



Glenhurst Drive, Whickham, Newcastle Upon Tyne, NE16 5SJ  
0191 433 4056 [www.cloverhillprimary.org](http://www.cloverhillprimary.org)  
[cloverhillprimary@gateshead.gov.uk](mailto:cloverhillprimary@gateshead.gov.uk)



**CLOVER HILL  
PRIMARY  
SCHOOL**

**Headteacher:** Mrs Ailsa Holden

The theme of this  
year's  
National  
Anti-Bullying  
week is...



### We are proud to say NO to bullying

We explain to all our children that although there is a national anti-bullying week, at Clover Hill it is obviously an anti-bullying week EVERY week. We always ask the children to think carefully about their behaviour and attitude to others. We invest a lot of time and care in trying to prevent bullying so that children make the correct choices in their behaviours and friendships in the first instance.

Our pupils are supported so that they are aware of what to do if they are having problems with other pupils **but also how to evaluate when things just go wrong due to general falling out with friends or accidental upsets**. Often children mistake this as bullying.

Falling out with others can be really upsetting and so we work extremely hard to get children to empathise with each other and to unpick misunderstandings that can cause unnecessary barriers to positive friendships.

### Preparing our children for their future

Every year, bullying impacts the lives of countless young people and silence helps it grow. That's why, this Anti-Bullying Week, we're empowering our children to use their 'power for good' to safely speak up and raise awareness when they see bullying, face to face or online. At some point in our lives, we will all come across a bully or bullying behaviour. We want to equip our children with the skills they need to recognise this when it happens and have the power to stand up to the bully.

### The 2025 Power for Good theme

For this year's Anti-Bullying Week theme, Power for Good, we focus on the importance of using power responsibly. The definition of bullying involves a power imbalance, where one person uses their power to control or harm another. It's essential to help students understand that where we may have power and/or influence, we have a choice and a responsibility to use that positively, encouraging kindness, support, and standing up for others. It's important to teach students that power needs to be used carefully. Power should never be used to dominate, control, coerce or manipulate others. By equipping students with the skills to recognise power dynamics and encourage respect for each other's rights, we can foster an environment where everyone feels that they belong, are safe and valued.

## United Together at Clover Hill

At Clover Hill we discuss the different forms of bullying and how being united to making small changes can make a big difference. Change starts with us being united and determined to be *kind, caring, respectful and inclusive*; to have a smile, a compliment and offer friendship to everyone.

Clover Hill girls and boys agree we should ALL make changes and try to make the right choices. ALL children – united together.

Whether it is verbal, physical, online or in-person, bullying has a significant impact. By making small, simple changes – united together, we can break this cycle and create a safe environment for everyone. It requires a collective response, and everyone taking full responsibility for their actions to prevent and stop bullying. Working together as one large Clover Hill team to make the right choices and to recognise and empathise with how inappropriate comments or actions have a hurtful impact on others.

Please discuss with your child how they can avoid any unnecessary hurt and how they can continue to invest kindness in their work and play at Clover Hill, taking full responsibility for making a positive and happy difference to others.

### ABOUT THE ANTI-BULLYING ALLIANCE

Anti-Bullying Week is coordinated by the Anti-Bullying Alliance (ABA) in England, Wales and Northern Ireland. We are a unique coalition of organisations and individuals, working together to achieve our vision to: stop bullying and create safer environments in which children and young people can live, grow, play and learn. We welcome membership from any organisation or individual that supports this vision and support a free network of thousands of schools and colleges.



#### The ABA has three main areas of work:

- Supporting learning and sharing best practice through membership
- Raising awareness of bullying through Anti-Bullying Week and other coordinated, shared campaigns
- Delivering programme work at a national and local level to help stop bullying and bring lasting change to children's lives

ABA is based at leading children's charity the National Children's Bureau.

We'd like to extend a massive 'thank you' to all the young people involved in developing the theme this year and the school films. Particularly those young people from the 'Young Anti-Bullying Alliance'.



Please share your 'Power for Good' activity with us online!



© National Children's Bureau - Registered charity No. 255825. Registered in England and Wales No. 952717.  
Registered office: 25 Merton Terrace, London E8 3PN.

Part of the family  
NATIONAL CHILDREN'S BUREAU