



Crime Prevention Education

Rugby Council and Loudmouth Education and Training



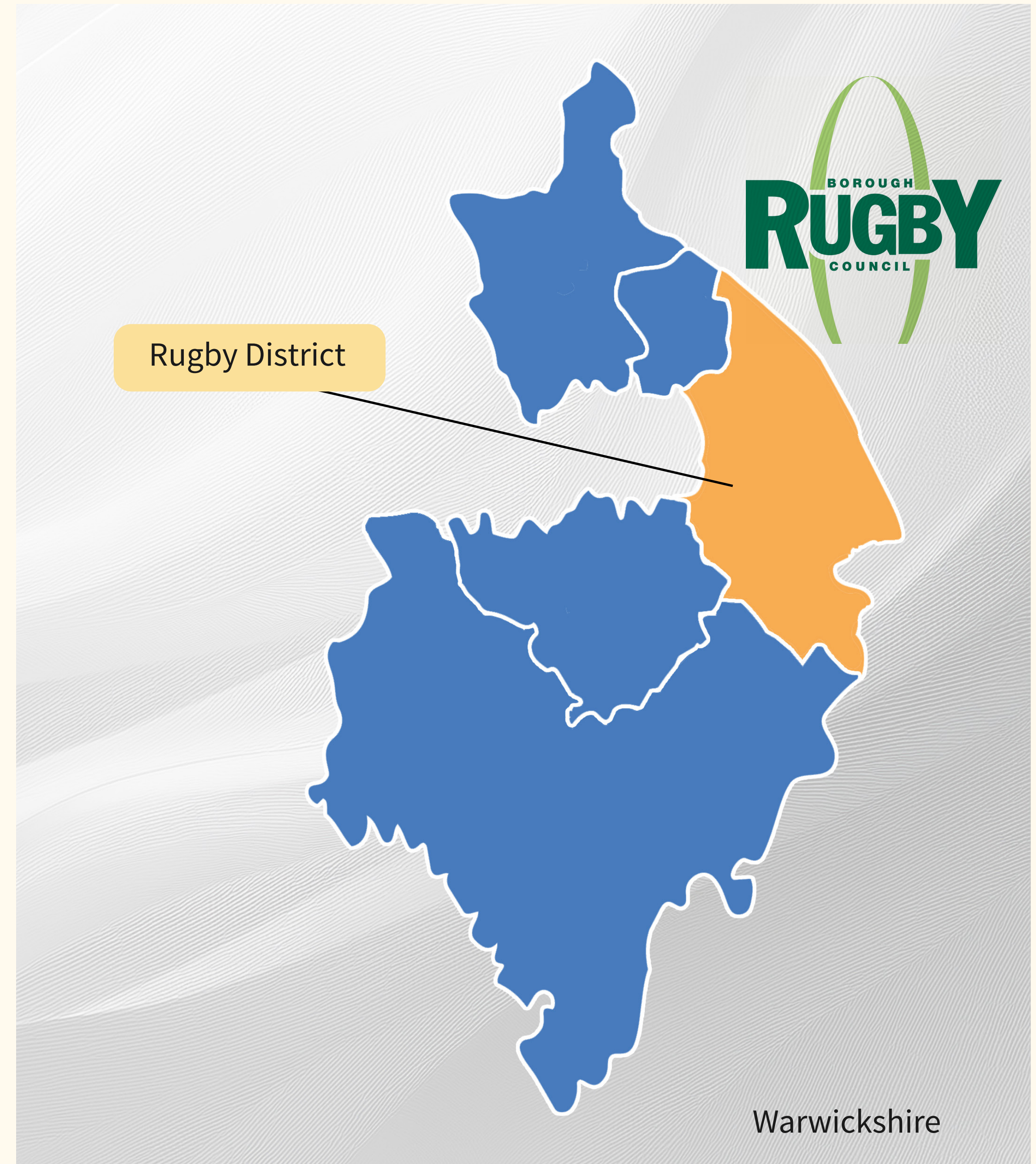
loudmouth
education & training through theatre

Theatre in Education Tour 2026

Rugby

Rugby is a rapidly growing borough in the east of Warwickshire, combining the expanding market town of Rugby with a wide range of suburban, rural and village communities. The borough has become increasingly diverse, with growing communities from a range of ethnic and cultural backgrounds, alongside a significant population of children, young people and families. While Rugby contains many affluent communities, it also faces challenges linked to social inequality, rapid population growth and the need to support community cohesion across changing neighbourhoods.

These issues are reflected in local and countywide strategies relating to hate crime, safeguarding and community safety. Rugby Borough Council works in partnership with Warwickshire County Council, Warwickshire Police and specialist organisations through the Warwickshire Hate Crime Partnership, which focuses on improving reporting, supporting victims, raising awareness and delivering preventative education. Young people and schools are identified as key priorities within Warwickshire's wider strategy for tackling hate crime and harmful behaviours, particularly in response to concerns around online influence, discrimination, misogyny and social division. Against this backdrop, the project sought to support young people in Rugby through preventative education, awareness raising and opportunities for reflection and discussion around respect, identity, relationships and community cohesion.



Loudmouth Education and Training

Established in 1994, Loudmouth Education and Training is a theatre company that supports schools and other organisations with their RSHE. and safeguarding work. Loudmouth's aim is to help children and young people to have healthy, happy and safe relationships.

The company uses drama, interaction and discussion to explore issues that affect children and young people. Loudmouth's education and training programmes are proven to help learners, both young and old, to challenge attitudes, gain new skills and increase knowledge.

Thanks

The tour was funded Rugby Council, and Loudmouth Education and Training would like to thank Claire Baldwin, Community Safety Team Leader and Matt Roberts, Community Safety Projects Officer, Rugby Borough Council for their support with this tour.



Executive Summary

During the academic year of 25/26, Loudmouth Education and Training delivered 6 sessions of their programme, The Bully Busters, in 6 Rugby primary schools reaching 452 pupils aged between 9 and 11

100% of pupils stated that they thought it was unfair for people to be bullied because of things like their skin colour, religion or disability after participating in the Bully Busters sessions

64% of pupils stated that as a result of the Bully Busters session they would act differently in the future

After participating in the Bully Busters programme, 95% of pupils could name all of the 5 ways to wellbeing

This is a rise from 0% before the sessions

The most popular service for support on bullying and hate crime was Childline

Awareness of Childline rose from 0% to 77% as a result of The Bully Busters sessions

99% of all pupils and 100% of staff evaluated as part of this tour said they would recommend the programme to the next year's pupils

Summary of Sessions Delivered

DATE	SCHOOL	YEAR GROUP	NUMBER OF PUPILS
01/12/2025	St Matthew's Bloxam CE Primary School	5 and 6	60
01/12/2025	Boughton Leigh Junior School	5	120
06/01/2026	St Andrew's Benn C of E Primary School	5 and 6	90
06/01/2026	Rugby Free Primary School	6	60
27/02/2026	Henry Hinde Junior School	6	62
02/03/2026	Riverside Academy	5 and 6	60

Developing Empathy



During the sessions pupils watched scenes of drama and took part in discussions that reflected on bullying and hate crime.

100% of pupils stated that they thought it was unfair for people to be bullied because of things like their skin colour, religion or disability after participating in the Bully Busters sessions.

Seeing Loudmouth helps people to see things differently and make them realise bullying isn't okay. Victims will feel okay speaking up

If it was a hate crime, you wouldn't sit there and watch it but you would tell someone

I would report hate crime right now if I saw it

If it was your family then you wouldn't be a bystander

People will now know how to speak up and not be a bystander but be a friend and not just sit and watch

I will act better in the future and be kinder

I now understand how serious a hate crime is and being a bystander

64% of pupils would act differently as a result of taking part in the sessions

Pupils gave different examples of how they would act differently. Many understood how bullying can lead to hate crime and the importance of the message, 'don't be a bystander, be a friend'.

You might see how it feels to be bullied. It can help people if they're bullied in high school

Improving Wellbeing

During the sessions pupils reflected on the impact of bullying and hate crime on wellbeing and learned 5 key strategies for managing their own wellbeing known as 'The 5 Ways to Wellbeing'.



95%

of pupils could name all 5 of the 5 Ways to Wellbeing after taking part in the sessions

0%

of pupils could name all 5 of the 5 Ways to Wellbeing before the sessions

Building Skills

During the sessions pupils learned 5 skills to help them if they are bullied or targeted by hate crime online. The project showed an increase in awareness of these skills across all 5 taught skills. Whilst some of the skills were familiar to some pupils others, such as saving a copy of messages and staying cool showed a big jump as a result of the session.

Zip It

Keep your passwords safe

88%

88% of pupils could name this skill after the session rising from 57% before the session

Block It

Block the person

96%

96% of pupils could name this skill after the session rising from 79% before the session

Flag It

Report the abuse / Tell someone

99%

99% of pupils could name this skill after the session rising from 85% before the session

Save It

Save the message

91%

91% of pupils could name this skill after the session rising from 33% before the session

Cool It

Do not reply or respond

91%

91% of pupils could name this skill after the session rising from 39% before the session

Loudmouth
helps you to visualise
the topics so it helps you
understand it more

People
could get
suspended from school or
expelled if it happens over and
over

People
can get fined if
they behave that way

Helps
to recognise the
topics straight away if it
happens in real life

If a crime isn't
called out the victim might
think it's normal

It
made me
realise that you could
go to jail

I
now understand
how serious a hate crime
is and being a bystander

Understanding the impact of hate crime

Pupils gave different examples of how they would act differently. Many understood how bullying can lead to hate crime and the importance of the message, 'don't be a bystander, be a friend'.

If
someone in the
audience has done a hate
crime before, they learn how
serious it actually is

Signposting

Pupils were taught some key sources of support around bullying and hate crime. Below are the main sources that pupils could recall in the evaluation.

- Childline
- Report Hate Now
- Teachers / DSL
- Your Personal Network
- Loudmouth

The most common service named by pupils was Childline. 77% pupils identified Childline, as a source of support around bullying and hate crime, after taking part in the sessions. This rose from 35% before the sessions. 32% could name Report Hate Now rising from 0% before the session.



Impact on Schools and Pupils - Staff Evaluation

75%

of staff rated the session as Excellent. The remaining 25% rated it as Above Average

100%

of staff would recommend The Bully Busters for next year's pupils

75%

of staff said that the sessions had a high or considerable impact on their staff

75%

of staff said that the sessions had a high or considerable impact on their pupils

Staff Comments

The Bully Busters reminds children how to treat others with respect and kindness

The discussions that follow the assembly encourage reflection and empathy. A nice link to mental health tactics and the benefits of a healthy lifestyle

Loudmouth bring crucial messages about recognising different focus of bullying and how it affects people, as well as how to respond to them

Shining a light on wellbeing and taking care of mental health

The session embeds the actions children can take if they or a friend experiences bullying

The Loudmouth staff got the children involved and really appreciating their views

Conclusions

The evaluation of this initiative by Rugby Council, demonstrates clear successes in supporting local and countywide strategies on hate crime, safeguarding and community safety. The initiative builds on schools' Personal Development (PD) / RSHE on bullying to explore awareness and impact of hate crime. The tour had a strong reach and worked with 452 children in Rugby borough.

The project was well received by pupils and school staff. The quality of the theatre in education programmes and delivery was flagged as an innovative and accessible way to raise awareness of the issues. 99% of pupils and 100% of teaching staff saying they would recommend the work, and Loudmouth received several follow up emails from school staff with messages of gratitude for highly impactful sessions.

Pupils learned about the impact of bullying and hate crime and showed strong empathy for victims with 100% of pupils stating that it is unfair for people to be bullied because of their skin colour, religion or disability. 64% of pupils said that they would act differently in future with many commenting on the lessons they learned of 'don't be a bystander, be a friend'. Pupils increased their awareness of skills for dealing with online bullying and hate crime and increased their awareness of the impact on wellbeing. 95% of pupils could name all of the 5 Ways to Wellbeing, a model that they were taught in the sessions. None of the pupils could name all 5 prior to the sessions taking place. Pupils increased their knowledge of support services particularly showing increases in awareness of Childline and Report Hate Now.

The project was another successful collaboration, developing the relationship between Rugby Council and Loudmouth Education and Training.

Loudmouth would like to thank Claire Baldwin, Community Safety Team Leader and Matt Roberts, Community Safety Projects Officer, Rugby Borough Council for their work and support on this project. Loudmouth are keen to carry on this effective and impactful working relationship with Rugby Council in future years. The successful delivery and recommendations from schools suggests that the project should continue. For this tour in 2025/26, venues received 100% funding for the sessions. This helped schools to take advantage of the support. This may however provide some challenges for sustainability and how to support schools building in the approach into their own budgets and provision. One recommendation, if repeat funding is secured for 2026/27, is that schools pay a small percentage contribution towards the cost of the sessions to allow them to gradually get used to building in the support into their budgets and plans.

For more information visit our website at www.loudmouth.co.uk or email us at info@loudmouth.co.uk or phone on 0121 446 4880. For commissioners <https://www.loudmouth.co.uk/programmes/commissioners>



Thank you

Website:

www.loudmouth.co.uk

Phone:

[0121 446 4880](tel:01214464880)

Email:

enquiry@loudmouth.co.uk