



CASE STUDY

<p>1. Title: ANTI-BULLYING SCHOOL STANDARD – LOCAL AUTHORITY ACCREDITATION</p>
<p>2. Area: ROTHERHAM LOCAL AUTHORITY (Yorkshire and Humber Region)</p>
<p>3. What was the issue?</p> <p>Rotherham LA was one of the first local authorities in the Yorkshire and Humber Region to develop an Anti-Bullying Policy. This came out in October 2006 and was developed through the work of a multi-agency steering group. The ABA Regional Adviser is a member of this group and in its early work attended some of its meetings and presented to the group.</p> <p>The local authority had evidence through its Audit of Need Lifestyle Survey evidence of the extent of bullying.</p> <p>The AB Strategy has as its Strategic Objectives:</p> <ul style="list-style-type: none">• To ensure children and young people feel safe and secure from bullying• Parents and carers have trust and confidence in school policies and practices to address bullying• All staff strive to create a culture and ethos where bullying is not acceptable <p>The local authority has provided all its schools with comprehensive information and guidance - "Guidance to Support Schools to Address Bullying", "Model Policy to Address Bullying", and DCSF "Bullying: A Charter for Action".</p> <p>The AB Strategy made the development of the Rotherham Anti-Bullying Standards Awards for School a key priority.</p>
<p>4. What action was taken?</p> <p>Rotherham LA has had for a number of years a dedicated Anti-Bullying Development Officer. She has worked with colleagues in Healthy Schools to introduce Anti Bullying Standard Awards for schools and other establishments.</p> <p>The local authority has developed an Anti-Bullying Standard Evidence Log that the school</p>

must complete and submit. The school can go for the award at Bronze, Silver or Gold levels.

The log is divided into 3 sections:

- Policy
- Whole School Involvement
- Support

In each section there are a number of specific areas the school must address and for each a descriptor to identify what the school must demonstrate for each of the three levels.

The AB Development is presented the school's evidence and conducts an assessment visit to the school to determine whether the school should receive the award, and at what level.

The local authority produces an Anti-Bullying Newsletter and holds award ceremonies in the school.

At a recent award ceremony in a gold award school the presentation was made by the Mayor and the ABA Regional Adviser spoke to the whole school. The event was covered by the local media.

5. What impact has this had (so far)?

The local authority now has 41% of its schools signed up to the AB Standard, and of its sixteen secondary schools ten are involved.

The first awards have been made, with 2 schools with the gold standard, 4 schools with the silver standard, and one with the bronze standard. It is anticipated that most of the remaining schools involved will reach a standard next year, with three secondary schools going directly for gold.

The evidence is that the success of schools in receiving the award is encouraging others to sign up and this should be further stimulated as schools recognise the need to evidence their anti-bullying work to meet the new Ofsted Evaluation Criteria.

The local authority is now working to analyse the impact the AB Standard is having on the incidence of bullying.

6. How did the above action help to embed anti-bullying work in your area?

Whilst there are a number of local authorities anti-bullying accreditation schemes in place across the country this is the first in the Yorkshire and Humber Region.

Susan Horton, Rotherham Anti-Bullying Development Officer, presented at the Summer

Term 2009 ABA Regional Network Meeting and gave those attending a copy of the Anti-Bullying Standard Evidence Log.

The ABA Regional Adviser will produce for the Autumn Term 2009 a Briefing Paper on "Local Authority Anti-Bullying Accreditation and Charter Schemes".

7. Additional information:

Rotherham Anti-Bullying Development Officer – Susan Horton

Email: susan.horton@rotherham.gov.uk