



Website Policy

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Responsibility	All staff and the governing body
Effective Date	March 2023
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Approved by Ethos Committee:	March 2023
Storage; (i) Electronic (ii) Hard Copy	(i) Google Drive and on school website (ii) Policy file.
Distribution	All staff and governors Parents

Statement of intent

Holywell 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, teachers and the wider community.
- Act as a communication channel between teachers, parents, students and school leadership.

The school is required by law to publish certain information, such as the most recent Ofsted report, in order to comply with The School Information (England) (Amendment) Regulations 2017.

This policy outlines the school's terms of use regarding the creation, development and use of the school website.

1. Legal framework

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

- The General Data Protection Regulation
- The School Information (England) (Amendment) Regulations 2017
- Safeguarding Vulnerable Groups Act 2006
- Freedom of Information Act 2000
- Computer Misuse Act 1990, amended by Police and Justice Act 2006
- The School Information (England) (Amendment) Regulations 2018

1.2. This policy should be read in conjunction with the following school policies:

- Acceptable Use of IT Policy (Staff)
- Acceptable Use Agreement: Students
- General Data Protection Regulation Policy
- Behaviour for Learning Policy
- Anti-Bullying Policy
- Safeguarding Policy
- Code of Conduct for all Adults
- Disciplinary Policy and Procedure

2. Roles and responsibilities

School Website Team:

- Mike Simpson (Headteacher)
- Partnership Education Ltd (M Perret, S Howe and on-site Technicians)
- PA to SLT (S Stephenson) and Office Staff as required

- 2.1. The headteacher is 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.
- 2.2. PARTNERSHIP EDUCATION LTD has been commissioned to create the school website and provide the support services for keeping the school website content up-to-date. The headteacher and the School Website Team are responsible for creating, monitoring and updating the website content.
- 2.3. If other members of staff wish to publish content on the school website, this must be agreed by the headteacher.
- 2.4. The School Website Team is responsible for reporting any problems with the school website to the headteacher.
- 2.5. The governing body will be kept informed of the development of the school website and will have the opportunity to contribute to content.
- 2.6. The governing body, the headteacher and the Website Team will meet regularly and work together in order to ensure the school website is as effective as possible.
- 2.7. All staff are made aware of the relevant child protection, privacy, data protection, libel, defamation, harassment and copyright laws that may apply to the school website content.
- 2.8. Staff members are not permitted to express personal opinions on the school website and are made aware of the consequences of breaching this agreement.
- 2.9. Authors will be accurate, fair and transparent when creating or altering online sources of information.

- 2.10. Our official school website and accounts has not been created for trivial reasons.
- 2.11. All content expressed on the school website, and any social media accounts, will not breach copyright, data protection, freedom of information legislation or accessibility requirements. We will conduct an annual assessment of the website to ensure that we are compliant with (and/or working towards) accessibility requirements - especially in terms of making it 'perceivable, operable, understandable and robust' in line with meeting the [international WCAG 2.1 AA accessibility standard](#).

3. Access and approval

- 3.1. The Website Team is responsible for creating and distributing the school website terms of use, which all website content will comply with.
- 3.2. Parents, students and staff will act in accordance with the terms of use at all times.
- 3.3. Before content is published to the school website it will be approved by the Website Team and the headteacher.
- 3.4. In the absence of the Website Team, the headteacher or other designated member of staff is responsible for approving content to be published.
- 3.5. All written content goes through a quality assurance process before being published to ensure a high-standard of quality and accuracy.
- 3.6. All content is proofread by the Website Team or another designated member of staff.
- 3.7. Any amendments will be discussed with the author, and the material will be revised appropriately.
- 3.8. The Website Team manages the quality assurance process, ensuring that content is published in a timely manner.
- 3.9. Parents are permitted to request a paper copy of any information published on the school website, and this will be provided free of charge.
- 3.10. Any member of staff wishing to post content to the school website will consult the Website Team about the purpose of all proposed content and website activity.
- 3.11. 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.
- 3.12. Any content that is contributed to by other parties or external organisations is discussed with, and approved by, the Website Team.
- 3.13. Staff members are not permitted to disclose information, make commitments or engage in activities with third parties on behalf of the school without authorisation from the Website Team.

- 3.14. Approval for participating on behalf of Holywell School, on websites created by third parties, will be obtained from the Website Team.
- 3.15. The Website Team takes responsibility for considering and evaluating the level of engagement of contributors.
- 3.16. The Website Team monitors content uploaded by other users, ensuring that it is compliant with the terms of use.
- 3.17. Any content deemed to breach the terms of use will be removed from the school website.
- 3.18. Permission will be sought from the relevant people before citing or referencing their work.
- 3.19. Inappropriate or abusive comments will be removed from the school website immediately and reported to the Website Team.
- 3.20. In the case of illegal content or behaviour, the Website Team will inform the appropriate authorities immediately, such as the police and the Child Exploitation and Online Protection Centre.
- 3.21. All links to external sites are checked for the suitability of their content for their intended audience.
- 3.22. Any content written by students is reviewed by the Website Team 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 student.
- 3.23. All content is checked by the Website Team, or other delegated member of staff, for its suitability for its intended audience.
- 3.24. All content is reviewed by the Website Team or other delegated member of staff to ensure that it is in no way defamatory.
- 3.25. Content is checked by the Website Team or other delegated member of staff to ensure (as far as possible) that no copyright or intellectual property rights are infringed.

4. Statutory and recommended content

- 4.1. The following information is published on the school website, in line with government guidance and regulations:
- 4.2. Contact details
 - 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 SENDCO

- Name of the headteacher
- Full name, address and telephone number of the academy
- School opening hours (inc. its opening and closing times, including the total hours this amounts to in a typical week; and compulsory opening times, i.e. morning registration and the official end of the school day)

4.3 Careers guidance information

As a school with students in Years 7 and 8, we need to publish details of the careers programme, including the following:

- The name, email address and school telephone number of the school's careers leader, being the individual who leads and co-ordinates the careers programme
- A summary of the careers programme including details as to how pupils, parents, teachers and employers may access information regarding the careers programme
- How the school measures and assesses the impact of the careers programme on pupils
- The date of the school's next review of the information published under this sub-paragraph
 - A provider access policy statement, including the following:
 - Pupils' entitlement to careers guidance
 - Who handles access requests
 - The opportunities that are provided to allow access to pupils
 - Who providers should contact to discuss events and options
 - The rules for granting and refusing access requests
 - What can providers expect once a request has been accepted
 - Whether providers are allowed to leave prospectuses, and if so, the process to follow.

4.4 Admission arrangements

- The school publishes 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
 - The published admission number (PAN), and any updates to the
 - Details of the person within the admission authority to whom comments may be sent and the areas on which comments are not sought
 - Any variation to the admissions arrangements that may happen during the school year
- The school also publishes 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.

4.5 Exclusion arrangements

The school publishes details of its exclusion arrangements.

4.6 Policies and procedures

The school publishes copies of the following policies and procedures:

- Behaviour Policy
- The complaints procedure, including the number of complaints registered under this procedure during the preceding school year
- 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 publishes:
 - 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).

4.7 Assessment and attainment information

- The school publishes 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 also publishes 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
- The progress pupils have made compared with pupils across the country
- The average grade that pupils get, shown separately for each qualification type
- The progress pupils have made in English and maths

4.8 Curriculum information

- The school publishes 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

4.9 Remote education

The school publishes 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.

4.10 Pupil premium funding

The school publishes 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 publishes:

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

4.11 The PE and sport premium

- The school publishes 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

- 4.12 Schools in receipt of the coronavirus (COVID-19) catch-up premium
- The school publishes details of how the grant will be spent and how the effect of this expenditure on the educational attainment of those pupils at the school will be assessed.
- 4.13 SEND information
- The school publishes:
- A SEND information report on the school's SEND policy, which will be updated annually and updated during the year as a result of any changes.
 - The school's accessibility plan.
 - 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.
- 4.14 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.
- 4.15 Academy oversight information
- The school publishes:
- The annual accounts, published no later than the end of January following the financial year to which the accounts relate.
 - The memorandum and articles of association, annual report, funding agreement (including master and supplementary agreements), and the names of charity trustees and members.
 - The structure and remit of the trust's members, board of trustees, its committees, and the full names of the chair of each (where applicable), including the scheme of delegation for the trust and terms of reference detailing clear lines of accountability.
 - Each trustee's attendance records at board and committee meetings over the last academic year.
 - Each local governor's attendance records at local governing board meetings over the last academic year.
 - The full names, dates of appointment, and date of resignation (where applicable) of each member who has served over the past 12 months, and their relevant business and pecuniary interests.

- The full names, dates of appointment, terms of office, dates of resignation (where applicable), the appointing person, and the relevant business and pecuniary interests of each trustee and local governor who has served over the past 12 months.

4.16 Financial information

- The academy publishes how many school employees, if any, have a gross annual salary and benefits of £100,000 or more, in increments of £10,000.

4.17 Equality objectives

- The school publishes 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

4.18 Performance tables

- The school includes a link to the school and college performance tables, as well as our performance tables page.
- Gender pay gap reporting
 - The school publishes the following gender pay information annually:
 - The difference between the mean hourly rate of pay of male full-pay relevant employees and that of female full-pay relevant employees.
 - The difference between the median hourly rate of pay of male full-pay relevant employees and that of female full-pay relevant employees.
 - The difference between the mean bonus pay paid to male relevant employees and that paid to female relevant employees.
 - The difference between the median bonus pay paid to male relevant employees and that paid to female relevant employees.
 - The proportions of male and female relevant employees who were paid bonus pay.
 - The proportions of male and female full-pay relevant employees in the lower, lower middle, upper middle and upper quartile pay bands.

4.19 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 publishes the information that comprises the response to questions, or requests for information, as set out in Schedule 2.
- The employee number condition is met if the relevant public sector employer has a full-time equivalent employee number of more than 49 throughout the entirety of any seven of the months within the relevant period.

4.20 Schools with over 250 employees:

Public sector apprenticeship target:

- As of April 2022, there is no longer a target set for public sector employers; however, the school will continue to gather and report the following information as per the government's request:
 - New apprenticeship starts

- Total number of apprentices
- Organisational headcount

NB. This does not apply to Holywell

5. Data protection

- 5.1. School website content does not identify any student by their full name or allow identifying information to be published without the written consent of a parent.
- 5.2. Personal details of students or staff, such as home addresses, telephone numbers and personal email addresses, are not hosted on the school website.
- 5.3. Images and videos of students are not published without written consent from a parent.
- 5.4. Any images of students will not be labelled with their full names.
- 5.5. Students are only shown in photos where they are suitably dressed.
- 5.6. Permission is obtained from parents before publishing the work of any student. Only the student's first name and year group are used to identify the work.
- 5.7. 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.
- 5.8. Our 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.
- 5.9. Our 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.
- 5.10. We may use the information obtained from the cookie in the administration of the school website, in order to improve the website's usability and for marketing purposes.
- 5.11. We 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.

6. Moderating and reviewing website content

- 6.1. All content is moderated and reviewed, using the terms of use as guidance.
- 6.2. The Website Team and two other designated members of staff review the content of the school website regularly and ensure all information is up-to-date.
- 6.3. 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.
- 6.4. All external links used on the school website site are checked and monitored to ensure that they are safe and appropriate for the intended audience.

- 6.5. All activity on the school website is reviewed on a regular basis by a member of the Website Team and two other designated members of staff and checked against the terms of use.

7. Website disclaimer

- 7.1. The information on the school website is provided free-of-charge, and therefore, Holywell School believes that it would be unreasonable to hold the school liable in respect of the website and the information on the website.
- 7.2. The school ensures that the information on the website is correct and kept up-to-date as much as possible.
- 7.3. To the maximum extent permitted by applicable law, Holywell School excludes all representations, warranties and conditions.
- 7.4. An appropriate disclaimer features on the website, outlining our school's legal position and interests in terms of the use of the website.
- 7.5. We 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.
- 7.6. We will review and revise the disclaimer annually.

8. Licence to use the website

- 8.1. 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 to be 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.

9. Breaches of this policy

- 9.1. 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.
- 9.2. Breaches of confidentiality, defamation or damage to the reputation of the school may result in disciplinary action or dismissal.

10. Monitoring and review

- 10.1. This policy will be reviewed on an annual basis by the headteacher, in conjunction with the Website Team.

- 10.2. Any changes made to this policy will be communicated to all members of staff.
- 10.3. The next review date for this policy is March 2024.