

# **Sustaining and Embedding Culture Change**

UNIVERSITY OF BATH #NEVEROK CAMPAIGN

# SESSION OVERVIEW

## TODAY'S DISCUSSION

Campaign Overview

Embedding #NeverOK in our University

Sustaining Cultural Change

Thinking Fast, and Different

The Challenges Faced

Next Steps

Any Other Comments

# CAMPAIGN OVERVIEW

● SEPTEMBER 2017

University and SU launch the #NeverOK campaign, a grassroots and institutionally backed campaign against sexual harassment and assault.

● APRIL 2018

Additional funding secured to expand the #NeverOK campaign to Hate Crime, Online Hate and Religious-Based Hate Crime.

● JULY 2018

Anti-Harassment Campaign Manager and Anti-Harassment Policy and Research Officer start at the University.

● SEPTEMBER 2018

University and SU launch their Report and Support tool for staff, students, and visitors at the University.

# EMBEDDING THE #NEVEROK CAMPAIGN

## ● GRASSROOTS

Grassroots campaign activity during Welcome Week and Induction activities.

## ● STUDENTS' UNION

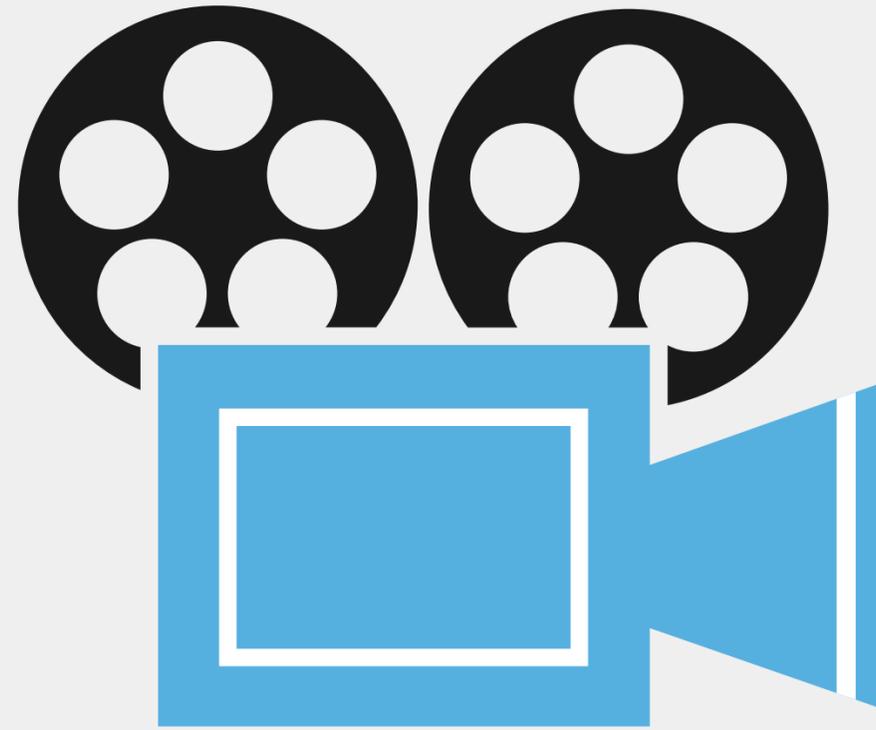
Co-ownership of the campaign meant greater interaction with student groups.

## ● CONFERENCES

Creating 'code of conduct' for internal conferences and events.

## ● GOOD NIGHT OUT

Working with Good Night Out on training bar and outlet staff, student groups and leaders.



# BRINGING IN THE BYSTANDER

Bringing in the Bystander has been at the heart of our #NeverOK campaign at the University of Bath.

# SUSTAINING CULTURAL CHANGE

A SHORT TIMELINE



April 2018

Additional funding secured;  
decision made to have two new  
members of staff to join ED&I Team.

July 2018

Anti-Harassment Campaign  
Manager and Ant-Harassment  
Policy and Research Officer start.

April 2019

ED&I Team move under  
a trifecta leadership structure: PVC  
L&T, Director of HR, Dean of H&SS.

# Sustaining Culture Change

## Dignity and Respect Policy

Anti-Harassment Policy and Research Officer has been reviewing policy and procedures.

## Hate Crime and Microaggressions

Information provided to staff/students on recognising and responding to HC&M.

## Student/Staff Training

Expanding training packages provided to staff/students, plus train the trainers.

## Events

Organising events that engage staff/students in different conversations.

# REPORT AND SUPPORT

HARASSMENT

BULLYING

DISCRIMINATION

MISCONDUCT

ASSAULT

ONLINE ABUSE

HATE CRIME

VERBAL ABUSE

SEXUAL ASSAULT

VICTIMISATION

PHYSICAL ABUSE

THREATS

INTIMIDATION

MICROAGGRESIONS



SEEN OR  
HEARD  
SOMETHING  
THAT ISN'T  
OK?



YOU CAN  
NOW  
REPORT  
INCIDENTS  
ONLINE.

[GO.BATH.AC.UK/NEVER-OK-REPORT](https://go.bath.ac.uk/never-ok-report)



THE SU  
UNIVERSITY  
OF BATH



UNIVERSITY OF  
**BATH**

#NeverOK

# THINKING FAST AND DIFFERENT

SOME EXCITING PROJECTS TAKING PLACE

## Citizenship in Higher Education

A European network addressing current challenges in HE in Europe. First workshop in September focused on Harassment and Hate Crime.

## Tackling Hate Crime in Higher Education

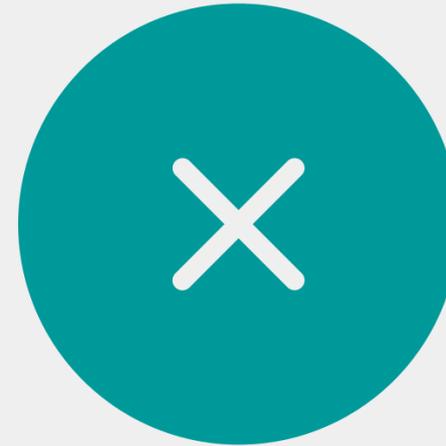
A 6 week course for students looking at the impact of hate crimes on students and staff in our community. Funding dependent.

## Banter or Bullying

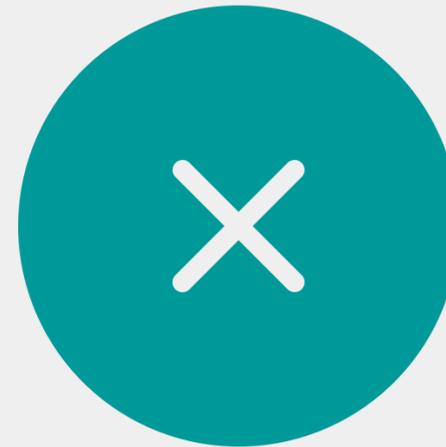
Working with Bath and Bristol third-sector organisation and BANES schools to deliver an event looking at Banter or Bullying.

# CHALLENGES FACED

FACTORS TO CONSIDER



Campaign messaging



Staff support, self-care



Cultural change takes  
time

# NEXT STEPS

PRIORITIES FOR THE NEXT SIX MONTHS



## Religious-based activities

Promoting awareness of RBHC, working with Chaplaincy on events.

## Bandersnatch

A RPG for handling disclosures and responding to microaggressions.

## Code of Conduct

Discussions have taken place on introducing Bath Community Standards.

# Any Other Comments

WITH THANKS TO THE UNIVERSITY OF BATH,  
BATH SU, AND THE OFS