood, ignored, or minimised.

A future where every individual can walk through life without fear.

A future where justice is swift, prevention is strong, and awareness is universal.

This is not just a vision—it is a promise. A promise to survivors that their voices matter. A promise to society that change is possible. A promise to ourselves that we will never stop until stalking is recognised, challenged, and eradicated.

Why This Matters:

- Because stalking destroys lives quietly.
- Because silence protects perpetrators.
- Because every person deserves to live without fear.
- We will not stop until that future becomes reality.

Our Work & Impact

Our Throughcare Support Service sits at the heart of Action Against Stalking. It is the core reason we exist to support, guide, and advocate for people whose safety, wellbeing, and autonomy have been harmed by stalking.

Our Independent Stalking Advocates (ISACs) walk alongside victims and survivors throughout their journey, offering specialist advocacy, emotional support, and practical assistance that helps individuals begin to regain a sense of control and personal power. Our approach is firmly trauma-informed and person-centred, ensuring every individual receives tailored, compassionate support aligned with their needs.

Over the past year, we continued to strengthen and expand this unique service in response to rising demand. We have:

- Enhanced the tools, methodologies and reflective practices that ensure our service remains truly trauma-informed.
- Invested in developing our skilled team of practitioners to maintain a gold-standard service grounded in expertise, empathy, and safety.
- Expanded our digital capabilities to improve access to private and confidential support.
- Continued delivering holistic therapeutic interventions that complement advocacy and address emotional and psychological impacts.
- Prioritised the needs of younger people by cultivating specialist practitioners trained to support young victims and survivors.
- Embedded continuous improvement by using insights and feedback from victims and survivors to shape service development.



Throughcare advocacy remains the only staking support service of its kind in **Scotland**, providing comprehensive, long-term advocacy that supports people through their immediate, medium, and long-term safety and wellbeing needs.



Young People's Service.

This targeted programme supports schools, colleges, universities, and community groups to better understand stalking and the behaviours, risks, and vulnerabilities that surround it.

Our work with young people focuses on:

- Healthy relationships
- Bullying and harassment
- Domestic abuse, post relationship abuse and coercive control
- Online harms
- Linking these themes to stalking as a serious crime

Our specialist engages directly with educators and youth groups to inform, ignite, and empower young people to recognise harmful behaviours early and seek support if needed.

This programme is developing in close alignment with our Throughcare and Prevention & Community Engagement strands, ensuring a joined-up approach across the organisation.



Multi-Agency Working and Advocacy

We know that meaningful, lasting change happens when agencies work together with shared purpose. Collaboration and collective learning are fundamental to influencing systems, improving safety, and ensuring victims' rights are upheld.

Over the past year we have:

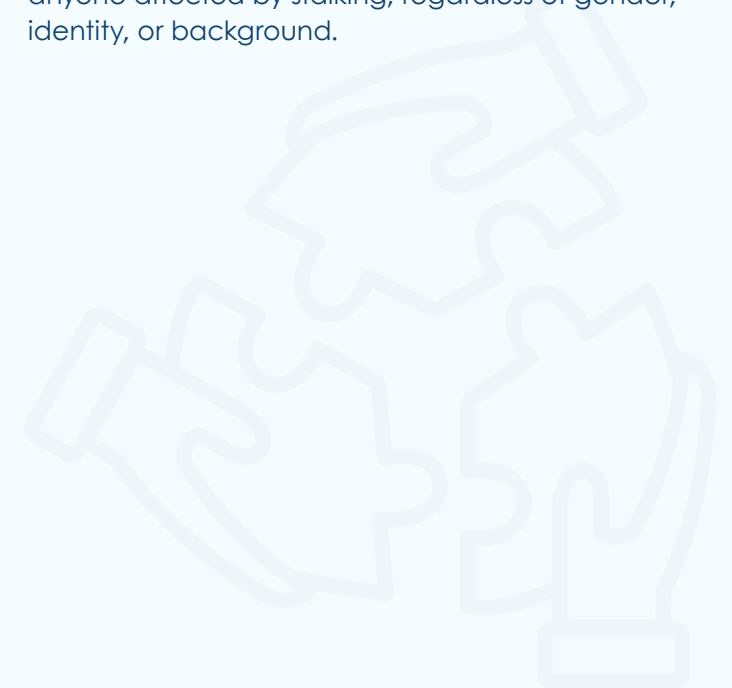
- Continued to lead and grow the Scotland National Stalking Group (SNSG), providing a platform for partners across the UK to learn from one another and share expertise, legislation updates, research, and training.
- Strengthened partnerships and supported campaigns led by national and local organisations whose aims align with ours.
- Expanded our training and specialist input to Police Scotland and other agencies, equipping frontline professionals with the knowledge and skills to respond effectively to stalking.
- Delivered joint events, seminars, and conferences that share expertise and amplify the voices of victims and survivors.

Advocacy is central to everything we do. It is both the person centred approach and the backbone of our work—practical, emotional, and rights-based support that helps people affected by stalking start to regain control of their lives.

Stalking, Gender, and Inequality

While stalking affects people of all genders, our experience reflects the same pattern seen across many forms of interpersonal harm: women and girls are disproportionately targeted and harmed. Stalking is, therefore, both a crime affecting all communities and a significant Violence Against Women and Girls (VAWG) issue.

Recognising this gendered imbalance is essential to ensuring our work is evidence-based, survivor-centred, and responsive to the realities victims face. At the same time, our services remain inclusive and accessible to anyone affected by stalking, regardless of gender, identity, or background.



Campaigns:



National Stalking Awareness Week 2025 Stalking as a public health issue. Through the Lens of Public Health: A Call to Action

Stalking is often seen as a criminal act—and it is. But this year, we asked a different question: *What if we also saw stalking as a public health issue?*

Behind every statistic is a person whose mental health, physical wellbeing, and sense of safety have been eroded by persistent harassment. Stalking doesn't just invade privacy—it infiltrates lives, workplaces, and communities. Its impact ripples far beyond the individual, touching families, colleagues, and systems meant to protect us.

To explore this, we reached out to Scotland's healthcare system—the very place where harm should be met with healing. Through **Freedom of Information requests to all 14 NHS boards**, we asked:

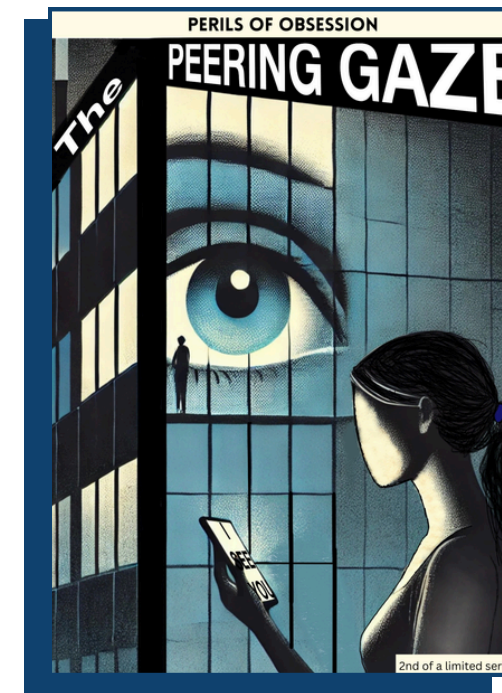
Do you recognise stalking as a health risk, not just a legal one?

The answers revealed a stark truth: gaps exist. Protocols are inconsistent. Awareness is limited. And victims often navigate these spaces unseen, unheard.

*Click report above to read.

This research is more than data—it's a mirror held up to our collective responsibility. Health services can and must play a role in early identification, intervention, and support. Because stalking is not just a crime—it is a public health crisis. And until we treat it as such, we leave too many at risk.

Our next step? Turning these findings into action. Building conversations into commitments. And ensuring that every health board sees stalking for what it truly is: a threat to safety, wellbeing, and life itself.



Graphic Novel Launch

This year, we launched “The Peering Gaze”, a ground-breaking graphic novel designed to shine a light on the vital work of Community Link Workers and our Throughcare Support Service. Through powerful visuals and storytelling, the novel brings to life the real-world challenges faced by victims of stalking and the transformative impact of timely support and intervention. By using a creative format, we made our message more accessible, engaging audiences who might not connect with traditional reports or campaigns.

The Peering Gaze is more than a publication; it's a conversation starter, a tool for education, and a testament to the difference that advocacy and collaboration can make.

*Click graphic novel on the left to read.

Partnership Work with Community Link Workers

We strengthened our relationship with the Community Link Network to raise awareness of stalking across local communities. By engaging directly with link workers, we delivered targeted training, practical resources and clear referral pathways so they can identify potential stalking cases early and confidently signpost people to specialist support. This collaboration is building stronger local partnerships and improving survivors' access to timely, trauma-informed help.

Immediate Outcomes

- Increased confidence: Link workers report greater confidence recognising stalking behaviours and initiating safe referrals.
- Faster referrals: Clearer, quicker signposting from community touchpoints to specialist services, reducing delays in support.
- Raised visibility: Stalking is now discussed more openly in community forums and local planning, improving recognition and reducing stigma.



Partnership Campaign with Glasgow & Clyde Rape Crisis – The Rosey Project

In partnership with Glasgow & Clyde Rape Crisis and The Rosey Project, we launched a targeted awareness campaign on online safety and responsible social media sharing. The campaign highlighted how easily personal information can be misused and offered clear, practical steps to protect privacy and personal safety, empowering young people and the wider public to reduce the risk of online harassment, stalking and image-based abuse.

Key Messages and Tone

- Core message: Think before you share — small details can be exploited.
- Tone: Practical, non-judgemental and youth-centred, balancing clear safety advice with reassurance and signposting to specialist support.
- Behavioural focus: Encourage simple, repeatable actions such as tightening privacy settings, checking consent before sharing images, and using safe contact methods.

Impact and Outcomes

- Increased awareness: Clearer public understanding of how personal data and images can be misused online.
- Behaviour change: Measurable improvements in privacy settings use, more cautious sharing practices and greater likelihood of seeking help.
- Improved signposting: Stronger referral routes from schools and community groups to specialist support services.
- Young people engagement: Higher levels of peer discussion about consent and digital safety, normalising safer online behaviour.

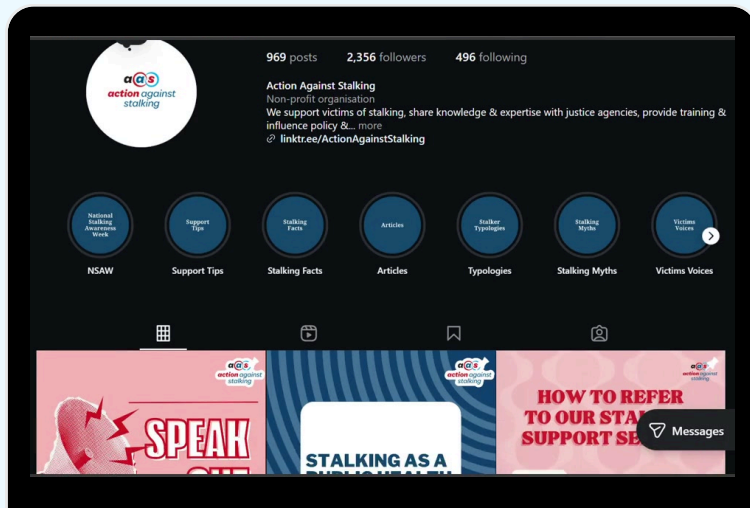


The Big Give Campaign: Raising Awareness and Support

In October we joined The Big Give campaign to raise awareness of violence against women and girls and to spotlight the serious, long-term impacts of stalking. The campaign also raised vital funds to sustain our services for victims. We were honoured to partner with Scottish advocates Michelle McManus and Jane McCarry, whose warmth and authenticity amplified our message and underlined the crucial role of education in preventing stalking and supporting those affected.

Outcomes and Metrics

- Funds raised: total amount raised £3,900
- Reach: 37,179 impressions, social media shares and media mentions across regional and national outlets.
- Engagement: 2,964 video views, click-throughs to support pages and downloads of campaign resources.
- Referrals: Our service has received all record highs in September and October.



Pets Against Stalking

Support Comes in Many Forms

In November 2025 we launched Pets Against Stalking to show that support takes many forms and that stalking's stress affects pets as well as people. Using the warmth and relatability of animals, the campaign communicated the emotional impact of stalking on households and encouraged people to seek help. Through posters, social media content and short videos, we highlighted that protecting yourself also protects those who care for you, human or otherwise.

Immediate Outcomes and Reach

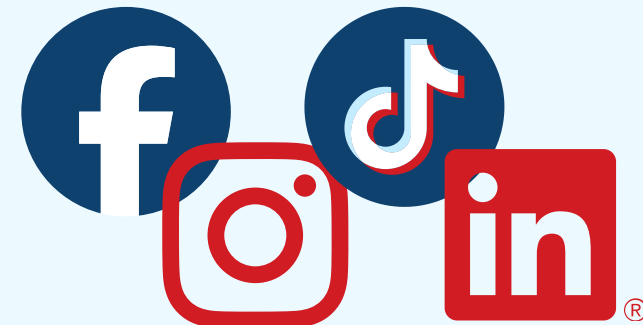
- Increased visibility: Broader public engagement through pet-centred messaging that resonated with diverse audiences.
- Improved signposting: More people directed to specialist services via campaign links and partner referrals.
- Conversation starter: Pets provided an accessible entry point for discussions about stalking, helping people recognise non-obvious signs of distress.

Festive Campaign with The Rosey Project: 12 Days of Red Flags

To close the year we partnered again with Glasgow & Clyde Rape Crisis's Rosey Project to run 12 Days of Red Flags, a festive awareness campaign about healthy boundaries and recognising warning signs in relationships. Through daily social posts and guided discussions, the campaign invited reflection on what respectful, safe and supportive relationships look like, while spotlighting behaviours that may indicate control or abuse. The primary aim was to empower individuals—especially young people—to spot unhealthy patterns early and seek support.

Immediate outcomes

- Increased awareness of subtle controlling behaviours and boundary violations.
- Stronger youth engagement with conversations about consent, respect and healthy communication.
- Improved signposting as more people were directed to specialist support and information via campaign links.
- Normalised dialogue about relationship health, reducing stigma around asking for help.



Social Media Impact Snapshot

Audience Growth

Followers increased across all platforms

Instagram: 1,573 → 2,333 +48% growth

LinkedIn: 853 → 1,308 +53% growth

Facebook: 2,085 → 2,277 +9% growth

TikTok: 30 → 43 Early-stage growth

Strongest growth on Instagram and LinkedIn, reflecting rising public engagement and professional-sector interest.

Reach & Visibility Total Annual Reach

2024: 142,166

2025: 380,210

+167% increase in reach year-on-year Multiple months in 2025 exceeded 30,000 reach. One peak month reached ~70,000 people. Visibility extended far beyond existing followers.

What This Shows

AAS content is being shared widely, not just viewed by followers. Campaign messaging is cutting through and reaching new audiences and social platforms are increasingly amplifying AAS as a trusted voice on stalking. Impact in Context Growing awareness of stalking as a serious, harmful crime Increased engagement from professionals, partners, and the public.



Young People's Service Launch

The Young People's Service launched at the start of the 2025 financial year after we were awarded funding from Foundation Scotland - Carrick Futures - a charitable company supported by Scottish Power Renewables community benefits funding to support this work.

We have begun outreach to schools and colleges within South Ayrshire to deliver Early Intervention in Education (EiE).

Working proactively and collaboratively with headteachers, youth club leaders and wellbeing leads, we are delivering young-people-led sessions on violence against women and girls (VAWG), healthy relationships, post-relationship abuse, and how stalking can appear in these contexts.

We have built an expressive, focussed roadmap with our work already. Our young people focused project has led us to work collaboratively with the Scottish Rugby Union (SRU) which will see us support informal educational sessions for young people, coaches and parents.

We are also delivering sessions to key staff at Colleges and Universities across Scotland, supporting them to recognise, and understand the impact on their students of, unhealthy relationships and stalking.

National statistics indicate some young people may experience up to **120 incidents of being stalked or harassed before reporting them to the police or asking for help.**

*Scottish Crime and Justice Survey

"This funding has enabled us to bring early intervention into schools and colleges, empowering young people to recognise abuse, support each other, and access help sooner. By working with headteachers and wellbeing leads, we can make prevention and safety a routine part of education."

- Anna, Head of AAS Throughcare Service



Key Achievements to Date:

1

Funding secured from Foundation Scotland and Carrick Futures.

2

Partnerships established with local schools and colleges for EiE delivery.

3

Curriculum focus on Violence Against Women & Girls (VAWG), post-relationship abuse, and stalking in young people contexts.

4

Young people-led sessions co-designed with pupils and wellbeing leads.

5

Proactive collaboration with headteachers and wellbeing teams to embed early intervention.



“Action Against Stalking have been an absolute lifeline to me over the past year and I really don’t know how I would have coped without your extraordinary team of experts offering me advice and support. The practical advice and knowledge to guide me has been invaluable, when I have felt completely let down by all the bodies I thought would protect me and keep me safe.”

- Survivor

Centre for Action Against Stalking



The **Centre for Action Against Stalking (CAAS)** is a sister brand of AAS. It is an international hub dedicated to advancing research, education, and best practice in tackling stalking and related harmful behaviours. We first established a partnership with the University of the West of Scotland, with our vision to develop collaborative relationships with universities far and wide. CAAS brings together academic expertise and frontline experience to create evidence-based solutions that protect individuals and strengthen communities.

Our Purpose

CAAS exists to address the complex and often hidden nature of stalking by combining rigorous research with practical interventions. Our work aims to improve understanding, prevention, and response strategies at local, national, and global levels.

Our Vision

By integrating rigorous academic research with real-world insight, the **Centre for Action Against Stalking (CAAS)** is redefining how stalking is understood and addressed on a global scale. We are committed to turning knowledge into action—developing evidence-based strategies that reduce harm, empower victims, and build safer communities. Through collaboration, innovation, and advocacy, **CAAS** strives to create a world where stalking is not only recognised but effectively prevented.

Current Partnerships

In addition to our foundational partnership with the University of the West of Scotland, CAAS is actively working with the University of Central Lancashire (UCLan) on a major research bid focused on young people and the impact of stalking. This collaboration reflects our commitment to addressing emerging challenges and safeguarding vulnerable populations.

What We Do:

Research Excellence

- We lead and support cutting-edge research projects that generate new knowledge on stalking, harassment, and associated behaviours. Our findings inform policy, practice, and public awareness initiatives worldwide.

International Collaboration

- We provide a platform for global engagement, connecting experts, practitioners, and policymakers to share best practices and develop innovative solutions. Our collaborative approach ensures that responses to stalking are informed by diverse perspectives and experiences.



Training and Education

- CAAS serves as a learning hub for professionals across justice, health, and community sectors. Through tailored training programs, we equip practitioners with the skills and insights needed to identify, manage, and prevent stalking effectively.

Adolescent Stalking Experiences:

A Qualitative Exploration of the Nature, Impact & Support Needs of Victims & Perpetrators

17 young people (aged 14–21) and 8 specialist practitioners shared lived experience and professional insight to shape these findings.

Key Findings

Young people often don't recognise stalking early:

Blurring of boundaries online and the normalisation of “being watched” means early behaviours are often misread as flattery, interest or passion.

Stalking is complex, persistent and tech-facilitated:

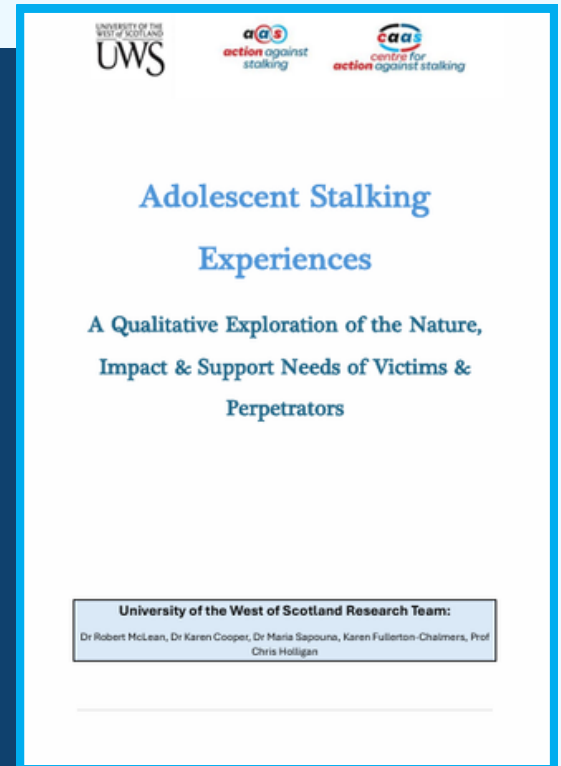
Perpetrators use multiple platforms, anonymity and constantly changing tactics, often overlapping with bullying, harassment and image abuse.

Shame and self-management delay help-seeking:

Most young people try to cope alone and only seek support at crisis point, experiencing anxiety, isolation and fear.

Validation changes everything:

Those who accessed specialist support described relief, empowerment and regaining control once their experiences were taken seriously.



- Click the document above to view.



“Really excellent session, the trainers were both very knowledgeable and helpful throughout. It was very informative, and I would definitely recommend to my colleagues.”

- Glasgow & Clyde
Rape Crisis

ACTION AGAINST STALKING

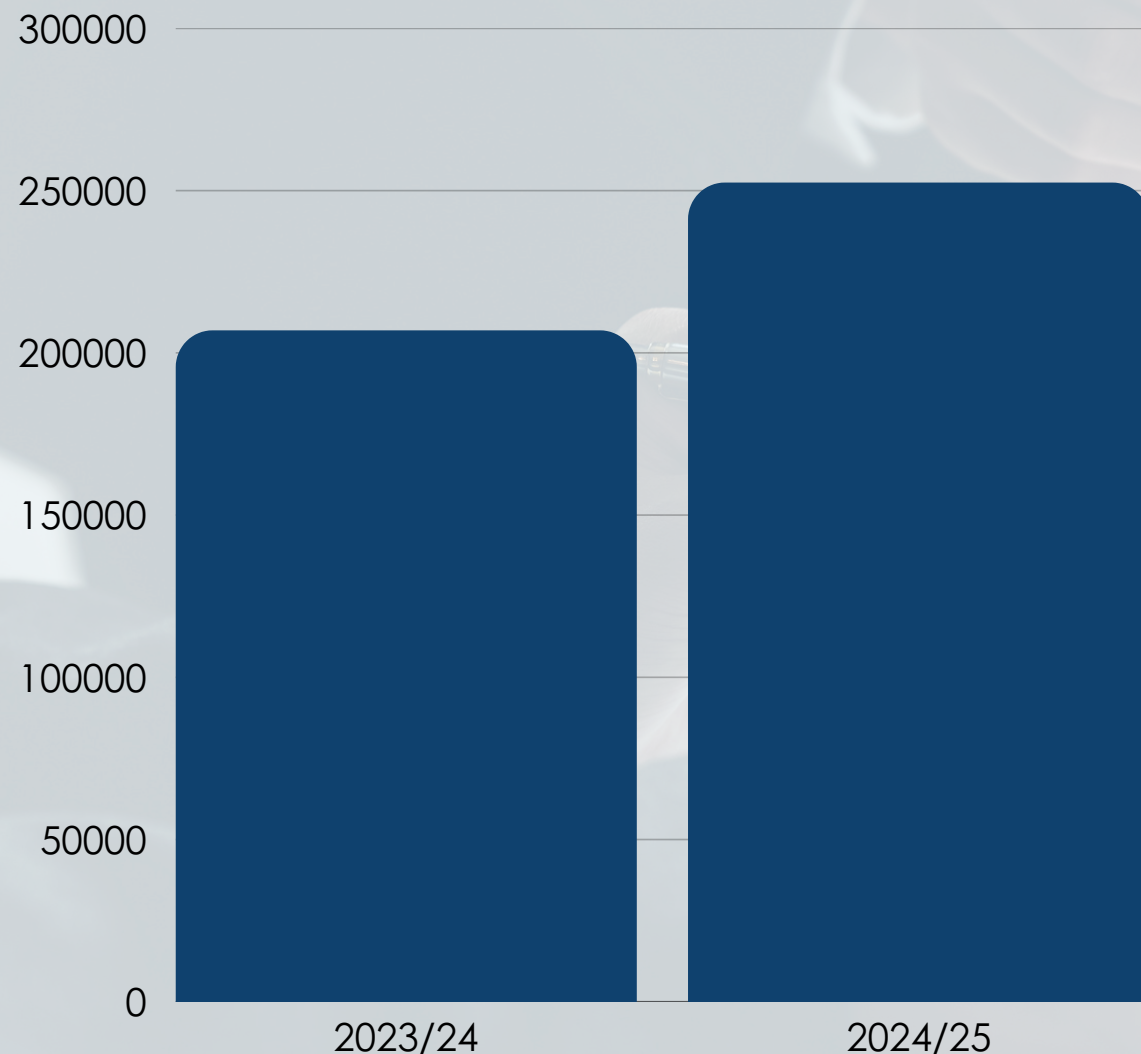
STRATEGY 2024-2027

Trustees' Reflections

The Trustees of Action Against Stalking are pleased to present this annual report for the year ending March 2025. This report outlines our activities, achievements, and impact, as well as our ongoing commitment to supporting victims of stalking and influencing change at every level of society.

- Click the document on the left to view
Action Against Stalking Strategy 2024 - 2027

Financial Review



Our total income for **2024/2025** rose by **22%** with a reported income of **£252,485** versus **£206,932** in **2023/2024**. Our main funder is the Scottish Government via the **VCAF Fund** (Victim Centred Approach Fund).

This year has been one of both challenge and opportunity. Thanks to the continued support of trusts, foundations, government bodies, and individual donors, we secured the resources needed to sustain and expand our services, ensuring that victims of stalking receive the help they need. Stalking is very much misunderstood, trivialised and misrepresented generally in society. During this year with the lead of our Chief Executive, we reviewed and realigned our funding strategies. We expanded the facts of how stalking permeates across other crimes like domestic abuse, post relationship abuse, mental health abuse and rape.

Key Highlights

- **Young Persons Service & Early Intervention in Education (EIE)**

Successfully launched these innovative programmes through targeted funding, addressing stalking among young people and promoting prevention in educational settings.

- **Strengthened Core Services**

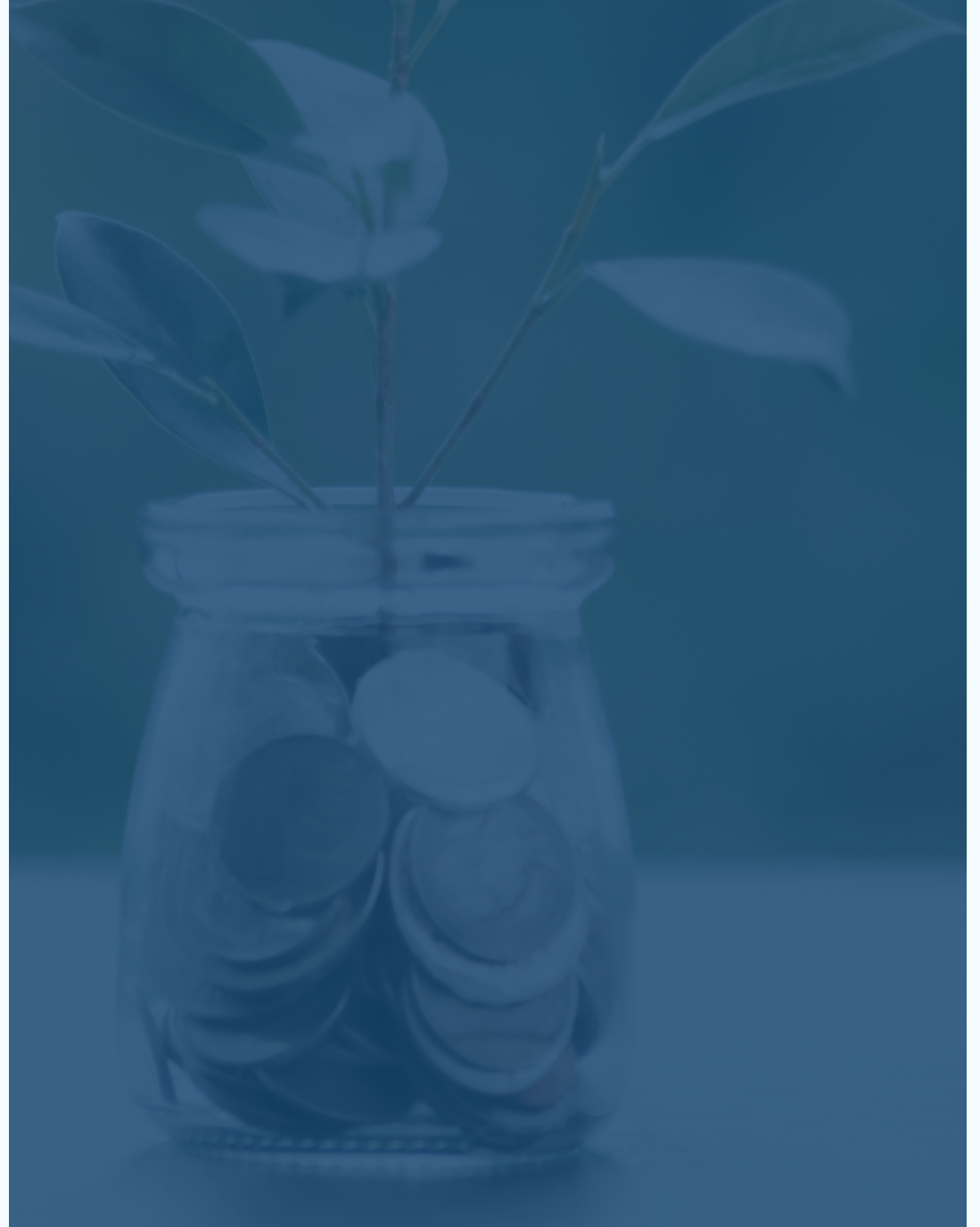
Maintained and enhanced our Throughcare Service, providing vital advocacy and support for victims navigating the justice system.

- **Investment in Training & Awareness**

Developed new programmes to expand our reach, equipping professionals and communities across Scotland with the knowledge and tools to respond effectively.

- **Partnerships and Collaborations**

We're building Scotland-focused partnerships with organisations including Scottish Rugby Union, Police Scotland, Rape Crisis Scotland, Women's Aid, British Transport Police and Beira's Place, and are now extending into the corporate sector to secure sponsorship and deliver employer support: legal briefings, HR guidance, manager training and safe referral pathways for staff.



Resource Management

We remain vigilant in managing resources responsibly, balancing strategic growth with sound financial oversight. Regular monitoring of income and expenditure ensures we deliver on our commitments without compromising service quality.



Funding Strategy

Our priority is to secure multi-year funding agreements, providing stability for our services and reducing reliance on short-term grants.

This approach will enable:

- Longer-term planning
- Staff retention
- Improved outcomes for victims



Future Plans: Looking Ahead

Action Against Stalking is entering a pivotal phase. Over the next three years, we will focus on five strategic priorities designed to transform support, prevention, and awareness across Scotland and beyond.

1. Expanding Victim Support

- Increase capacity across our Throughcare and Young Persons Services to meet rising demand.
- Strengthen advocacy, emotional support, and practical assistance pathways to reduce waiting times and improve outcomes.
- Deepen our person-centred approach, introducing peer support networks to empower survivors.

2. Strengthening Prevention

- Scale our Early Intervention in Education (EIE) programme to embed awareness and resilience from an early age.
- Develop age-appropriate resources and training for schools and young people services, ensuring young people understand stalking and know where to seek help.

3. Driving Systemic Change

- Influence policy and legislation so stalking is consistently recognised, reported, and robustly addressed across Scotland.
- Work with statutory and third-sector partners to close gaps in practice and accountability, ensuring victims receive timely and effective support.

4. Growing Our Reach

- Extend training, campaigning, and partnerships to build a broader coalition against stalking across Scotland, England, and Wales.
- Increase knowledge-sharing with victim-support organisations and multi-agency networks to strengthen coordinated responses.

5. Building Sustainability

- Diversify funding streams and strengthen governance to secure long-term organisational stability.
- Invest in staff development and next-generation leadership to sustain growth and service quality.

Closing Remarks from our Chair of Trustees

“I am pleased to share a brief overview of our work and the vital role we, the Trustees and our fabulous AAS staff and partners, play in advancing a world where everyone has the right to live free from psychological and predatory threat.”

We achieve this by educating and informing the public about the harms of stalking, championing the rights of those affected, and providing practical support to victims.

Action Against Stalking was established as a charity in 2014 by Dr Ann Moulds CBE, following her experience as a victim and her successful campaign, Action Scotland Against Stalking. Her tenacity and collaborative campaigning led to the introduction of the first stalking-specific criminal legislation in Scotland. That legislative breakthrough has since informed change beyond Scotland's borders.

We draw strength from strategic partnerships with Police Scotland, universities and colleges, Victim Support Scotland, AMINA, Women's Aid, Rape Crisis Scotland, and many others. Our training and knowledge-sharing programmes are scaling rapidly across Scotland, and we also collaborate with victim-support organisations in England and Wales to share practice and learning.

We are privileged to receive funding from the Scottish Government's Victim Centred Approach Fund (VCAF) alongside a range of charitable trusts and foundations. This support enables us to deliver frontline services, build capacity across sectors, and innovate our prevention and advocacy work.

Under the leadership of our CEO, Hayley Tennant, we are refreshing our strategy to guide the next phase of development. Our Trustees contribute governance, sector insight, and strategic oversight to ensure AAS remains accountable and ambitious. Over the next five years we will invest in people, develop next-generation leaders, and enhance organisational effectiveness so we can meet growing demand and sustain high-quality support for those who need it most.

“We are proud of what we have achieved in the past decade and determined to build on that foundation. With committed Trustees, partners, funders and staff, Action Against Stalking will continue to expand its impact and protect more people from stalking and related harms.”



Kevin Quinn

Chair, Action Against Stalking



Contact Us

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Support Us

Help us make a difference and improve the lives of those affected by stalking.

Support Action Against Stalking today.

www.actionagainststalking.org

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