

Anti-Bullying Campaign

Watercliffe Meadow

September 2025

USE YOUR
VOICE
TO LIFT



EACH OTHER UP

Design by Eleanor Y1



IF YOU SEE
SOMEONE

WHO NEEDS
A FRIEND



BE ONE

Design by Alice Y5

STOMP OUT



BULLYING!

DESIGN BY DOLLY Y3

Lend a hand
RESPECT PEOPLE



FOR WHO THEY ARE
NOT WHO YOU WANT
THEM TO BE

Design by Sienna Y6

Anti-Bullying Campaign

Unfortunately, bullying is something that happens in all schools, workplaces and wherever people come together. That doesn't make it something we should see as acceptable. During the course of last year, we dealt with a number of bullying allegations and friendship issues and realised that a lot of our parents don't know a lot of what we do in school to support children and try to prevent these sorts of things from being a common occurrence.

We therefore felt that it was important that we tried to share what we do to create a climate in school where bullying is not acceptable and what we do to create psychological safety for our children. This really starts with our Golden Rules and the sanctions and incentives that help to reinforce them.

The **Golden Rules** are really our 'values', what we value as important behaviours at Watercliffe. We also often refer to them as 'life rules' because if you are good at following the Golden Rules, you will generally do well in life, they are applicable in most situations.

One of the things we are doing over the course of this half term is looking at a Golden Rule a week and spotting what the behaviours are that demonstrate the Golden Rule happening in different situations.

Golden Time, which happens at the end of Friday afternoon for all children from Y2-Y6 and daily for our younger children, is our way of thanking the vast majority of our children (95-98%) every week for following our Golden Rules. We track loss of Golden Time every week, which enables us to spot issues and intervene when individuals are struggling to keep to the Golden Rules and put support in place.

We have tracked loss of Golden Time since we opened in 2008, which has made it really clear, that as a system it works. We have continued to tweak and improve it and although children will always break the Golden Rules at times, this is what enables children to feel happy and safe in school.

There will obviously be times where bullying incidents happen and children have issues with their friendships that are upsetting and hurtful. This is where the importance of our '**listening systems**' come in.

At the start of every day and every afternoon, we ask children to give their '**feelings score**' (from Y2-6 – it is more obvious when they are younger). This is a simple way for a child to acknowledge to their teacher if there is something not quite right.



Bubble Time is another key listening system where an adult will listen to any issues that a child is worried about. Any child can ask for Bubble Time with an adult they trust, it could be used as a result of 'low feelings scores' or an adult might ask a child if they would like some Bubble Time because they don't seem their normal selves.

Circle Time is a class listening system that we have always used at Watercliffe. It helps to create class cohesion, ensures that every child has a voice in class and is a great way to solve problems that might be happening in class or outside at social or lunchtime. It is non-judgemental and solution focussed.

Even with these systems in place, there are times when incidents happen between children that are hurtful and we don't know about until they tell you at home. When this happens, we will always work with you and your child to resolve issues and stop things happening. This isn't always easy and even if things do stop, when it is interwoven with the complexities of friendships, it can re-occur at a later date.

This is the definition of bullying used by The Anti-Bullying Alliance, which is used in most schools.



Bullying is the repetitive, intentional hurting of one person or group by another person or group, where the relationship involves an imbalance of power. Bullying can be physical, verbal or psychological. It can happen face-to-face or through cyberspace.

Most of the issues that we deal with in school relate to friendship issues and are not strictly speaking bullying by this definition. However, if a child is unhappy, feeling upset or hurt by something that is happening to them in school, it doesn't really matter what we call it, we want to work with you to try and resolve it.

This year the Anti-Bullying Alliance are focussing on 'empowering young people to use their Power for Good to safely speak up and raise awareness when they see bullying, face to face or online.'

<https://anti-bullyingalliance.org.uk/anti-bullying-week-2025/anti-bullying-week-2025>

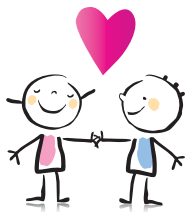


Up until this year's **Anti-Bullying Week (10th – 14th November)** we will be sharing some of the things we do in school to combat bullying. In the week before, we will be holding an '**Anti-bullying Parent Forum**' in school to go into detail about what we do and answer your questions. This will be on **Wednesday 5th November at 9.00 – 10.00 in the Hall.**

In addition, we will be sending home information about some of the other things going on in the coming weeks.

Finally, just before the summer we held a competition in school to design a poster for our anti-bullying campaign. The chosen designs were sent to a graphic design firm over the summer and they have turned the winning designs into posters, as shown on this flier, which will be displayed around school in the coming weeks.

STAND UP
FOR WHAT'S
RIGHT
EVEN IF YOU
STAND ALONE



DESIGN BY GRACE Y6



Design by Lola Y6



DESIGN BY LOTTEE Y6



DESIGN BY SAVANNAH Y6



Design by Seth Y1

ANTI-BULLYING POSTER TRAIL



WEEK BEGINNING MONDAY 29TH OCTOBER

Anti-Bullying Parent Forum



Design by Seth Y1

Wednesday 5th November 9.00 - 10.00

In the hall with refreshments