



Whinless Down Academy Trust

Anti-Bullying Policy

Spring 2026



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This policy is based on DfE guidance "[Preventing and Tackling Bullying](#)" July 2017 and supporting documents. It also takes into account the DfE statutory guidance "[Keeping Children Safe in Education](#)" September 2025, and "[Behaviour in Schools](#)" February 2024.

1) Policy objectives:

This policy outlines what the Whinless Down Academy Trust will do to prevent and tackle all forms of bullying behaviour. The policy has been adopted with the involvement of the whole school community.

Whinless Down Academy Trust is committed to developing an anti-bullying culture where the bullying of adults, children or young people is not tolerated in any form.

2) Links with other school policies and practices

This policy links with a number of other school policies, practices and action plans including:

- Behaviour policy – which includes a section on searching and screening
- Complaints policy
- Child protection policy
- Confidentiality policy
- Online safety and Acceptable use policies (AUP)
- Curriculum policies, such as: PSHE, citizenship and computing
- Mobile phone and social media policies
- The Anti-Bullying Ambassador Programme (run by the Diana Award)

3) Links to legislation

There are a number of pieces of legislation which set out measures and actions for schools in response to bullying, as well as criminal and civil law. These may include (but are not limited to):

- The Education and Inspection Act 2006, 2011
- The Equality Act 2010
- The Children Act 1989, 2004
- Protection from Harassment Act 1997
- The Malicious Communications Act 1988
- Public Order Act 1986
- Communications Act 2003
- Serious Crime Act 2015
- Online Safety Act 2023

4) Responsibilities

It is the responsibility of:

- The Headteacher to communicate this policy to the school community, to ensure that disciplinary measures are applied fairly, consistently and reasonably, and that a member of the senior leadership team has been identified to take overall responsibility.
- Governors to take a lead role in monitoring and reviewing this policy.
- All staff, including: governors, senior leadership, teaching and non-teaching staff, to support, uphold and implement this policy accordingly.
- Parents/carers to support their children and work in partnership with the school.
- Pupils to abide by the policy.

5) Definition of bullying behaviour

Bullying is “behaviour by an individual or a group, repeated over time that intentionally hurts another individual either physically or emotionally”. (DfE “Preventing and Tackling Bullying”, July 2017)

The Whinless Down Academy Trust uses the definition of bullying behaviour as outlined by the Diana Award:

“Repeated, negative behaviour that is intended to make others feel upset, uncomfortable or unsafe.”

Types of bullying behaviour are remembered using the acronym **VIP**:

Verbal bullying is the repeated, negative use of speech, sign language, or verbal gestures to intentionally hurt others, e.g. using hurtful words, discriminatory or offensive language, or swear words.

Indirect bullying is the repeated, negative use of actions, which are neither physical nor verbal, to intentionally hurt others e.g. spreading rumours, purposefully excluding another person, damaging or stealing someone’s property, or cyberbullying.

Physical bullying is the repeated, negative use of body contact to intentionally hurt others, e.g. kicking, punching, slapping, inappropriate touching, or spitting.

Cyberbullying is the repeated, negative use of technology to intentionally hurt others e.g. posting unwanted pictures or messages, accessing another person’s account without permission, creating fake accounts to impersonate or harass someone, and sharing other people’s private information online.

Bullying can be a form of child-on-child abuse and can be emotionally abusive; it can cause severe and adverse effects on children’s emotional development.

In line with our Child Protection and Safeguarding Policy, all staff understand the importance of identifying and challenging inappropriate behaviours between children that may be abusive in nature. The school recognises that bullying can overlap with other forms of child-on-child abuse, including sexual violence and sexual harassment, harmful sexual behaviour, abuse within intimate relationships between children, and the non-consensual sharing of nude or semi-nude images. Such behaviours must never be downplayed or dismissed as ‘just banter’, ‘just having a laugh’, ‘part of growing up’ or ‘boys being boys’, as doing so can contribute to a culture of unacceptable behaviour, create an unsafe environment for children, and in the most serious cases normalise abuse, discouraging children from reporting concerns. All such incidents will be managed in accordance with the WDAT’s Child Protection and Safeguarding Policy and Keeping Children Safe in Education (2025).

6) Forms of bullying covered by this policy

Bullying can happen to anyone. The school recognises its duties under the Equality Act 2010 to eliminate discrimination, harassment and victimisation and to foster good relations between those who share protected characteristics and those who do not.

This policy covers all types of bullying including:

- Bullying related to race, religion, nationality or culture
- Bullying related to SEND (Special Educational Needs or Disability)
- Bullying related to appearance or physical/mental health conditions

- Bullying related to sexual orientation (including homophobic bullying)
- Bullying of young carers, children in care or otherwise related to home circumstances
- Sexist, sexual and transphobic bullying
- Bullying via technology, known as online or cyberbullying

7) School ethos

The Whinless Down Academy Trust recognises that bullying, especially if left unaddressed can have a devastating effect on individuals; it can create a barrier to learning and have serious consequences for mental wellbeing. By following The Diana Award, our Anti-Bullying Ambassador Programme, we use a peer-led approach, empowering young Anti-Bullying Ambassadors to support their peers through a variety of ways, including through raising awareness. By effectively preventing and tackling bullying, our schools can help to create a safe, disciplined environment, where pupils are able to learn and fulfil their potential.

Our Community:

- Provides Anti-Bullying Ambassadors with training delivered by an Anti-Bullying expert from the Diana Award.
- Equips students and staff with the tools needed to prevent bullying behaviour head-on through the Anti-Bullying Ambassador Programme.
- Facilitates meetings with Anti-Bullying Ambassadors and the Anti-Bullying Ambassador leads.
- Monitors and reviews our anti-bullying policy and practice on a regular basis.
- Supports staff to promote positive relationships, to help prevent bullying.
- Recognises that some members of our community may be more vulnerable to bullying and its impact than others; being aware of this will help us to develop effective strategies to prevent bullying from happening and provide appropriate support, if required.
- Will intervene by identifying and tackling bullying behaviour appropriately and promptly.
- Ensures our pupils are aware that bullying behaviour concerns will be dealt with sensitively and effectively; that everyone should feel safe to learn and abide by the anti-bullying policy.
- Reports back to parents/carers regarding concerns on bullying, dealing promptly with complaints.
- Seeks to learn from good anti-bullying practice elsewhere, including The Diana Award and other schools who participate with the programme.
- Utilises support from the Local Authority and other relevant organisations when appropriate.
- Requires all members of the community to work with the school to uphold the anti-bullying policy.

8) Responding to bullying

The following steps may be taken when dealing with all incidents of bullying reported to the school:

- If bullying behaviour is suspected by any member of the school community, this will be reported immediately to a member of the senior leadership team. It is the responsibility of whoever has been approached or has witnessed bullying behavior to report this to a member of the senior leadership team.
- The designated safeguarding lead will be informed of all bullying issues as a form of child-on-child abuse. The Trust safeguarding policy will be adhered to, meaning concerns will be logged on CPOMs.
- Any incidents will be fully investigated by a senior leader, supported by the pastoral team and class-based staff as needed. Parents will be advised and included in the process as necessary.
- The school will provide appropriate support for the target, the perpetrator and all others involved, making sure they are not at risk of immediate harm and will involve them in any decision-making, as appropriate.
- The school will inform other staff members, and parents/ carers of outcomes or necessary actions, where appropriate. Support for individuals will be implemented, in consultation with all parties concerned.
- If necessary, other agencies may be consulted or involved, such as: the police (if a criminal offence has been committed) or other local services including early help or children's social

care (if a child is felt to be at risk of significant harm).

- Where the bullying behaviour takes place off school site or outside of normal school hours (including online bullying), the school will, as far as is reasonably possible, ensure that the concern is fully investigated. Appropriate action will be taken, including providing support and implementing sanctions in school in accordance with the school's behaviour policy.
- A clear and precise account of the incident will be recorded by the school in accordance with existing procedures. This will include recording appropriate details regarding decisions and action taken (this will be recorded on CPOMS, with an overview added to the school's bullying log).

Online or Cyber Bullying:

When responding to online bullying concerns, in addition to the above, the school will:

- Act as soon as an incident has been reported or identified.
- Provide appropriate support for all who have been affected by the bullying behavior to prevent it happening again and to ensure that the underlying reasons have been identified and appropriate action taken.
- Encourage the person being bullied to keep any evidence (screenshots) of the bullying activity to assist any investigation.
- Take all available steps where possible to identify the person responsible. This may include:
 - looking at use of the school systems;
 - identifying and interviewing possible witnesses;
 - contacting the service provider and the police, if necessary.
- Work with the individuals and online service providers to prevent the incident from spreading and assist in removing offensive or upsetting material from circulation. This may include:
 - Supporting reports to a service provider to remove content if those involved are unable to be identified or if those involved refuse to or are unable to delete content.
 - Confiscating and searching pupils' electronic devices, such as mobile phones, in accordance with the law and also the school behaviour policy (Searching, screening and confiscation section).
 - Requesting the deletion of locally-held content and content posted online if they contravene school behavioural policies.
 - Ensuring that sanctions are applied to the person responsible for the online bullying; the school will take steps to change the attitude and behaviour of the perpetrator, as well as ensuring access to any additional help that they may need.
 - Inform the police if a criminal offence has been committed.
 - Provide information to staff, pupils and parents/carers regarding steps they can take to protect themselves online. This may include:
 - └ advising those targeted not to retaliate or reply;
 - └ providing advice on blocking or removing people from contact lists;
 - └ helping those involved to think carefully about what private information they may have in the public domain.

Supporting pupils

Pupils who have been the victim of bullying will be supported by:

- Reassuring the pupil and providing continuous support.
- Offering an immediate opportunity to discuss the experience with their teacher, the designated

- safeguarding lead, or a member of staff of their choice.
- o Being given a named contact person who will help monitor to ensure no further incidences occur
- o Offered restorative approaches – involving parents/carers if appropriate.
- o Offered additional pastoral support to restore self-esteem and confidence.
- o Offered peer support, including that from an Anti-Bullying Ambassador
- o Providing ongoing support; this may include: working and speaking with staff, offering formal counselling, engaging with parents and carers.
- o Where necessary, working with the wider community and local/national organisations to provide further or specialist advice and guidance; this could include support through Early Help or Specialist Children's Services, or support through Child and Adolescent Mental Health Services (CYPMHS, previously known as Child and Adolescent Mental Health Services, or CAMHS).

Pupils who have perpetrated the bullying will be helped by:

- o Discussing what happened, establishing the concern and the need to change.
- o Informing parents/carers to help change the attitude and behaviour of the child.
- o Providing appropriate education and support regarding their behaviour or actions, including offering support from an Anti-Bullying Ambassador.
- o If online, requesting that content be removed and reporting accounts/content to service provider.
- o Sanctioning, in line with school behaviour/discipline policy; this may include official warnings, detentions, and fixed-term or permanent exclusions.
- o Where necessary, working with the wider community and local/national organisations to provide further or specialist advice and guidance; this may include involvement from the Police or referrals to Early Help, Specialist Children's Services, or Children and Young Person's Mental Health Service (CYPMHS) as appropriate.

Supporting adults

Our school takes measures to prevent and tackle bullying among pupils; however, it is equally important to recognise that bullying of staff and parents, whether by pupils, parents or other staff members, is unacceptable.

Adults (staff and parents) who have been bullied or affected will be supported by:

- o Offering an opportunity to discuss the concern with the designated safeguarding lead, a senior member of staff and/or the Headteacher/Executive Headteacher.
- o Advising them to keep a record of the bullying as evidence and discuss how to respond to concerns and build resilience, as appropriate.
- o Where the bullying takes place off school site or outside of normal school hours (including online), the school will still investigate the concern and ensure that appropriate action is taken in accordance with the schools behaviour and discipline policy.
- o Reporting offensive or upsetting content and/or accounts to the service provider, where the bullying has occurred online
Reassuring and offering appropriate support.
- o Working with the wider community and local/national organisations to provide further or specialist advice and guidance.

Adults (staff and parents) who have perpetrated the bullying will be helped by:

- o Discussing what happened with a senior member of staff and/or the Headteacher to establish the concern.
- o Establishing whether a legitimate grievance or concern has been raised and signposting to the school's official complaints procedures.
- o If online, requesting that content be removed.
- o Instigating disciplinary, civil or legal action as appropriate or required.

9) Preventing bullying

Environment

The whole school community will:

- o Create and support an inclusive environment which promotes a culture of mutual respect, consideration and care for others, which will be upheld by all.
- o Recognise that bullying can be perpetrated or experienced by any member of the community, including adults and children (child-on-child abuse).
- o Openly discuss differences between people that could motivate bullying, such as: religion, ethnicity, disability, gender, sexuality or appearance related difference, as well as children with different family situations, such as looked after children or those with caring responsibilities.
- o Challenge practice and language which does not uphold the values of tolerance, non-discrimination and respect towards others.
- o Be encouraged to use technology, especially mobile phones and social media positively and responsibly.
- o Work with staff, the wider community and outside agencies to prevent and tackle concerns including all forms of prejudice-driven bullying.
- o Actively create “safe spaces” for vulnerable children and young people.
- o Provide trained Anti-Bullying Ambassadors to help encourage an ethos where bullying behavior is fully understood and is not tolerated.
- o Celebrate success and achievements to promote and build a positive school ethos.

Policy and Support

The whole school community will:

- o Provide a range of approaches for pupils, staff and parents/carers to access support and report concerns.
- o Provide trained Anti-Bullying Ambassadors to support children who have experienced bullying behaviours.
- o Regularly update and evaluate our practice to take into account the developments of technology and provide up-to-date advice and education to all members of the community regarding positive online behaviour.
- o Take appropriate, proportionate and reasonable action, in line with existing school policies, for any bullying brought to the school's attention, which involves or affects pupils, even when they are not on school premises; for example, when travelling to school or online, etc.
- o Implement appropriate disciplinary sanctions; the consequences of bullying will reflect the seriousness of the incident, so that others see that bullying is unacceptable.
- o Use a variety of techniques to resolve the issues between those who are perpetrators, and those who have been victims of bullying behaviours.

Education and Training

The school community will:

- o Train all staff, including: teaching staff and support staff, to identify all forms of bullying and take appropriate action, following the school's policy and procedures (including recording and reporting incidents).
- o Consider a range of opportunities and approaches for addressing bullying throughout the curriculum and other activities, such as: through displays, assemblies, peer support, the school council, etc.
- o Provide systematic opportunities to develop pupils' social and emotional skills, including building their resilience and self-esteem.

10) Involvement of pupils

We will:

- o Involve pupils to ensure that they understand the school's approach and are clear about the part they have to play to prevent bullying.
- o Regularly canvas children and young people's views on the extent and nature of bullying.
- o Ensure that all pupils know how to express worries and anxieties about bullying.
- o Ensure that all pupils are aware of the range of sanctions which may be applied against those engaging in bullying.
- o Involve pupils in anti-bullying campaigns in schools and embedded messages in the wider school curriculum.
- o Publicise the details of internal support, as well as external helplines and websites.
- o Offer support to pupils who have been bullied and to those who are displaying bullying behaviours in order to address the problems they have.

11) Involvement and liaison with parents and carers

We will:

- o Take steps to involve parents and carers in developing policies and procedures, to ensure they are aware that the school does not tolerate any form of bullying.
- o Make sure that key information about bullying (including policies and named points of contact) is available to parents/carers in a variety of formats.
- o Ensure all parents/carers know who to contact if they are worried about bullying and where to access independent advice.
- o Work with all parents/carers and the local community to address issues beyond the school gates that give rise to bullying.
- o Ensure that parents/carers work with the school to role model positive behaviour for pupils, both on and offline, in line with the school's values.
- o Ensure all parents/carers know about our complaints procedure and how to use it effectively, to raise concerns in an appropriate manner.

12) Monitoring and review: putting policy into practice

A log of bullying/alleged bullying incidents will be kept.

The school will ensure that they regularly monitor and evaluate mechanisms to ensure that the policy is being consistently applied.

Any issues identified will be incorporated into the school's action planning.

The headteacher will be informed of bullying concerns, as appropriate.

The safeguarding governor and/or link governor for behaviour will report on a regular basis to the governing body on incidents of bullying, including outcomes.

13) Useful links and supporting organisations

Anti-Bullying Alliance: www.anti-bullyingalliance.org.uk

Childline: www.childline.org.uk

Family Lives: www.familylives.org.uk

Kidscape: www.kidscape.org.uk

Kooth: www.kooth.com

MindEd: www.minded.org.uk

NSPCC: www.nspcc.org.uk

The BIG Award: www.bullyinginterventiongroup.co.uk/index.php

The Diana Award: www.diana-award.org.uk

PSHE Association: www.pshe-association.org.uk

Restorative Justice Council: www.restorativejustice.org.uk

The Diana Award: www.diana-award.org.uk

Victim Support: www.victimsupport.org.uk

Young Minds: www.youngminds.org.uk

Young Carers: www.youngcarers.net

The Restorative Justice Council: www.restorativejustice.org.uk/restorative-practice-schools

SEND

Changing Faces: www.changingfaces.org.uk

Mencap: www.mencap.org.uk

Anti-Bullying Alliance Cyberbullying and children and young people with SEN and disabilities:

www.cafamily.org.uk/media/750755/cyberbullying_and_send_-_module_final.pdf

DfE: SEND code of practice: www.gov.uk/government/publications/send-code-of-practice-0-to-25

Online Bullying

Childnet International: www.childnet.com

Digizen: www.digizen.org

Internet Watch Foundation: www.iwf.org.uk

Think U Know: www.thinkuknow.co.uk

UK Safer Internet Centre: www.saferinternet.org.uk

The UK Council for Internet Safety (UKCIS) www.gov.uk/government/groups/uk-council-for-child-internet-safety-ukccis

Race, religion and nationality

Anne Frank Trust: www.annefrank.org.uk

Kick it Out: www.kickitout.org

Report it: www.report-it.org.uk

Stop Hate: www.stophateuk.org

Tell Mama: www.tellmamauk.org

Educate against Hate: www.educateagainsthate.com/

Show Racism the Red Card: www.srrc.org/educational

LGBTQ+

Barnardos LGBTQ Hub:

[www.barnardos.org.uk/what we do/our work/lgbtq.htm](http://www.barnardos.org.uk/what_we_do/our_work/lgbtq.htm)

Metro Charity: www.metrocentreonline.org

EACH: www.eachaction.org.uk

Proud Trust: www.theprouddtrust.org

Schools Out: www.schools-out.org.uk

Stonewall: www.stonewall.org.uk

Sexual harassment and sexual bullying

Ending Violence Against Women and Girls (EVAW) www.endviolenceagainstwomen.org.uk

- o A Guide for Schools: www.endviolenceagainstwomen.org.uk/data/files/resources/71/EVAW-Coalition-Schools-Guide.pdf

Disrespect No Body: www.gov.uk/government/publications/disrespect-nobody-campaign-posters

Anti-bullying Alliance: advice for school staff and professionals about developing effective anti-bullying practice in relation to sexual bullying: www.anti-bullyingalliance.org.uk/tools-information/all-about-bullying/sexual-and-gender-related

Note: Additional links can be found in 'Preventing and Tackling Bullying' (July 2017) www.gov.uk/government/publications/preventing-and-tackling-bullying