Good Apple
Independent School

School Website			

Date	Review Date	Coordinator	Nominated Committee member
30/10/2019	30/10/2021	N Myers	Derrick Masters

We believe this policy should be a working document that is fit for purpose, represents the school ethos, enables consistency and quality across the school and is related to the following legislation:

- Education Act 1996
- School Standards and Framework Act 1998
- Education Act 2002
- Education Act 2005
- Education and Inspections Act 2006
- Equality Act 2010
- School Information (England) (Amendment) Regulations 2018
- Data Protection Act 2018

The following documentation is also related to this policy:

- Framework for School Inspection (Ofsted)
- Inspecting e-Safety in Schools: Briefing for Section 5 Inspections (Ofsted)
- Equality Act 2010: Advice for Schools (DfE)
- Race Disparity Audit - Summary Findings from the Ethnicity Facts and Figures Website (Cabinet Office)
- Data Protection: a toolkit for schools (DfE)
- Preparing for the General Data Protection Regulation (GDPR) - Information Commissioner's Office

We believe the school website is an effective way of promoting the school and communicating with parents, school personnel, committee members, pupils and with the wider community. The school website gives up to date school information with clear information for all stakeholders.

As a self-improving school we are always looking to introduce and use new innovations that will raise standards in teaching and pupil learning. Therefore, we believe that an effective website is a vehicle for achieving this.

The school website committee consisting of the Headteacher, several members of the committee and the senior management team has the duty to ensure all statutory information is provided on the school website, that content is controlled and monitored, and that safeguarding procedures are in place for the safety of all children and other users.

There have been no recent changes to what academies (including free schools) have to publish. While maintained schools are required to publish the school's complaint policy and the requirement to reinstate the SEN section that had been previously deleted in error.

We ensure the school website is regularly monitored to ensure it meets accessibility standards so that it can be viewed and read by as many users as possible. Also, we ensure the school website uses Search Engine Optimisation in order to maintain a high rating on Google.

We are aware that the General Data Protection Regulations (GDPR) has entirely replaced the previous Data Protection Act (DPA) making changes to many previous data protection rules and regulations that schools, academies and other educational establishments adhered to under the DPA. The principal aim of the GDPR is to strengthen and unify the safety and security of all data held within an organisation.

We wish to work closely with the School Council and to hear their views and opinions as we acknowledge and support Article 12 of the United Nations Convention on the Rights of the Child that children should be encouraged to form and to express their views.

We all have a responsibility to ensure equality permeates in to all aspects of school life and that everyone is treated equally irrespective of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation. We want everyone connected with this school to feel safe, secure, valued and of equal worth.

We acknowledge the findings of the Race Disparity Audit that clearly shows how people of different ethnicities are treated across the public services of health, education, employment and the criminal justice system.

The educational section of the audit that covers: differences by region; attainment and economic disadvantage; exclusions and abuse; and destinations, has a significant importance for the strategic planning of this school.

We believe it is essential that this policy clearly identifies and outlines the roles and responsibilities of all those involved in the procedures and arrangements that is connected with this policy.

Aims

- To promote the school.
- To communicate with parents, school personnel, committee members, pupils and with the wider community.
- To ensure all statutory information is provided.
- To assist in the raising of standards in teaching and pupil learning.
- To ensure safeguarding procedures are in place for the safety of all children and other users.
- To ensure compliance with all relevant legislation connected to this policy.
- To work with other schools and the local authority to share good practice in order to improve this policy.

Responsibility for the Policy and Procedure

Role of the Committee

The Committee has:

- appointed a member of staff to be responsible for the administration of the school website;
- delegated powers and responsibilities to the Headteacher to ensure all school personnel and stakeholders are aware of and comply with this policy;
- responsibility for ensuring that the school complies with all equalities legislation;
- nominated a designated Equalities committee member to ensure that appropriate action will be taken to deal with all prejudice related incidents or incidents which are a breach of this policy;
- responsibility for ensuring funding is in place to support this policy;
- responsibility for ensuring this policy and all policies are maintained and updated regularly;
- responsibility for ensuring all policies are made available to parents;
- the responsibility of involving the School Council in:

  - ☐ determining this policy with the Committee;
  - ☐ discussing improvements to this policy during the school year;
  - ☐ organising surveys to gauge the thoughts of all pupils;
  - ☐ reviewing the effectiveness of this policy with the Committee.

- make effective use of relevant research and information to improve this policy;
- nominated a link committee member to:

  - ☐ visit the school regularly;
  - ☐ work closely with the Headteacher and the administrator;
  - ☐ ensure this policy and other linked policies are up to date;

☐ ensure that everyone connected with the school is aware of this policy;
☐ attend training related to this policy;
☐ report to the Committee every term;
☐ annually report to the Committee on the success and development of this policy.

▪ responsibility for the effective implementation, monitoring and evaluation of this policy.

Role of the Headteacher

The Headteacher will:

▪ work in conjunction with the Senior Leadership Team to ensure all school personnel, pupils and parents are aware of and comply with this policy;
▪ ensure risk assessments are:

☐ in place;
☐ accurate and suitable;
☐ reviewed annually;
☐ easily available for all school personnel.

▪ work closely with the link committee member and administrator;
▪ ensure all statutory information is provided on the school website;
▪ ensure the school is maintained effectively in order to attract prospective parents and their children to the school;
▪ provide leadership and vision in respect of equality;
▪ provide guidance, support and training to all staff;
▪ monitor the effectiveness of this policy by speaking with pupils, school personnel, parents and committee members;
▪ annually report to the Committee on the success and development of this policy.

Role of the School Website Committee

The committee will:

▪ ensure that the school website complies with the GDPR and other data protection laws;
▪ provide a clear vision for the development and improvement of the site;
▪ plan the contents of the site;
▪ ensure statutory information is provided by any referring school that covers:

Maintained Schools	Academies and Free Schools

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▪ School's name	▪ School's name
▪ School's postal address	▪ School's postal address
▪ School's telephone number	▪ School's telephone number
▪ Name of member of staff who deals with queries from parents and other members of the public	▪ Name of member of staff who deals with queries from parents and other members of the public
▪ Admission arrangements	▪ Name of the Headteacher or Principal
▪ Ofsted Reports	▪ Name and Address of the Chair of Committee members
▪ Exam and Assessment Results: ☐ Key stage one and two results ☐ Key stage four results	▪ Committee members' Information and Duties
	▪ Name and details of the SENCO
▪ Link to School Performance tables service	▪ Name and details of the owner of the Academy
▪ Curriculum: ☐ Statement and policy	▪ Admission arrangements
☐ Content of the curriculum for all subjects in all academic years	▪ Exclusion arrangements
☐ Names of any phonics or reading schemes used in key stage one	▪ Ofsted Reports
☐ Key stage four - list of courses available including GCSE's	▪ Exam and Assessment Results ☐ Key stage one and two results ☐ Key stage four results ☐ Key stage five results (16-19)
☐ Details of the 16-19 study programme ☐ British values statement	
	▪ Link to School Performance tables service
▪ Child Protection and Safeguarding policy	▪ Curriculum: ☐ Statement and policy
▪ Behaviour policy	☐ Content of the curriculum for all subjects in all academic years
▪ School's Complaints Procedures	☐ Names of any phonics or reading schemes used in key stage one
▪ Pupil Premium: ☐ Strategy	☐ Key stage four - list of courses available including GCSE's
☐ Allocation	☐ Details of the 16-19 study programme
☐ Main barriers preventing eligible pupils from achieving on an educational basis	☐ British values statement
☐ How the allocation is going to be spent	▪ Child Protection and Safeguarding policy
☐ How the impact of pupil premium will be measured	▪ Pupil Behaviour and Behaviour policy
☐ The date of the next pupil premium strategy review	▪ School's Complaints Procedures
☐ How the pupil premium was spent last year	▪ Pupil Premium: ☐ Strategy
☐ What was the impact on the pupils who received the pupil premium	

- Year 7 literacy and numeracy catch-up premium
- PE and Sport Premium for Primary Schools:
  - ☐ Allocation
  - ☐ How the money will be spent
  - ☐ Analysis of the impact on sport participation and attainment
  - ☐ How will the improvements be sustained

- SEN and Disability:
  - ☐ Policy
  - ☐ Date of the annual policy review
  - ☐ SEN Report
  - ☐ General information
  - ☐ Accessibility Plan for Disabled Pupils
  - ☐ Updates to Accessibility Plan

- Committee members Information and Duties
- Charging and Remission Policies
- Values and Ethos
- Name of the person who can provide deal with requests for paper copies of all the information posted on the school website
- Careers:
  - ☐ Contact details of the school's career's leader
  - ☐ Summary of the careers programme
  - ☐ Details of how pupils, parents, school personnel and employers can access information of the school's career programme
  - ☐ Details of how the school measures and assesses the impact of the careers programme
  - ☐ Review date of the careers information

- ☐ Allocation
- ☐ Main barriers preventing eligible pupils from achieving on an educational basis
- ☐ How the allocation is going to be spent
- ☐ How the impact of pupil premium will be measured
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- Equality Objectives
- Complaints Policy
- Annual Reports and Accounts:
  - ☐ Annual report
  - ☐ Annual audited accounts
  - ☐ Memorandum of understanding
  - ☐ Articles of association

	☐ Names of charity trustees and members
	☐ Funding agreement
	
	▪ Charging and Remissions Policy
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	  ☐ Details of how the school measures and assesses the impact of the careers programme
	  ☐ Review date of the careers information

▪ consider including non-statutory information such as:

☐ Term dates Class Timetables
☐ School uniform information
☐ After school clubs and extracurricular Activities timetable
☐ Homework timetable for each class
☐ School Menus
☐ Parent teacher association
☐ School newsletter
☐ Diary of school events
☐ List of school personnel plus their roles and responsibilities

☐ Anti-bullying policy
☐ Homework policy
☐ Uncollected Child policy
☐ Adverse Weather Conditions policy
☐ Photographic and Video Images policy
☐ Community Links policy
☐ A glossary of educational terms

▪ consider links to other websites;
▪ consider introducing:

Role of the Administrator

The administrator will:

- lead the development of this policy throughout the school;
- work closely with the Headteacher and the school website committee;
- be in charge of the day to day maintenance of the school website by:

  □ ensuring safeguarding procedures for children and other users are in place and functioning
  □ uploading new material that is accurate and current
  □ checking for spelling and grammatical errors
  □ ensuring copyright controls are not breached
  □ ensuring links are working
  □ dealing with the host server
  □ maintaining the school website budget

- use Google analytics to monitor:

  □ who uses the website;
  □ what content users find interesting; and
  □ what content users do not find interesting.

- ensure the school website meets accessibility standards ensuring it can be viewed and read by as many users as possible;
- ensure the school website uses Search Engine Optimisation in order to maintain a high rating on Google by having in place a website sitemap and by ensuring the main keywords are up to date;
- seek the views of pupils and parents in order to make the school website more appealing to current and prospective parents;

- attending appropriate training;
- provide guidance and support to all staff;
- providing awareness training for all staff on induction and when the need arises regarding;
- make effective use of relevant research and information to improve this policy;
- keep up to date with new developments and resources;
- undertake risk assessments when required;
- review and monitor;
- annually report to the Committee on the success and development of this policy.

Role of School Personnel

School personnel will:

- comply with all aspects of this policy;
- be aware of all other linked policies;
- provide material when necessary in order to update the site;
- implement the school's equalities policy and schemes;
- report and deal with all incidents of discrimination;
- attend appropriate training sessions on equality;
- report any concerns they have on any aspect of the school community.

Role of Pupils

Pupils will:

- be aware of and comply with this policy;
- use the website to improve their learning;
- use the website to gain relevant current information
- liaise with the school council to improve the website;
- take part in questionnaires and surveys.

Role of Parents/Carers

Parents/carers will:

- be aware of and comply with this policy;
- use the website to gain relevant current information
- work in partnership with the school;
- comply with this policy for the benefit of their children;
- be asked to take part periodic surveys conducted by the school;

- support the school Code of Conduct and guidance necessary to ensure smooth running of the school.

We will raise awareness of this policy via:

- School Handbook/Prospectus;
- School website;
- Staff Handbook;
- Meetings with parents such as introductory, transition, parent-teacher consultations and periodic curriculum workshops;
- School events;
- Meetings with school personnel;
- Written communications with home such as weekly newsletters and of end of half term newsletters;
- Annual report to parents;
- Headteacher reports to the Committee;
- Information displays in the main school entrance;
- Text messages
- Email
- Social media:

  - ☐ Facebook
  - ☐ Twitter
  - ☐ Virtual pin boards
  - ☐ School blog

Training

All school personnel:

- have equal chances of training, career development and promotion;
- receive training on this policy on induction which specifically covers:

  - ☐ All aspects of this policy
  - ☐ Making use of the school website
  - ☐ School policies published on the school website
  - ☐ Equality
  - ☐ Inclusion

- receive periodic training so that they are kept up to date with new information;

- receive equal opportunities training on induction in order to improve their understanding of the Equality Act 2010 and its implications.

Equality Impact Assessment

Under the Equality Act 2010 we have a duty not to discriminate against people on the basis of their age, disability, gender, gender identity, pregnancy or maternity, race, religion or belief and sexual orientation.

This policy has been equality impact assessed and we believe that it is in line with the Equality Act 2010 as it is fair, it does not prioritise or disadvantage any pupil and it helps to promote equality at this school.

Monitoring the Implementation and Effectiveness of the Policy

The practical application of this policy will be reviewed annually or when the need arises by the coordinator, the Headteacher and the nominated committee member.

A statement of the policy's effectiveness and the necessary recommendations for improvement will be presented to the Committee for further discussion and endorsement.

Linked Policies

- Acceptable Internet Use
- Admissions
- Attendance and Absence
- Communication
- Data Protection
- E-safety
- Health and Safety
- Home Learning
- Induction of Pupils
- Photography and Video Images
- Religious Education
- School Council
- School Travel Plan
- Sex and Relationships

- Administration of Medicines
- Anti-bullying
- Charging and Remissions
- Complaint Procedures
- Disability Equality
- Extra-curricular Activities
- Home-school Agreement
- Homework
- Parent Involvement
- Pupil Discipline and Behaviour
- Safeguarding and Child Protection
- School Committee members
- School Uniform
- Special Education and Disability Provision

- Teaching and Learning

- Frequency of Policy Monitoring
- Monitoring Implementation and Policy Effectiveness Action Plan
- Initial Equality Impact Assessment
- Policy Evaluation
- Policy Approval Form

Headteacher:	N Myers	Date:	30/10/2019
Chair of Committee:	M Hayes	Date:	30/10/2019