



11 November 2022

Dear Parent / Carers

I am writing this week in order to talk about a very important issue within the Academy, and that is the matter of bullying. Next week, from 14-18 November, is Anti-Bullying Week, and I am intending to raise awareness around this subject.

According to the Department for Education, Bullying is usually defined as behaviour that is repeated, intended to hurt someone either physically or emotionally and is often aimed at certain groups, for example because of race, religion, gender or sexual orientation. Bullying can include physical assault, teasing, making threats and name calling, and it can take place in person or remotely, on the internet or using mobile phones. Bullying is not an isolated instance of individuals falling out or making an unkind comment.

It is my ambitious hope to have a bullying-free school, and while I know this is a significant challenge, this is something that we as a community must work towards together. I will be addressing the students on this matter over the weekly Academy Broadcast, and I urge parents as well as students to make contact with Personal Tutors or Heads of Year if there are any concerns around bullying. We adopt a zero tolerance approach to bullying, and we will, as an Academy, investigate any issues that are brought to our attention, in order to ensure that our students feel safe and happy at Sandwell. You can find our Anti-Bullying Policy on the Academy website at the following link:

<http://www.sandwellacademy.com/page/useful-documents>

In line with marking Anti-Bullying Week, I am inviting students and staff alike to support the 'Odd Socks' initiative: more information can be found here: [What is Odd Socks Day? \(anti-bullyingalliance.org.uk\)](http://anti-bullyingalliance.org.uk). I am very proud of the Academy uniform as I feel it contributes well to the atmosphere and ethos of our daily practice. However, on Friday 18 November, members of the Academy are encouraged to wear odd coloured socks, in recognition of the value of individuality. Our students should be very proud of who they are and their unique personalities and stories, and this is a fun way to mark this idea, while encouraging students to embrace the fact that everybody is different.

Yours sincerely,

**Headteacher**  
**Mr J Saunders**

