

OVERSTONE PARK SCHOOL

School Website Policy



School Website

Date	Review Date	Coordinator
September 2026	September 2027	Mrs M Brown Mrs D York Miss A West Ms J Brown Mrs L Vippond

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 2012
- 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, 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 Principal and several members of 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 complaints 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 into 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, governors, 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 Principal

The Principal 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, and easily available for all school personnel;
- work closely with the link governor 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 governors;
- annually report 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; and ensure all statutory information is provided, including the school's name, address, telephone number, the name of the member of staff who deals with queries, admission arrangements, Ofsted reports, exam and assessment results, curriculum, behaviour and complaints policies, Pupil Premium information, SEN and disability information, governors' information, and other information required for maintained schools, academies and free schools respectively.

Role of the Administrator

The administrator will:

- lead the development of this policy throughout the school;
- work closely with the Principal and the school website committee;
- be in charge of the day to day maintenance of the school website, including 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, and 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 so 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 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;
- attend appropriate training;
- provide guidance and support to all staff;
- provide awareness training for all staff on induction and when the need arises;
- 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 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; and 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; and 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; and support the school Code of Conduct and guidance necessary to ensure smooth running of the school.

Raising Awareness of this Policy

- 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 end of half term newsletters;
- Annual report to parents; 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 and Inclusion; receive periodic training so that they are kept up to date with new information; and 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.

Principal:	Mrs M F Brown	Date:	September 2026
-------------------	----------------------	--------------	-----------------------