

South Shore Academy

Anti-Bullying Policy



Approved by:	N Kay
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Next Review due by:	1/9/2027

This policy has been drawn up after consultation with the Senior Leadership Team, Pastoral Team, Parents, Carers and members of the student leadership team.

Rational

South Shore Academy is committed to safeguarding and promoting the welfare of young people. At South Shore we strive to create a culture based on our core values of dignity, hope, Community, Wisdom, Humility and Kindness. All members of South Shore are encouraged to be aspirational.

Students must feel safe and respected if they are to learn effectively. Since we are a school which sets high standards for our students it is important that we create an atmosphere in which bullying cannot thrive and in which no student has to suffer from harassment of any kind.

Through these values, people in our community are treated equally, with dignity and with fairness and respect. We welcome and value young people whatever their academic ability, ethnicity, religion, gender, sexuality or background.

At South Shore we have an ethos of good behaviour where pupils treat one another and the school staff with respect because they know that this is the right way to behave. That culture extends beyond the classroom to the corridors, the dining hall, the playground, and beyond the school gates including travel to and from school. Values of respect for staff and other pupils, an understanding of the value of education, and a clear understanding of how our actions affect others permeate the whole school environment and are reinforced by staff.

We make it easy for pupils to report bullying so that they are assured that they will be listened to and incidents acted on. Pupils should feel that they can report bullying which may have occurred outside school including cyber-bullying.

We promote and encourage individuality and students having the confidence to express their sense of self and what makes them unique.

South Shore Academy expects all staff, students, parents/carers and volunteers to share this commitment to the school's values.

School definition of bullying

There is no legal definition of bullying, however our school definition of bullying is: Repetitive intentional hurting of one person or a 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 online.

Bullying is:

- Deliberately hurtful (including aggression).
- Repeated over a period of time.
- Difficult for victims to defend themselves against.

Bullying can take many forms including:

- Physical bullying- which can include kicking, hitting, pushing and taking away belongings.
- Verbal bullying which includes name-calling, mocking and making offensive comments.
- Emotional bullying which includes isolating an individual or spreading rumours about them.
- Racist bullying occurs when bullying is motivated by racial, ethnic or cultural prejudice.
- Sexual bullying is where someone makes unwanted physical contact or makes sexually abusive comments.
- Homophobic bullying occurs when bullying is motivated by a prejudice against lesbian, gay or bisexual people.
- Transphobic bullying occurs when bullying is motivated by a prejudice against people who identify as transgender.
- Disablist bullying occurs when bullying is motivated by a prejudice against people with any form of disability.
- Sexist bullying occurs when bullying is motivated by a prejudice against someone because of their gender.

Misogyny and misandry are not just discriminatory attitudes but also forms of bullying, perpetuating harmful stereotypes and fostering an environment of intolerance and division among individuals based on their gender.

All types of bullying are reported in school as child on child abuse (KCSIE 2026).

Online bullying (sometimes referred to as cyber bullying)

The use of electronic communication, particularly mobile phones and the internet, to bully a person. Online bullying can take a number of different forms: threats and intimidation, harassment or 'online/cyber-stalking'. It can be an extension of face-to-face bullying, with technology providing the perpetrator with another route to harass their target and indeed increase the potential emotional abuse.

However online bullying differs from other forms of bullying in several significant ways:

- It can take place at any time and intrude into spaces that have previously been regarded as safe and personal.
- There is the potential for anonymity on the part of the bully.
- There is the potential for the perpetrator to play very rapidly to a larger audience so the scale and scope of online bullying can be greater than for other forms of bullying.
- The knowledge that the data is in the world-wide domain, disproportionately amplifies the negative effect on the victim, even though the perpetrator may feel his / her actual actions had been no worse than conventional forms of bullying
- The difficulty in controlling electronically circulated messages as more people get drawn in as accessories. By passing on a humiliating picture or message a bystander becomes an accessory to the bullying.
- The profile of the perpetrator and target can be different to other forms of bullying as online bullying can take place between peers and across generations.
- Many online bullying incidents can themselves act as evidence so it is important the victim saves the information.

Artificial intelligence (AI) tools are now widespread and easy to access.

Staff, pupils and parents/carers may be familiar with generative chatbots such as ChatGPT and Google Bard. South Shore Academy recognises that AI has many uses to help pupils learn, but may also have the potential to be used to bully others. For example, in the form of 'deepfakes', where AI is used to create images, audio or video hoaxes that look real. South Shore Academy will treat any use of AI to bully pupils in line with our anti-bullying policy.

It is not bullying when:

- There is a one-off fight/argument between students of equal stature or strength.
- There is no evidence of intention to hurt or harm i.e. behaviour is thoughtless or accidental. However, this behaviour will be challenged and education provided.
- A student is called a nickname with which they are happy (students should always remain mindful about being respectful when using nicknames).

At South Shore Academy we understand that sometimes there is relational conflict between students. This is not defined as bullying where there is a balance of power. However, where there is unkindness between students the pastoral team will endeavour to support students and re-emphasise our core values.

Ethos and motto

Stopping bullying is the responsibility of everyone: staff, students and parents/carers. At South Shore Academy we have the motto of 'see something, say something.' We have developed a culture of a safe reporting environment.

If students who feel they are being bullied are to tell us about bullying we must work together to create an atmosphere of trust. Students who are classed as targets must know that their concerns will be taken seriously and recognise that investigations take time.

We make it easy to report bullying. Anyone can report bullying to any member of staff.

The school clearly conveys the message that it is always best to tell someone if any bullying behaviour is suspected, witnessed or experienced.

A whole school awareness is created through the delivery of: morning meetings, the PSHE Programme, cross-curricular activities and through our pupil leadership team and Anti-Bullying Ambassadors.

The appointment of Anti-Bullying Ambassadors enables students to have a broad range of students to talk with. This creates an 'open culture' for students to discuss concerns.

By allowing the expression of thoughts and opinions. However, comments are challenged if they discriminate or alienate and impact on student(s) or members of staff. Where any discrimination is apparent, we will seek to eradicate through education

At South Shore Academy we have a huge staff presence all round school at all times, particularly during transitions and at breaks. Clearly visible in school hi-vis jackets.

As a school we have regular events including supporting Anti-bullying week.

The school acts immediately against any disrespectful behaviour that is negative towards our students and staff. This can be classed as 'Bullying'.

Mobile Phone/Electronic Devices Policy which prohibits the use of devices being used in school. This is to encourage positive interactions.

To enable all students to feel valued and self-confident, anti-bullying strategies are of the highest priority throughout the school.

Student voice activities are used to monitor the impact of the policy.

Guidance on how to deal with bullying is given to students new to the school in the first few weeks of the academic year and new parents/ carers are also made aware of the policy.

We create a culture of safety by challenging inappropriate behaviours between peers and not downplaying or dismissing behaviour that is actually abusive in nature by saying things like "it's just banter", "just having a laugh", "part of growing up" or "boys will be boys".

The Role of Bystanders

At South Shore Academy, we recognise that bystanders play a crucial role in preventing and stopping bullying. Bystanders are people who witness bullying but are not directly involved as the victim or perpetrator.

We encourage all pupils to:

- **Speak up** if they witness bullying (following our "see something, say something" motto)
- **Support the victim** by checking they're okay and offering friendship
- **Not join in** with bullying behaviour (e.g., by laughing, sharing content, or encouraging the perpetrator)
- **Report bullying** to a trusted adult or Anti-Bullying Ambassador

Pupils who witness bullying and do nothing, or who actively encourage it (e.g., by sharing content or laughing), may also face consequences, as they are contributing to a culture where bullying can thrive.

We celebrate pupils who stand up to bullying and support their peers through our rewards system and recognition in assemblies.

About Our Anti-Bullying Ambassadors:

Anti-Bullying Ambassadors are trained pupils who:

- Promote a culture of kindness and respect
- Support peers who are experiencing bullying
- Help raise awareness of bullying through campaigns and events
- Act as a bridge between pupils and staff

Our Anti-Bullying Ambassadors are trained by [Insert organisation, e.g., The Diana Award] and meet regularly to discuss anti-bullying initiatives and support strategies.

Pupils can speak to an Anti-Bullying Ambassador:

- At break or lunchtime (they wear [Insert identifier, e.g., badges/lanyards])
- By contacting them via [Insert method, e.g., email, suggestion box]
- Through their Form Tutor or a member of the Pastoral Team

Responding to bullying behaviour

The school deals sensitively with the issue of bullying using a number of strategies:

Staff will record all concerns and incidents or reports of bullying/peer on peer abuse on the CPOMMS system or triage.

All incidents or reports will be given to the appropriate Family support worker (FSW) who will investigate and take action.

The victim will be asked to complete a **Bullying Concern Form**, which captures:

- Details of the incident(s)
- How the victim feels about what happened
- Whether they consider the action to be bullying
- What support they would like

Support will be provided to complete the form if needed (e.g., for younger pupils, pupils with SEND, or pupils who are distressed). In some cases, the Family Support Worker may complete the form on behalf of the pupil based on a conversation with them.

NB: There may be certain cases when the FSW will make a decision that bullying has occurred even if the victim feels that it has not. Professional judgement will be used."

Support for Victims

South Shore Academy is committed to supporting victims of bullying to recover from their experience and rebuild their confidence. Support may include:

- **Regular check-ins** with a trusted adult (e.g., Form Tutor, FSW, Pastoral Manager)
- **Counselling or mentoring** through our Pastoral and Wellbeing teams
- **Peer support** through our Anti-Bullying Ambassadors
- **Academic support** if bullying has affected learning or attendance
- **Safety planning** (e.g., adjustments to timetable, supervision arrangements)
- **Referral to external agencies** if additional specialist support is needed (e.g., CAMHS, SENDIASS)

Victims will be regularly reviewed (at least termly) to ensure they feel safe and supported, and that bullying has ceased.

Support for Perpetrators

South Shore Academy takes a restorative approach to addressing bullying behaviour. While perpetrators will face appropriate sanctions, we also recognise the importance of helping them understand the impact of their actions and develop more positive behaviours.

Support for perpetrators may include:

- **Education** about the impact of bullying on victims and the school community
- **Restorative conversations** to help them understand the harm caused and make amends
- **Targeted interventions** to address underlying issues (e.g., anger management, social skills, empathy development)
- **Mentoring or counselling** if there are underlying emotional or behavioural needs
- **Parental involvement** to ensure consistent messages at home and school
- **Regular monitoring** to ensure behaviour improves

Perpetrators will be regularly reviewed (at least termly) to monitor behaviour and provide ongoing support.

Where incidents that happen outside school are clearly having a detrimental effect on the life of students in school or bring the character of the school into disrepute. We will investigate these and, in conjunction with the parents and the local police, take appropriate action.

Engaging with parents and carers

The school takes the view that it is very important to work with parents/carers and that everyone involved needs to listen to each other.

Parents/carers are made aware of the school's Anti-Bullying Policy. This is available on the school web site.

Parents/carers should contact the school immediately if they have any concerns regarding bullying.

Parents/carers should be willing to accept that their own child may be involved in bullying someone else and allow the school time to carry out a thorough investigation before taking action to resolve an incident.

All parents/carers know that they should contact the school if they are worried about bullying. The details will be passed on to the pastoral team.

All parents/carers know where to access independent advice about bullying. See Appendix.

Complaints

Any complaints are to be made in line with our complaints policy and procedure that is on the academy website.

Limits of the policy

Where bullying occurs in school, on school trips and through electronic channels etc, the policy will be applied. If bullying takes place out of school, but there is a school connection, e.g. both are students of South Shore Academy, the school will if it is within their powers, take action. If bullying takes place out of school and there is no school connection, the policy cannot be invoked but the school may offer support. This highlights the critical importance of parents/carers and School working together.

Monitoring and evaluating the Anti-Bullying Policy

The school will systematically evaluate specific areas of the policy and their effectiveness. We will also review staff procedures to ensure measures are workable and sustainable. There will be an on-going evaluation of procedures.

Questionnaires and surveys will be carried out on a regular basis and through regular Anti Bullying Ambassador meetings.

Monitoring of the following will take place termly as part of the Anti-bullying evaluation process by the Pastoral team via the study of the data provided by the information on SIMS, Class Charts and CPOMMS.

Data Analysis and Reporting:

The Pastoral Team will analyse bullying data termly to identify:

- Trends and patterns (e.g., types of bullying, locations, times, year groups)
- Groups of pupils who may be more vulnerable to bullying
- The effectiveness of interventions

This analysis will be reported to the Senior Leadership Team and Governing Body termly, and will inform:

- Staff training needs
- Curriculum planning (e.g., PSHE topics)
- Targeted interventions for vulnerable groups
- Improvements to school environment and supervision

This Policy will be reviewed annually.

Links to Other Policies

This policy should be read in conjunction with:

- **Child-on-Child Abuse Policy** (available on our website)
- **Safeguarding and Child Protection Policy** (available on our website)
- **Behaviour Policy** (available on our website)
- **Online Safety Policy** (available on our website)
- **Mobile Phone/Electronic Devices Policy** (available on our website)
- **Complaints Policy** (available on our website)

Appendix: Independent Advice and Support for Parents/Carers

If you need independent advice or support about bullying, the following organisations can help:

National Organisations:

- **Anti-Bullying Alliance:** www.anti-bullyingalliance.org.uk
- **Bullying UK (part of Family Lives):** www.bullying.co.uk | Helpline: 0808 800 2222
- **Childline:** www.childline.org.uk | Helpline: 0800 1111
- **NSPCC:** www.nspcc.org.uk | Helpline: 0808 800 5000
- **The Diana Award (Anti-Bullying Ambassadors):** www.antibullyingpro.com

Specialist Support:

- **Stonewall (LGBTQ+ bullying):** www.stonewall.org.uk
- **Show Racism the Red Card (racist bullying):** www.theredcard.org
- **Mencap (disablist bullying):** www.mencap.org.uk
- **Internet Matters (online bullying):** www.internetmatters.org

Local Support:

- **Blackpool SENDIASS (for pupils with SEND):**
- **Blackpool Children's Services:**