

Norfolk Anti-Bullying Strategy

Together we can stop bullying!

Norfolk County Council is committed to tackling bullying.

We believe that all forms of bullying are unacceptable and should not be tolerated. We want children and young people to be and feel safe from bullying and discrimination. We also want everyone who works with children and young people to take bullying seriously and know how to resolve it positively. We seek to empower them to challenge, remedy and prevent bullying, creating a culture where every child and young person is treated with dignity and respect and takes seriously their responsibility to treat others in the same way.

We are recognised nationally as a local authority with good practice, including our:

- Multi-agency collaboration, including events for Anti-Bullying Week
- Training/conferences on a broad range of anti-bullying themes
- Support for vulnerable groups, eg gay, lesbian and bisexual young people and children with disabilities, including Autistic Spectrum Disorder
- Involvement of children and young people through peer support schemes, forum theatre and work of exceptional young people
- Support for parental complaints
- E-safety and cyberbullying initiatives
- Work with the Anti-Bullying Alliance. Our chair of the Norfolk Anti-Bullying Forum is the Eastern Regional Adviser for the Anti-Bullying Alliance

Bullying is a deliberately hurtful act by an individual or group, usually repeated over a period of time. It often involves an abuse of power or use of intimidation and can affect an individual or a group. **Bullying isn't** when children and young people of a similar age and size find themselves in conflict, without an imbalance of power or use of intimidation.

National research confirms that bullying is a major concern for young people, their parents and carers and we believe everyone shares the responsibility to address it.

We want children and young people to take advantage of opportunities to:

- Value themselves, their achievements and develop strong self-esteem
- Practice and develop emotional resilience and social skills to manage their feelings and work with others to resolve conflicts calmly
- Be actively involved in anti-bullying initiatives such as peer support

We want children and young people, parents and carers in Norfolk to:

- Know that we take bullying seriously and want to work in partnership to reduce it
- Understand what bullying is and how to prevent and respond to it

- Feel safe in their communities and confident that they will be listened to and incidents will be dealt with
- Be informed so that they know what to do, where to get help and how to support others who are bullied or bully
- Be able to influence Norfolk's anti-bullying strategy and the local policy of their own particular setting
- Celebrate differences and choose not to bully or discriminate against others
- Recognise other people's feelings and treat others with respect

We want all settings working with children and young people to:

Policy and ethos

- Encourage and reflect inclusion in their policies, organisation, ethos, community links, partnerships, curriculum and teaching and learning
- Be aware of their legal duties and responsibilities to reduce and respond to bullying in and outside their setting
- Identify a named coordinator for anti-bullying issues where appropriate
- Have an up-to-date anti-bullying policy that addresses all forms of bullying and sets out clearly a commitment to preventing and responding to it
- Work with other organisations in developing and implementing an effective policy
- Monitor, evaluate and update the policy regularly. Review the effectiveness of prevention and responses to bullying

Behaviour

- Promote, encourage, expect and praise good behaviour, adopting a 'zero tolerance' to bullying
- Ensure that staff are respectful in all their dealings with children and young people and don't use bullying tactics like sarcasm and derogatory names or abuse their power

Knowledge and skills

- Ensure that everyone understands about bullying including the four different forms it takes (physical, verbal, indirect and cyber), the damage it does, what to do about it and where support exists
- Use the curriculum to teach children and young people to understand what bullying is, how to deal with it and how to build emotional resilience, empathy and self-esteem
- Train all staff to respond promptly and firmly when dealing with incidents and know the breadth of rewards, sanctions and strategies
- Tailor responses to particular forms of bullying and ensure that vulnerable groups susceptible to bullying are supported
- Provide and encourage a safe, listening environment so that children and young people feel able to report bullying anonymously or face-to-face and know that it will be dealt with effectively

- Provide strategies to support both those who are bullied and those who bully and to help bystanders to become part of the solution

Monitor and review

- Inform parents and carers about procedures to follow in the event of bullying and the support they can expect to get
- Monitor and record bullying incidents and gather relevant data to inform evaluation of practice and show how the setting is attempting to reduce bullying and bullying behaviours

To achieve this we will:

1. Develop strategic partnerships that:

- Adopt our Norfolk County Council policy, or reflect it in their own policies and identify how they will put this into practice
- Recognise the importance of the five 'Every Child Matters' outcomes so that children work without fear, achieve through enjoyment, lack mental and physical stress, feel part of the school and local community, and leave as contented young adults ready to take part in the next stage of their lives
- Work collaboratively to achieve the annual anti-bullying targets identified in the Children and Young People's Plan
- Secure the best outcomes for children and young people by preventing and responding to bullying and reducing the frequency of bullying incidents. The Norfolk Anti-Bullying Forum, which meets twice termly, will be where Norfolk partners will meet to further develop and monitor the strategy
- Communicate, share and circulate the Anti-Bullying Strategy widely
- Make sure that children, young people, families and carers are engaged and clear about procedures

2. Create environments where children and young people feel safe respected and valued, where bullying behaviour cannot flourish. To achieve this we will:

- Ensure that all settings work to a shared understanding of what bullying is what it is not and promote the definition within their communities
- Recommend or provide guidance and information on addressing bullying for settings, children and young people, their families and other relevant organisations
- Provide coordinated multi-agency training for all key professionals on strategies and procedures for preventing and responding to bullying, including support for those who bully and the bullied
- Promote a whole-school approach to addressing bullying
- Teach children and young people the skills of mutual respect and co-operation through the use of Social Emotional Aspects of Learning (SEAL) materials in primary and in secondary schools, R Time in primary settings and other relevant curricular approaches through Personal Social Health Education and Employment and Citizenship

- In schools, work jointly with national strategies such as the Healthy Norfolk Schools Programme and primary and secondary behaviour and attendance strategy, which promote ways of developing a whole school culture where children feel emotionally safe
- Promote concepts and practices such as Solution Focused and Restorative Approaches in our settings
- Give schools advice on how to run effective and sustainable peer support approaches
- Offer advice on how to monitor and evaluate the effectiveness of policies

3. Encourage best practice by:

- Collating and circulating information and best practice and help embed it
- Taking part in annual events like national anti-bullying week
- Raising awareness and understanding of specific types of bullying, such as racist, homophobic, SEN and disablist and cyberbullying through focused working groups, which we will use to inform good practice in Norfolk

4. Monitor the impact of the strategy and influence its future direction by:

- Collating information annually on the incidence and impact of bullying and anti-bullying policy and practice
- Gathering information about the participation of young people in anti-bullying work, such as buddy systems and peer support and involvement in events such as anti-bullying week activities
- Analysing a range of data which can inform our work such as racist incidents, parental complaints, records of attendance where bullying is a factor of non-attendance and exclusions data

5. Ensure children and young people's participation by:

- Seeking opportunities to promote participation of children and young people in all aspects of anti-bullying work at local, regional and national levels

A big thank you to all our partner agencies who contributed to this strategy and to everyone who has shown their commitment to signing up to it and telling us what actions they are going to take. To support the strategy, go to www.norfolk.gov.uk/bullying and click on Support the anti-bullying strategy under Find out more.