



Website Health Check

Last Updated: November 2018

Website address:

Your school website is a valuable source of information for both current and prospective parents. It's a virtual front door to your school that can be accessed by any person with internet access including Ofsted Inspectors. First impressions are everything so it's vital to invest time into your school website. This report will give you an idea of where your website stands in terms of Ofsted compliance, usability and where we feel improvements can be made along with any recommendations.

DfE Requirements

The DfE require schools to publish certain information on their website. Failure to provide this information could have a negative impact on your inspection.

Item	Achieved	Recommendation/Notes
Contact details		
School name		
Postal Address		
Telephone number		
Member of staff that deals with queries from parents and other members of the public		
Name of the headteacher or principal		
Name and address of the chair of the governing body (if you have one)		
Name and details of your SEN co-ordinator (SENCO) if you're a mainstream academy		
If you're an academy or free school, you should publish details about your academy's sponsor:		

<ul style="list-style-type: none"> • if the school's owner is an individual, you should publish their full name and contact details (address and a telephone number) • if the school's owner is a group or organisation, you should publish the address and telephone number of its office 		
School admission arrangements		
<p>Admissions arrangements for all mainstream academies and free schools must comply with the School admissions code and the School admission appeals code.</p> <p>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).</p>		
The School's most recent Ofsted report		
<p>You must do one of the following:</p> <ul style="list-style-type: none"> • Publish a copy of your school's most recent Ofsted report. • Publish a link to the webpage where users can find your school's most recent Ofsted report. ↗ 		
The school's most recent KS2 results		
<p>If you're an academy, you should publish the following information on your website each year:</p> <ul style="list-style-type: none"> • percentage of pupils who've achieved the expected standard in reading, writing and maths • average progress that pupils have made in reading between KS1 and KS2 • average progress that pupils have made in writing between KS1 and KS2 • average progress that pupils have made in maths between 		<p>Please note, the DfE published the 2017 KS2 performance tables in December 2017.</p>

<p>KS1 and KS2</p> <ul style="list-style-type: none"> percentage of pupils who've achieved a higher standard in reading, writing and maths your pupils' average scaled score in the reading test your pupils' average scaled score in the maths test <p>You can find more information about these KS2 performance measures, including the higher standard, in the Primary school accountability guidance.</p>		
Performance Tables		
Academies and colleges should publish a link to the school and college performance tables.		
Information about your school's curriculum		
The content of the curriculum your school follows 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.		
Your approach to the curriculum		
How parents or other members of the public can find out more about the curriculum your school is following.		
The names of any phonics or reading schemes you are using in key stage 1		
Policies		
Academies should publish details of your school's behaviour policy, including its anti-bullying strategy. (Colleges are encouraged to publish this information as good practices).		
You must publish your school's charging and 'remissions' policies (this means when you		

<p>cancel fees). The policies must include details of:</p> <ul style="list-style-type: none"> ● 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 		
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School Complaints Procedure

<p>We recommend that all academies and colleges publish their complaints policy online. If you're an academy, free school, FE or sixth-form college, we recommend that you publish your whistleblowing policy online.</p> <p>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.</p>		
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Details of how your school spends its pupil premium funding

<p>If your school receives pupil premium funding, your funding agreement will state what information you need to publish about it.</p> <p>Regardless of what your funding agreement requires you to publish, we recommend that, if you are an academy or free school, you publish details of your pupil premium strategy.</p> <p>For the current academic year, we recommend you publish:</p> <ul style="list-style-type: none"> ● how much pupil premium funding you received for this academic year ● details of the main barriers to educational achievement that the disadvantaged children in your school face ● how you will spend your pupil premium funding to address these barriers and the reasons for the approach you've chosen ● how you will measure the impact of 		
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<ul style="list-style-type: none"> the pupil premium the date of the next pupil premium strategy review 		
<p>For the previous academic year, you must include:</p> <ul style="list-style-type: none"> how you spent the pupil premium allocation the effect that the pupil premium had on pupils 		
Details of how your school spends its PE and sports premium funding		
you must publish how much funding you received for this academic year		
A full breakdown of how you've spent or will spend the funding this year		
The effect of the premium on pupils' PE and sport participation and attainment		
How you will make sure these improvements are sustainable		
<p>how many pupils within their year 6 cohort can do each of the following:</p> <ul style="list-style-type: none"> 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 situation 		
SEND		
<p>A report on the school's policy for pupils with SEN.</p> <p>Please note, the report must comply with:</p> <ul style="list-style-type: none"> 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 the plan prepared by the owner under paragraph 3 of schedule 10 		

<p>to the Equality Act 2010 (accessibility plan) for:</p> <ul style="list-style-type: none"> ○ 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 to 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 		
<p>You must publish your accessibility plan, which should include details of how you're:</p> <ul style="list-style-type: none"> ● increasing your disabled pupils' ability to participate in your school's curriculum ● improving the physical environment of your school so disabled pupils can take better advantage of the education, benefits, facilities and services you offer ● improving the availability of accessible information to your disabled pupils <p>The accessibility plan you publish can either be a freestanding document or part of another document (such as your school development plan).</p>		
<p>Equality Objectives</p>		
<p>As public bodies, academies and further education institutions must comply with the public sector equality duty in the Equality Act 2010 and the Equality Act 2010 (Specific Duties) Regulations 2011. This means you</p>		

<p>have to:</p> <ul style="list-style-type: none"> ● publish details of how your school is complying with the public sector equality duty - you should update this every year ● publish your school's equality objectives - you should update this at least once every 4 years 		
<p>You need to include details of:</p> <ul style="list-style-type: none"> ● eliminating discrimination (see the Equalities Act 2010) ● improving equality of opportunity for people with protected characteristics ● consulting and involving those affected by inequality in the decisions your school or college takes to promote equality and eliminate discrimination (affected people could include parents, pupils, staff and members of the local community) 		
Annual Reports & Accounts		
<p>You should publish certain financial information about your school:</p> <ul style="list-style-type: none"> ● annual report ● annual audited accounts ● memorandum of association ● articles of association ● names of charity trustees and members ● funding agreement 		
Trustees		
<p>Academy trusts must publish accessible and up to date details of governance arrangements.</p>		
Other items		
<p>Your website should include a statement of your school's ethos and values.</p>		
<p>If a parent requests a paper copy of the information on your school's website, you must provide this free of charge.</p>		

Presentation

The architecture of your website is extremely important as your visitors will not waste their time searching high and low for the information they require. Organise information at each level of the Web site so that it shows a clear and logical structure to visitors i.e visitors will not expect to find the school lunch menu in the curriculum section!

It's important to get the balance right on each page, you don't want a page to be too busy however at the same time you don't want a page to look empty. Something as simple as adding a single image to a page which only contains a couple of download links can make a big difference.

More tips

Here are a few more tips to keep your website looking attractive

1. Ensure that instant dropdowns are enabled, so that visitors can see pages and subcategories from the homepage by running their cursor along the navigation bar. Contact eSchools if this has not been enabled.
2. Keep the titles of the categories on the navigation bar 'loose'; use titles like "About Us", "Our School" or "Information". This way you can make the subsequent pages or subcategories more specific, without making the navigation bar too cluttered.
3. Keep any text on the homepage minimal, as visitors do not want to scroll down too far before seeing recent information like News and Events. If you need to put a large welcome message on your website, consider adding this as a separate page.
4. Ensure any display column on the homepage is used - keep news items up to date and add newsletters although you may consider limiting the number of newsletters that appear here. Think about using social media, such as a Twitter feed on your homepage.
5. Don't overuse the Important Message on the homepage - if it's always there, visitors become blase to it, and may not notice it when you really need them to. Also, remember to turn it off with the status switch when it's not in use.
6. You can use the Staff Member tool for displaying information other than staff! Why not try it for a governor page or even an after school clubs page?

Search Engine Optimisation (SEO)

Search engine optimisation is about trying to rank higher in search engines. If your website is with eSchools most of this is already taken care of, however there are a number of ways of improving this:

1. Ensure your school's Google Maps listing is up-to-date with the correct website address
2. If you are new to eSchools you can retain your existing domain name
3. Ensure that there is an adequate number of pages and categories on your website
4. Register the school as a business through Google+
5. Ensure your parents use eSchools and regularly login or visit the website

If somebody searches for your website on a search engine from a mobile device and your website is not mobile friendly it's highly likely your website won't feature that highly in the search results. eSchools ensures your website is responsive and therefore mobile friendly meaning your website should feature prominently no matter what type of device is being used for the search.

Next Steps

If you require any assistance after reading this document please feel free to contact the eSchools Support Team on 0845 557 7056 or email support@eschools.co.uk

*****Disclaimer*****

Please note that we are not trained Ofsted inspectors. All of our guidance is formed from our years of experience and our interpretations of the requirements that have been published by the DfE. All guidance is provided in good faith and your school may or may not choose to follow it.

We are not policy experts so where a policy is required we have simply checked that the policy in question is present on your website. It is your school's responsibility to ensure the policy contains all the necessary information.

In some cases the criteria may well have been met but has been missed due to where it has been located. An Ofsted inspector or indeed any other visitor to your website will not spend a lengthy period of searching so it's always important to ensure the item is situated in a logical place and can be found with minimal clicks.