



Website Policy

Author	MG Simpson
Responsibility	All staff and the governing board
Effective Date	March 2026
Review Date	March 2027
Approved by Ethos Committee	March 2026
Storage: Electronic	Google Drive and on school website
Distribution	All staff and governors Parents

As a Church of England School, our Website Policy at Holywell School is rooted in our distinctively Christian character and our core beliefs which are Gospel inspired and which support the school's Vision:

At Holywell, our vision is that everyone in our community chooses to "Live Life in all its Fullness" (John 10:10).

Inspired by the teaching of Jesus, the Good Shepherd,
we choose to live our values,
being the best we can be
in community."

Our Website provides a platform to communicate our school vision, values and ethos, as well as the practical information to which all stakeholders need access.

"The seeds sown in the good soil stand for those who hear the message and understand it; they bear fruit" (Matthew 13, 23). In the Parable of the Sower, Jesus explains that sowers do not limit themselves to certain soils; instead, they spread seeds everywhere; as Christians, we are expected to do the same: technology lets us connect with a bigger audience than ever before. We use our website to share our mission as a Church of England school.

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, its Christian vision and values.
- Provide information to prospective students, parents, teachers, stakeholders and the wider community.
- Act as the main communication channel between teachers, parents, students and school management.
- Develop the level of student learning.
- Continuously raise standards in teaching and learning.

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 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 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 'What academies, free schools and colleges must or should publish online'
- DfE 'Keeping children safe in education'

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

- Acceptable Use of ICT (for Staff)
- Acceptable Use Agreement: Students
- Anti-Bullying Policy
- Behaviour for Learning Policy
- Complaints Procedures Policy
- Charging and Remissions Policy
- Data Protection Policy
- Disciplinary Policy and Procedure
- English as an Additional Language (EAL) Policy
- Freedom of Information Policy
- First Aid Policy
- General Data Protection Regulation Policy
- Safeguarding Policy

2. Roles and responsibilities

School Website Team:

- Mike Simpson (Headteacher)
- Anna Craddock (Deputy Headteacher and Social Media Lead)
- Romana Tomei (School Business Manager)
- 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. Any problems with the school website should be reported to a member of the Website Team.
- 2.5. 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.
- 2.6. The governing board, 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. The governing board will be kept informed of the development of the school website and will have the opportunity to contribute to content.
- 2.8. All staff are made aware of the relevant safeguarding, child protection, privacy, data protection, libel, defamation, harassment and copyright laws that may apply to the school website content.
- 2.9. Staff members are not permitted to express personal opinions on the school website and are made aware of the consequences of breaching this agreement.
- 2.10. Authors will be accurate, fair and transparent when creating or altering online sources of information.
- 2.11. Official school website pages will not be created for trivial reasons.
- 2.12. All content expressed on the school website, and any social media accounts, will not breach copyright, data protection or freedom of information legislation.

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 proof-read 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

Contact details must include the following:

- 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 special educational needs co-ordinator
- Name of the headteacher
- Name of the chair of the governing board.

4.3. Careers guidance information

Details of the careers programme, including the following:

- The name, email address and 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 students, parents, teachers and employers may access information regarding the careers programme;
- How we measure and assesses the impact of the careers programme on students;
- The date of our next review of the information published under this sub-paragraph.

A provider access policy statement, including the following:

- Students' entitlement to careers guidance
- Who handles access requests
- The opportunities that are provided to allow access to students
- 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 we allow providers to leave prospectuses, and if so, the process to follow.

4.4. Admission arrangements

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 we consider 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 published admission number (PAN), and any updates to the PAN
- 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.

4.5. Exclusion arrangements

Details of our exclusion arrangements.

4.6. Policies and procedures

Copies of the following policies and procedures:

- Behaviour for Learning Policy
- Anti-Bullying Policy
- Exclusion Policy
- The Complaints Procedure
- Arrangements for handling complaints from parents of children with special educational needs and disabilities, including information about the support the school provides
- Charging and Remissions Policy.

4.7. Assessment and attainment information

- Details of, or a link to, our most recent Ofsted report
- A link to our performance tables on the DfE website
- Our most recent key stage results, including the following:
 - o Average progress scores in reading, writing and maths, including the average progress that students have made between KS1 and KS2 in reading, writing and maths
 - o Average 'scaled scores' in reading and maths

- o Percentage of students who achieved at least the 'expected standard' or above in reading, writing and maths
- o Percentage of students who achieved at a higher standard in reading, writing and maths.

4.8. Curriculum information

Including the following:

- the content of the curriculum we follow in each academic year for every subject, including for mandatory subjects such as Religious Education, even if it's taught as part of another subject or subjects or is called something else
- our approach to the curriculum including how we are complying with our duties in the Equality Act 2010 and the Special Educational Needs and Disability Regulations 2014 about making the curriculum accessible for those with disabilities or special educational needs
- how parents or other members of the public can find out more about the curriculum our school is following
- remote education: our school's remote education provision

4.9. Pupil premium funding

The strategy for the use of pupil premium funding per academic year by 31 December each year. NB. It must use the DfE template provided on the pupil premium guidance page. It must include 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 education outcomes which disadvantaged pupils are achieving
- 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 students.

4.10 The PE and Sport Premium

Including the following:

- the amount of premium received
- a full breakdown of how it has been spent
- the impact we have seen on students' PE and sport participation and attainment
- how the improvements will be sustainable in the future
- the percentage of students within our Year 6 cohort that can do each of the following:
 - o swim competently, confidently, and proficiently over a distance of at least 25 metres
 - o use a range of strokes effectively
 - o perform safe self-rescue in different water-based situation

4.11 Special educational needs and disabilities

We must publish an Information Report on our website about the implementation of our school's policy for students with SEND and this should be updated annually. Any changes occurring during the year must also be updated as soon as possible. The report must comply with section 69 of the Children and Families Act 2014, meaning that it must contain:

- the 'SEND Information' Report specified in Schedule 1 to the Special Educational Needs and Disability Regulations 2014. (Statutory guidance on this is contained in section 6.79 to 6.82 of the Special educational needs and disability code of practice: 0 to 25 years); information as to:
 - o the arrangements for the admission of disabled students
 - o the steps we have taken to prevent disabled students from being treated less favourably than other students
 - o the facilities we provide to help disabled students to access the school.
- The Accessibility Plan – i.e. the plan prepared under paragraph 3 of Schedule 10 to the Equality Act 2010 (accessibility plan) for:
 - increasing the extent to which disabled students can participate in our school's curriculum
 - improving the physical environment of the school for the purpose of increasing the extent to which disabled students are able to take advantage of education and benefits, facilities or services provided or offered by Holywell.
 - improving the delivery to disabled students of information which is readily accessible to students who are not disabled.

4.12 Equality Objectives

As public bodies, academies and FE institutions must comply with the public sector equality duty in the Equality Act 2010 and the Equality Act 2010 (Specific Duties and Public Authorities) Regulations 2017. This means we must publish:

- details of how our school complies with the public sector equality duty - we must update this every year
- our school's equality objectives – we must update this at least once every 4 years.

The Equality Act 2010 and Advice for Schools provides information as to how your school can demonstrate compliance. For example, including details of how our school is:

- eliminating discrimination (see the Equality Act 2010)
- advancing equality of opportunity – between people who share a protected characteristic and people who do not share it
- consulting and involving those affected by inequality, in the decisions the school takes to promote equality and eliminate discrimination (affected people could include parents, students, staff and members of the local community.)

4.13 Our school's ethos and values

4.14. Academy oversight information

- The annual audited accounts, published no later than the end of January following the financial year to which the accounts relate
- The memorandum of association
- The articles of association
- The annual report
- The funding agreement (including master and supplementary agreements)
- The names of charity trustees and members
- Governance arrangements - The structure and remit of the trust's members, board of trustees, its committees and local governing boards, 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.

5. Information we will not publish

- 5.1. 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.
- 5.2. 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.
- 5.3. All information that is to be published will be checked by both the DSL and the DPO, where appropriate, to ensure that the content is in accordance with safeguarding and data protection regulations.
- 5.4. 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

- 6.1. 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.

- 6.2. Personal details of students or staff, such as home addresses, telephone numbers and personal email addresses, are not hosted on the school website.
- 6.3. Images and videos of students are not published without written consent from a parent.
- 6.4. Any images of students will not be labelled with their full names.
- 6.5. Students are only shown in photos where they are suitably dressed.
- 6.6. 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.
- 6.7. 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.
- 6.8. 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.
- 6.9. 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.
- 6.10. 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.
- 6.11. 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.

7. Moderating and reviewing website content

- 7.1. All content is moderated and reviewed, using the terms of use as guidance.
- 7.2. 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.
- 7.3. 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.
- 7.4. 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.
- 7.5. 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.

8. Website disclaimer

- 8.1. 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.
- 8.2. The school ensures that the information on the website is correct and kept up-to-date as much as possible.
- 8.3. To the maximum extent permitted by applicable law, Holywell School excludes all representations, warranties and conditions.
- 8.4. An appropriate disclaimer features on the website, outlining our school's legal position and interests in terms of the use of the website.
- 8.5. 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.
- 8.6. We will review and revise the disclaimer annually.

9. License to use the website

- 9.1. 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.

10. Breaches of this policy

- 10.1. 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.
- 10.2. Breaches of confidentiality, defamation or damage to the reputation of the school may result in disciplinary action or dismissal.

11. Monitoring and review

- 11.1. This policy will be reviewed on an annual basis by the headteacher, in conjunction with the Website Team.
- 11.2. Any changes made to this policy will be communicated to all members of staff.
- 11.3. The next review date for this policy is March 2027.