

Our Ref: Safeguarding/PDE/Lfo

8th October 2025

Dear Parent/Guardian,

Re: Anti-Bullying Week 2025

Again, this year, The Duston School is fully supporting the Anti-Bullying Alliance's (ABA) anti-bullying campaign.

This year's theme is 'Power For Good' and the campaign runs for the full week Monday 10th to Friday 14th November 2025.

Across both primary and secondary phases, we will be utilising resources created and supplied by the ABA to provide fun activities, packs and information that will be delivered to pupils through assemblies, lessons and tutor-time tasks.

Should you have any concerns that your (or another) child may be being bullied we ask that you please contact your child's Tutor in the first instance.

The Duston School has a zero-tolerance regarding bullying and all matters reported will be taken seriously.

We have provided some links below that you may find useful in guiding and supporting your child/ren through any concerns, together with a guide to recognising the signs of bullying:

Anti-Bullying Week 2025 - [Parents and Carers](#)

NSPCC - [Bullying & Cyberbullying - Advice for Parents/Carers](#)

Kidscape - [Help with Bullying - Parents/Carers](#)

Yours faithfully,



Mr P Dewes
Vice Principal / Designated Safeguarding Lead

Mr S Strickland - Principal - BA (Hons), MA, NPQH
01604 460004 | office@thedustonschool.org | www.thedustonschool.org



[NSPCC] What is bullying?

Bullying is intentional behaviour that hurts someone else. It includes name-calling, hitting, pushing, spreading rumours, threatening or undermining someone. It can happen anywhere – at school, at home, online. It's usually repeated over a longer period of time and can hurt a child/young person both physically and emotionally.

Recognising the signs of bullying:

- Belongings are 'lost' or damaged
- Physical injuries, such as unexplained bruises
- Being afraid to go to school, being mysteriously 'ill' each morning or skipping school
- Not doing so well at school
- Asking for, or stealing, money
- Appearing nervous, losing confidence, or becoming distressed and withdrawn
- Problems with eating and/or sleeping
- Bullying others

[NSPCC] What is cyberbullying?

Cyberbullying is bullying that takes place online. Unlike bullying offline, online bullying can follow the child wherever they go, via social networks, gaming and mobile phones. A person can be bullied online and offline at the same time.

Types of cyberbullying:

- Sending threatening or abusive text messages
- Creating and sharing embarrassing images or videos
- Trolling – the sending of menacing or upsetting messages on social networks, chats, or online games
- Excluding children from online games, activities or friendship groups
- Shaming someone online
- Setting up hate-sites or groups about a particular child
- Encouraging someone to self-harm
- Creating fake accounts, hijacking or stealing online identities to embarrass someone or cause trouble using their name
- Sending explicit messages, known as sexting
- Pressuring children/young people into sending sexual images or engaging in sexual conversations