



CASE STUDY

1. Title: “Hands Together to Stop Bullying”: Anti-Bullying Week 2010 in Hull
2. Area: Kingston-upon-Hull Local Authority (Yorkshire and Humber)
3. What was the issue? <p>In July 2010 the John Stead, ABA Regional Adviser informed the Hull Anti-Bullying Workstream (Anti-Bullying Strategy Group) that the theme for Anti-Bullying Week 2010 was ‘Taking Action Together’. He informed the group that the theme had been chosen so that settings other than schools could be involved.</p> <p>There was a lengthy discussion covering a range of the possibilities for anti-bullying week, with the major concern being that there would be very limited funding available. It was agreed that the funding available was insufficient to stage a significant “event”.</p> <p>The plan was to find an idea for the week that would:</p> <ul style="list-style-type: none">• Have limited cost• Involve all schools• Involve other settings for children and young people• Engage adults to promote anti-bullying messages• Involve personalities <p>It was felt that the simpler it was to engage the more would want to be involved.</p> <p>The plan was to see the week as an anti-bullying campaign.</p> <p>It was agreed that the work on the campaign would be led by Nickie Johnson, Children’s Services Voice and Influence Manager, but that success would require the active commitment of all in the group and in its planning and promotion.</p>
4. What action was taken? <p>The theme chosen for Hull Anti-Bullying Week 2010 was “Hands Together to Stop Bullying”.</p> <p>A count was taken during the week of the number making their “hand pledge” in whatever way they wanted, and there was a dedicated contact number / email address to send the details, including photographs.</p> <p>The target set was 20,000, and throughout the week a running total was displayed on the city’s “Clued Up” website, and the Press Office provided updated information on numbers and activities to the media.</p> <p>Those participating were encouraged to be creative, and to think of different ways to engage people in the campaign. If a school or organisation’s activity involved making hand prints, it was encouraged to turn this in to collage / poster and to enter this for the Anti-Bullying Week Competition.</p>

There is to be an Exhibition of many of the entries and work is now going on to incorporate many of the ideas and pictures into a poster that will be displayed across the city.

Throughout the week personalities in the city were actively engaged and events being held that week were encouraged to make time for those attending to make “hand pledges” and send in the photographs. For example:

- Hull City Football, Hull Kingston Rovers Rugby League, and Hull Rugby League Clubs were all involved
- Peter Levy, BBC Look North Presenter, photographed making the pledge

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

Those involved in the Anti-Bullying Week Campaign were excited by the enthusiasm across the city to be involved, and there was genuine excitement as the number of pledges grew and pictures of events were displayed. It captured the imagination.

The total of “Hand Pledges” made reached 25,112 (target 20,000) and there was a very high participation in competition, and many entries were of high quality.

Many of the entries will be displayed in an Exhibition and will be used to produce an Anti-Bullying Poster for display in public buildings across the city, including schools, colleges, children’s centres, children and young people residential settings and youth settings.

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

The Hull City Council Anti-Bullying Workstream believes that the campaign had a significant impact in the city and those in the group are engaged in promoting the messages that came from the Anti-Bullying Week Campaign.

Anti-Bullying Week 2010 theme “Taking action together” could be used to develop anti-bullying campaigns that could engage both children and young people and adults, and involve wide range of settings.

The success demonstrates that successful campaigns can be run for relatively small amounts of funding, but do require the enthusiasm and commitment of staff. In Hull the ability of officers to dedicate some time (not substantial) to this work was crucial. From the first national Anti-Bullying Week Hull City Council have been active in its promotion.

At the initial meeting of the Hull Anti-Bullying Workstream, John Stead, the ABA Regional Adviser, was able to input ideas about how the theme might be addressed and share information about how other local authorities had addressed anti-bullying week. He described how for Anti-Bullying Week 2006 Kingfisher Windows, a company in West Yorkshire, had promoted a “Hands Together to Stop Bullying” campaign.

The ABA Regional Network Group in March 2011 will have a presentation from Hull City Council.

7. Additional information:

Contact details for Hull City Council lead officer:

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Photographs enclosed: more available from Nicky Johnson

