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THE SCHOOL MARKETING COMPANY

## SCHOOL WEBSITE CHECKLIST FOR OFSTED COMPLIANCE



Website



Prospectus



Branding



Photography



Marketing

# ESSENTIAL FOR COMPLIANCE



Every local-authority-maintained school must publish specific information on its website to comply with The School Information (England) (Amendment) Regulations 2012 and 2016 and other relevant legislation.

The features below are essential and must be easily accessible on your website.

## SCHOOL/COLLEGE CONTACT DETAILS

- ☐ School/College Name
- ☐ 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 your special educational needs (SEN) co-ordinator (SENCO) unless you're a special school
- ☐ Address and telephone number of the Academy Sponsor or Academy Trust Head Office

## SCHOOL VALUES AND ETHOS

- ☐ A statement of your school's ethos, aims and values

## ADMISSION ARRANGEMENTS

You must publish your school's admission arrangements for every age group and include:

- ☐ Application Process
- ☐ Details on how applications are made through the Local Authority
- ☐ Details on your selection criteria
- ☐ Details on your over-subscription criteria

Admissions arrangements of all mainstream academies and free schools must comply with the 'School admissions code' and the 'School admissions appeals code'.

Academy trusts must publish the admissions arrangements for their schools on their website and keep them there for the whole of the offer year (the school year in which offers for places are made).

## OFSTED REPORTS

You must do **one** of the following:

- ☐ Publish a copy of your school's most recent Ofsted report
- ☐ Publish a link to the web page where users can find your school's most recent Ofsted report

## EXAM AND ASSESSMENT RESULTS

### KEY STAGE 2

You must publish the following details from your school's most recent Key Stage 2 results:

- ☐ Average progress scores 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

#### KEY STAGE 4 (END OF SECONDARY SCHOOL) RESULTS

*You must publish the following details from your school's most recent Key Stage 4 results:*

- ☐ Progress 8 score
- ☐ Attainment 8 score
- ☐ Percentage of pupils who achieved a strong pass (grade 5 or above) in English and Maths at the end of Key Stage 4
- ☐ Percentage of pupils achieving the English Baccalaureate
- ☐ Pupil destinations (Percentage of students staying in education or going into employment after Key Stage 4)

#### KEY STAGE 5

*You should publish the following details from your school's most recent Key Stage 5 results:*

- ☐ The progress your students have made compared with students across the country
- ☐ The average grade that students get at KS5
- ☐ The progress students in your college have made in English and Maths
- ☐ Retention (this is the proportion of students who get to the end of the main programme of study that they enrolled on at your institution)
- ☐ Destinations (this is the percentage of students who continue in education or training, or move on to employment at the end of 16 to 19 study)

## PERFORMANCE TABLES

- ☐ [Link to DfE Performance Tables](#)

## CURRICULUM

- ☐ The content of your school curriculum in each academic year for every subject, including Religious Education even if it is taught as part of another subject or subjects, or is called something else
- ☐ The names of any phonics or reading schemes you're using in key stage 1
- ☐ A list of the courses available to pupils at key stage 4, including GCSEs
- ☐ How parents or other members of the public can find out more about the curriculum your school is following

## BEHAVIOR POLICY

- ☐ Information detailing your school's behaviour policy and anti-bullying strategy for both students and staff - Behaviour policy must comply with section 89 of the Education and Inspections Act 2006

## COMPLAINTS PROCEDURE

- ☐ Information detailing your school's complaints procedure, which must comply with Section 29 of the Education Act 2002.

- ☐ Academies and free schools must publish any arrangements for handling complaints from parents of children with special educational needs about the support provided by the school.
- ☐ If you're an academy, free school, FE or sixth-form college, it is recommended that you publish your whistleblowing policy online.

## PUPIL PREMIUM

*You must publish a strategy for the school's use of the pupil premium*

### FOR THE CURRENT ACADEMIC YEAR, YOU MUST INCLUDE:

- ☐ Your school's pupil premium grant allocation amount
- ☐ A summary of the main barriers to educational achievement faced by eligible pupils at the school
- ☐ How you'll spend the pupil premium to overcome those barriers and the reasons for that approach
- ☐ How you'll measure the effect of the pupil premium
- ☐ The date of the next review of the school's pupil premium strategy

### FOR THE PREVIOUS ACADEMIC YEAR, YOU MUST INCLUDE:

- ☐ How you spent the pupil premium allocation
- ☐ The effect of the expenditure on eligible and other pupils

*Pupil premium funding is allocated for each financial year, but the information you publish online should refer to the academic year, as this is how parents understand the school system.*

*As you won't know allocations for the end of the academic year (April to July), you should report on the funding up to the end of the financial year and update it when you have all the figures.*

## YEAR 7 LITERACY AND NUMERACY CATCH-UP PREMIUM

### MAINTAINED SCHOOLS

- ☐ How much year 7 catch-up premium funding you received for this academic year
- ☐ Details of how you intend to spend the funding
- ☐ Details of how you spent your year 7 catch-up premium last academic year
- ☐ How it made a difference to the attainment of the pupils who attract the funding

### ACADEMIES & FREE SCHOOLS

- ☐ How much year 7 catch-up premium you received for this financial year
- ☐ Details of how you intend to spend the funding
- ☐ Details of how you spent your year 7 catch-up premium last financial year
- ☐ How it made a difference to the attainment of the pupils who attract the funding and how you assessed the effect it had

## PE AND SPORT PREMIUM FOR PRIMARY SCHOOLS

- ☐ How much funding you received for this academic year
- ☐ A full breakdown of how you've spent the funding or will spend the funding
- ☐ The effect of the premium on pupils' PE and sport participation and attainment
- ☐ How you'll make sure these improvements are sustainable

How many pupils within their year 6 cohort can do each of the following:

- ☐ Swim competently, confidently and proficiently over a distance of at least 25 metres
- ☐ Use a range of strokes effectively
- ☐ Perform safe self-rescue in different water-based situations

## SPECIAL EDUCATIONAL NEEDS AND DISABILITIES (SEND) INFORMATION

You must publish an SEN information report on your school's policy for pupils with SEN. The report must be updated annually & comply with:

- ☐ Section 69 of the Children and Families Act 2014, including:
  - ☐ The arrangements for the admission of disabled pupils
  - ☐ The steps you have taken to prevent disabled pupils from being treated less favourably than other pupils
  - ☐ The facilities you provide to help disabled pupils to access the school
- ☐ Information as to the plan prepared by the governing body or proprietor under paragraph 3 of schedule 10 to the Equality Act 2010 (accessibility plan) for:
  - ☐ Increasing the extent to which disabled pupils can participate in the school's curriculum
  - ☐ Improving 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
  - ☐ Improving the delivery to disabled pupils of information which is readily accessible to pupils who are not disabled
- ☐ Regulation 51 and schedule 1 of the Special Educational Needs and Disability Regulations 2014 where appropriate
- ☐ Section 6 of the Special educational needs and disability code of practice: 0 to 25 years

## CAREERS PROGRAMME INFORMATION

You must publish information about your school's careers programme including:

- ☐ The name, email address and telephone number of the school's Careers Leader
- ☐ A summary of the careers programme, including details of how pupils, parents, teachers and employers may access information about 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

## EQUALITY OBJECTIVES

Public bodies, including local-authority-maintained schools, are covered by the public sector equality duty in the Equality Act 2010 and the Equality Act 2010 (Specific Duties) Regulations 2011. This means you have to publish:

- ☐ Details of how your school is complying with the public sector equality duty- you should update this every year
- ☐ Your school's equality objectives - you should update this at least once every 4 years

## EQUALITY OBJECTIVES

*You must publish up to date:*

- ☐ Details of the structure and responsibilities of the governing body and its committees

*Information about each governor, including their:*

- ☐ Full name, date of appointment, term of office, date they stepped down (where applicable) and who appointed them (in accordance with the governing body's instrument of government)
- ☐ 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 (including spouses, partners and close relatives)
- ☐ Attendance record at governing body and committee meetings over the last academic year

## CHARGING AND REMISSION POLICY

*You must publish your school's charging and 'remissions' policies (this means when you cancel fees). The policies must include details of:*

- ☐ The activities or cases where your school will charge pupils' parents
- ☐ The circumstances where your school will make an exception on a payment you would normally expect to receive under your charging policy

## REQUESTS FOR PAPER COPIES

*If a parent requests a paper copy of the information on your school's website, you must provide this free of charge.*

# DESIRABLE TO CREATE A BETTER WEBSITE EXPERIENCE



*The features below are not essential, but will increase engagement and create a better user experience for prospective parents, current parents and other key stakeholders.*

## GENERAL INFORMATION

- ☐ A map showing the location and directions to the school on the contact page
- ☐ Access and parking information
- ☐ Headteachers blog
- ☐ Links to Local Authority Schools website, Direct.Gov Schools, & DfE Home page

## USEFUL INFORMATION FOR PARENTS

- ☐ Term dates
- ☐ Breakdown of the school day (timings)
- ☐ Information regarding Lunch - Menus and links to Free School Meals.
- ☐ Details of breakfast or after school clubs
- ☐ Translation button
- ☐ Prospectus (downloadable or as interactive flicker book)
- ☐ Information about PTA or Parents Forums
- ☐ Uniform list and contact information of suppliers
- ☐ Downloadable permission slips for trips or school events

## KEEPING UP TO DATE

- ☐ Calendar showing school events
- ☐ News Feed
- ☐ Social Media Feed
- ☐ Copies of letters to parents (downloadable)
- ☐ Newsletters

## HELPFUL FOR STUDENTS

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> VLE Link                            | <input type="checkbox"/> Links to Career Advice sites | <input type="checkbox"/> Extra Curricular Clubs |
| <input type="checkbox"/> Links to Educational Resource sites | <input type="checkbox"/> Sports Fixtures              |   |



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For help or advice on ensuring your website is Ofsted compliant, please contact the team on **01933 303520** or email **[enquiries@fsedesign.co.uk](mailto:enquiries@fsedesign.co.uk)**



FSE Design is an award-winning, educational website design, marketing & branding agency. We specialise in designing and developing key marketing tools to help schools recruit more students, attract high-quality staff and strengthen their position within the community, to become the number one school of choice for students in their area.



Website



Prospectus



Branding



Photography



Marketing