



# School Website Policy

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Signed by:

J Watts

Headteacher

Date: 9<sup>th</sup> September 2024

B Sonnen

Chair of governors

Date: 25<sup>th</sup> September 2024

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## **Statement of intent**

Potton Primary School values the contribution that a website can make to the school. The purpose of our website is to:

- Promote the school.
- Provide information to prospective parents, staff and the wider community.
- Act as the main communication channel between staff, parents, pupils and the rest of the school community.
- Continuously raise standards in teaching and learning.

The school is required by law to publish certain information to comply with The School Information (England) (Amendment) Regulations 2018. This policy outlines the school's terms of use regarding the creation, development and use of the school website.

## **1. Legal framework**

This policy has due regard to all relevant legislation and guidance including, but not limited to, the following:

- The UK General Data Protection Regulation (UK GDPR)
- Data Protection Act 2018
- Safeguarding Vulnerable Groups Act 2006
- Freedom of Information Act 2000
- Computer Misuse Act 1990 amended by Police and Justice Act 2006
- The Education (Independent School Standards) Regulations 2014
- The School Information (England) (Amendment) Regulations 2018
- The Equality Act 2010 (Specific Duties and Public Authorities) Regulations 2017
- Trade Union (Facility Time Publication Requirements) Regulations 2017
- DfE (2023) 'What maintained schools must publish online'
- DfE (2024) 'Keeping children safe in education 2024'

This policy operates in conjunction with the following school policies:

- Device and Technology Acceptable Use Agreement
- Online Safety Policy
- Anti-bullying Policy
- Behaviour Policy
- Complaints Procedures Policy
- Charging and Remissions Policy
- Freedom of Information Policy
- English as an Additional Language (EAL) Policy
- First Aid Policy
- Data Protection Policy
- Disciplinary Policy and Procedure
- Child Protection and Safeguarding Policy

## **2. Roles and responsibilities**

The communications officer will be responsible for:

- The overall management of the school website, ensuring that all content is up-to-date and relevant, and that any statutory requirements are met.
- Creating, monitoring and updating the school website content, unless otherwise agreed by the headteacher.
- Approving any content, in liaison with the headteacher, that other members of staff wish to publish on the school's website.
- Reporting any problems with the school website to the headteacher.
- Meeting regularly with the headteacher and the governing board to work together to ensure the school website is as effective as possible.

The headteacher will be responsible for:

- Assisting the communications officer in ensuring that the school's website meets any statutory requirements, and that content is appropriate for the site.
- Ensuring that all staff who publish content on the school's website are aware of the relevant child protection, privacy, data protection, libel, defamation, harassment and copyright laws that may apply.
- Ensuring that all members of staff are aware that they are not permitted to express personal opinions on the website and are aware of the consequences of doing so.

The governing board will be responsible for:

- Ensuring the appropriate policies and documents are published on the school's website.
- Ensuring policies and documents published on the school's website are current and accurate.
- Holding the school to account for having a website that is fit for purpose and contains all the necessary information.

### **3. Access and approval**

The communications officer will create and distribute the school website terms of use, which all website content will comply with. Parents, pupils and staff will act in accordance with the terms of use at all times.

Before content is published to the school website, it will be approved by the communications officer. In the absence of the communications officer, the headteacher or other designated member of staff is responsible for approving content to be published. Any member of staff wishing to post content to the school website will consult with the communications officer about the purpose of all proposed content and website activity. Any content that is contributed to by other parties or external organisations is discussed with, and approved by, the communications officer. Permission will be sought from the relevant people before citing or referencing their work.

All written content will go through a quality assurance process before being published to ensure a high standard of quality and accuracy. All content is proofread by the communications officer or another designated member of staff. Any amendments will be discussed with the author, and the material will be revised appropriately. The communications officer will manage the quality assurance process, ensuring that content is published in a timely manner. Consideration is given to the language that is used on the school website, ensuring that it is appropriate for the audience, e.g. swearing and innuendos will not be tolerated on the website.

Staff members will not be permitted to disclose information, make commitments or engage in activities with third parties on behalf of the school without authorisation

from the communications officer. Approval for participating on behalf of the school, on websites created by third parties, will be obtained from the communications officer.

The communications officer will take responsibility for considering and evaluating the level of engagement of contributors. The communications officer will monitor content uploaded by other users, ensuring that it is compliant with the terms of use. Any content deemed to breach the terms of use will be removed from the school website. Inappropriate or abusive comments will be removed from the school website immediately and reported to the communications officer. In the case of illegal content or behaviour, the communications officer will inform the appropriate authorities immediately, such as the police and the Child Exploitation and Online Protection Centre (CEOP).

Any content written by pupils will be reviewed by the communications officer or other delegated member of staff prior to publishing to ensure that no personal details are included that could lead to the identification of the pupil.

All content will be checked by the communications officer, or other delegated member of staff, for its suitability for its intended audience. All content will be reviewed by the communications officer or other delegated member of staff to ensure that it is in no way defamatory. Content is checked by the communications officer or other delegated member of staff to ensure (as far as possible) that no copyright or intellectual property rights are infringed. All links to external sites will be checked for the suitability of their content for their intended audience.

Parents will be permitted to request a paper copy of any information published on the school website, and this will be provided free of charge.

Authors will be accurate, fair and transparent when creating or altering online sources of information.

Official school website accounts will not be created for trivial reasons.

All content expressed on the school website, and any social media accounts, will not breach copyright, data protection or freedom of information legislation.

#### **4. Statutory and recommended content**

##### **Contact details**

The school will publish:

- The name of the school.
- Postal address.
- Telephone number.
- The name of the member of staff who deals with queries from parents and other members of the public.

- The name and contact details of the SENCO.
- Name of the headteacher.

### **School opening hours**

The school will publish its opening and closing times, including:

- The total hours this amounts to in a typical week.
- Compulsory opening times, i.e. morning registration and the official end of the school day.

### **Admission arrangements**

The LA will be responsible for deciding the school's admission arrangements; parents should contact the LA for further details.

The school will publish the admission arrangements at the school, which are published each year and kept on the website for the whole academic year, including the following:

- How the school considers applications for every age group
- What parents should do if they want to apply for a place at the school for their child
- The school's oversubscription criteria
- How parents can find out about admission arrangements through the LA

The school will also publish a timetable for organising and hearing admission appeals by the agreed date each year.

The timetable:

- Outlines the deadline for submitting appeals which allows those making an appeal at least 20 school days from the date of notification that their application was unsuccessful to submit a written appeal.
- Includes reasonable deadlines for those submitting an appeal to submit additional evidence, for admissions authorities to submit their evidence and for the clerk to send appeal papers to the panel and parties.
- Ensures those making an appeal receive at least 10 school days' notice of their appeal hearing.
- Ensures that decision letters are sent within five school days of the hearing, where possible.

### **Policies and procedures**

The school will publish copies of the following policies and procedures:

- Behaviour Policy
- The complaints procedure

- Arrangements for handling complaints from parents of children with SEND, including information about the support the school provides
- Charging and Remissions Policy
- Child Protection and Safeguarding Policy
- Freedom of Information Policy
- Uniform Policy
- A statement of the school's values and ethos
- English as an Additional Language (EAL) Policy
- Anti-bullying Policy
- First Aid Policy
- A policy on the employment of ex-offenders

### **Freedom of information documents**

The school will publish:

- The publication scheme, which complies with section 19 of the Freedom of Information Act 2000.
- The 'guide to information'.
- The schedule of fees (included in the guide to information).

### **Assessment and attainment information**

The school will publish details of, or a link to, the school's most recent Ofsted report and a link to the school's performance tables on the DfE website.

The school will also publish its most recent key stage results, including the following:

- Average progress scores in reading, writing and maths, including the average progress that pupils have made between KS1 and KS2 in reading, writing and maths
- Average 'scaled scores' in reading and maths
- Percentage of pupils who achieved the 'expected standard' or above in reading, writing and maths
- Percentage of pupils who achieved a high level of attainment in reading, writing and maths

### **Curriculum information**

The school will publish its curriculum information, including the following:

- Curriculum approach and content for each subject and year group, including RE even if it is taught as part of another subject or subjects, or is called something else
- How additional information about the curriculum can be obtained by parents
- The names of any phonics or reading schemes in operation



## **Remote education**

The school will publish information about its remote education provision, including:

- Curriculum expectations.
- The daily number of hours that we expect pupils to partake in remote learning for each key stage.
- How to access remote education.
- The approaches to remote education that are used in the school, e.g. live teaching.
- Expectations for pupils' engagement.
- Expectations for parental support to pupils during remote education.
- Assessment information.
- What additional support is available for pupils with particular needs.

## **Pupil premium funding**

The school will publish its strategy for the use of pupil premium funding per academic year, including information about the following:

- The school's pupil premium allocation
- A summary of the main barriers to educational achievement faced by eligible pupils
- How the school will spend the funding to address those barriers
- How the school will measure the impact of the funding
- The date of the next review of the strategy

For the previous academic year, the school will publish:

- How the funding was spent.
- The effect of the expenditure on eligible and other pupils.

## **The PE and sport premium**

The school will publish information surrounding the PE and sport premium, including the following:

- The allocation for the current academic year
- How the funding will be spent
- The effect of the premium on pupils' PE and sport participation and attainment
- How last year's allocation was spent
- How the funding impacted pupils
- How the school will ensure these improvements are sustainable
- How many pupils within the Year 6 cohort can swim competently, confidentially and proficiently over a distance of at least 25 metres; use a range of strokes effectively; and perform safe self-rescue in different water-based situations

## **SEND information**

The school will publish:

- A SEN information report on the school's SEND policy, which will be updated annually and updated during the year as a result of any changes.
- Details of how the report complies with the Children and Families Act 2014, the Equality Act 2010 and the Special Educational Needs and Disability Regulations 2014, including the following details:
  - The kinds of special educational needs for which provision is made at the school.
  - Information about the school's policies for the identification and assessment of pupils with special educational needs.
  - Information about the school's policies for making provision for pupils with special educational needs, whether or not pupils have an education, health and care plan.
  - The arrangements for the admission of disabled pupils
  - The steps the school has taken to prevent disabled pupils from being treated less favourably than other pupils
  - The facilities the school provides to help disabled pupils to access the school
  - How the school increases the extent to which disabled pupils can participate in the school's curriculum
  - Plans to improve the physical environment of the school for the purpose of increasing the extent to which disabled pupils are able to take advantage of education and benefits, facilities and services provided or offered by the school
  - Plans to improve the delivery to disabled pupils of information which is readily accessible to pupils who are not disabled

## **Governance information**

The school will publish up-to-date details of the structure and responsibilities of the governing board and its committees.

The school will publish the following information about each governor:

- Name, date of appointment, terms of office, date they stepped down (where appropriate) and who appointed them
- Business and financial interests
- Governance roles in other educational institutions
- Any material interests arising from relationships between governors or relationships between governors and school staff, e.g. spouses
- Attendance record at governing board and committee meetings over the last academic year

## **Financial information**

The school will publish how many school employees, if any, have a gross annual salary of £100,000 or more, in increments of £10,000. The school also includes a link to its dedicated page on the [schools financial benchmarking service](#).

## **Equality objectives**

The school will publish the following details:

- How the school is complying with the [public sector equality duty](#), which we will update every year
- The school's equality objectives, which we will update at least once every 4 years

## **Performance tables**

The school will include a link to the [school and college performance tables](#), as well as its performance tables page.

## **The Trade Union (Facility Time Publication Requirements) Regulations 2017**

As per section 8 of [The Trade Union \(Facility Time Publication requirements\) Regulations 2017](#), if the employee number condition is met in respect of a relevant period, the school will publish the information that comprises the response to questions, or requests for information, as set out in [Schedule 2](#).

## **5. Information we will not publish**

The school will not publish information which could reveal confidential information about individual members of the school community. Information which is exempt under the Freedom of Information Act 2000, or is otherwise properly considered to be protected from disclosure, will not be published. We will not publish any information in draft form.

Information which is no longer readily available as it is contained in files that have been placed in archive storage, or is difficult to access for similar reasons, will not be published.

All information that is to be published will be checked by both the Designated Safeguarding Lead (DSL) and the Data Protection Officer (DPO), where appropriate, to ensure that the content is in accordance with safeguarding and data protection regulations.

The school will make every effort to maintain confidentiality and guard against unwanted publicity in the event that an allegation is being investigated or considered. As such, no material will be published that could lead to the identification of a teacher at the school who has been accused.

## **6. Data protection**

School website content will not identify any pupil by their full name nor will the school allow identifying information to be published without the written consent of a parent. Personal details of pupils or staff, such as home addresses, telephone numbers and personal email addresses, will not be hosted on the school website.

Images and videos of pupils will not be published without written consent from a parent. Any images of pupils will not be labelled with their full names. The school website does not feature any close-up pictures of individual pupils – only group photographs with two or more pupils will be published. Pupils are only shown in photos where they are suitably dressed – the DSL will be consulted before photos are published.

Permission is obtained from parents before publishing the work of any pupil. Only the pupil's first name and year group will be used to identify the work. Parents have the right to refuse permission for their child's work and/or image to be published on the school website. Those wishing to exercise this right should express their wishes in writing to the headteacher, clearly stating whether they object to work, images or both being published.

The school website uses cookies, also known as internet cookies or web cookies, which are a type of message that is given to a web browser by a web server. The school has a duty to notify users if a cookie is sent to them, which may be stored by their browser on their computer's hard drive. The school may use the information obtained from the cookie in the administration of the school website, to improve the website's usability and for marketing purposes. The school may use the information gathered from the cookie to recognise a user's computer when they visit the school website, and to personalise the school's website for the user.

## **7. Moderating and reviewing website content**

All content is moderated and reviewed, using the terms of use as guidance.

The communications officer and another designated member of staff review the content of the school website on a termly basis and ensure all information is up-to-date. In case of absence, other members of staff are adequately trained and prepared to maintain and moderate the school website and any social media accounts.

All external links used on the school website site will be checked and monitored to ensure that they are safe and appropriate for the intended audience.

All activity on the school website will be reviewed termly by the communications officer and another designated member of staff and checked against the terms of use.

## **8. Website analytics**

An integral part of the school website is tracking, when the website is set up, the school is aware of how to track visitor numbers and the pages they visit. This information is powerful in helping the school to understand which media types are effective in attracting visitors and which pages are the most popular.

The school will use **Google Analytics** as a comprehensive method of tracking website data and to collect information in an anonymous form on how visitors use the school site. Website users can opt out from being tracked by **Google Analytics** by installing the **Google Analytics** opt-out browser add-on.

The school will collect the following information using **Google Analytics**:

- Number of visitors to the website
- Number of website page views
- Time spent viewing website pages
- Types of browsers used to view the website

Setting up Google Analytics will require a small amount of development that will be carried out by technical staff and the school's web designer.

To make the most out of analytic tools, the school's short-term objectives will have a heavy focus on the website and making it as compelling and up-to-date as possible.

## **9. Website disclaimer**

The information on the school website will be provided free-of-charge, and therefore, the school believes that it would be unreasonable to hold the school liable in respect of the website and the information on the website. The school ensures that the information on the website is correct and kept up-to-date as much as possible.

To the maximum extent permitted by applicable law, the school will exclude all representations, warranties and conditions.

An appropriate disclaimer will feature on the website, outlining the school's legal position and interests in terms of the use of the website.

The school will not be liable for any direct, indirect or consequential loss or damage arising under this disclaimer or in connection with the school website, whether arising in tort, contract, or otherwise – including, without limitation, any loss of profit, contracts, business, goodwill, data, income, revenue or anticipated savings.

The school will review and revise this disclaimer annually.

## **10. License to use the website**

Parents and the public may view and download school website content for caching purposes only, and print pages from the website, provided that:

- Material is not republished or reproduced from this website (including republication on another website) in any public or private electronic retrieval system.
- Material on the school website is not reproduced, duplicated, copied, sold or otherwise exploited for a commercial purpose, without the school's express written consent.

### **11. Breaches of this policy**

Any breach of this policy may lead to disciplinary action being taken against the staff member(s) involved, in line with the school's Disciplinary Policy and Procedure. Any action that is taken against breaches of this policy will be in accordance with the relevant disciplinary procedures. Breaches of confidentiality, defamation or damage to the reputation of the school may result in disciplinary action or dismissal.

### **12. Monitoring and review**

This policy will be reviewed on an annual basis by the headteacher, in conjunction with the communications officer. Any changes made to this policy will be communicated to all relevant stakeholders. The next review date for this policy is September 2025.