



Priory School

School Website Policy

Version	Authorised	Approval Date	Effective Date	Review Date
1	F&P	05.07.23	05.07.23	July 2024
2	FGP	July 2025	July 2025	July 2027

Signed:



Date: 14.07.25

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Statement of intent

Priory 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 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

This policy also has due regard to guidance including, but not limited to, the following:

- (2023) 'What maintained schools must publish online'
- DfE (2024) 'Keeping children safe in education 2024'
- DfE (2022) 'Public sector apprenticeship target'

This policy operates in conjunction with the following school policies:

- Acceptable Use Agreement
- Online Safety Policy
- Anti-bullying Policy
- Child Protection and Safeguarding Policy
- Data Protection Policy
- Disciplinary Policy and Procedure

2. Roles and Responsibilities

The Senior Leadership Team 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.
- Creating, monitoring and updating the school website content, unless otherwise agreed by the headteacher.
- Approving any content that other members of staff wish to publish on the school's website.
- Meeting regularly to work together to ensure the school website is as effective as possible.

- At Priory School, the Senior Leadership Team acts as the communications officer for the purposes of managing the website, unless a specific staff member is designated for this role
- 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.

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.

3. Access and approval

Before content is published to the school website, it will be approved by a member of the Senior Leadership Team.

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 a member of SLT or another designated member of staff. Any amendments will be discussed with the author, and the material will be revised appropriately. 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 a member of SLT. Approval for participating on behalf of the school, on websites created by third parties, will be obtained from the Headteacher.

The Senior Leadership Team 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 Headteacher.

In the case of illegal content or behaviour, a member of the SLT 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 a member of SLT 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 reviewed by a member of SLT or other delegated member of staff to ensure that it is in no way defamatory. Content is checked by a member of SLT 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.

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 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
- Any variation to the admissions arrangements that may happen during the school year

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, 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 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).

Privacy Notices

The school will publish:

- Privacy Notice for Staff
- Privacy Notice for Parents and Carers

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

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.

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, confidently 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.

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

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.

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 use

7. Moderating and reviewing website content

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

The Senior Leadership Team review the content of the school website on a regular 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 regularly by the Senior Leadership Team 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.

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. Licence 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 July 2024.