



Website Health Check

Last Updated: February 2021

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

If your school or college is one of the following types, you need to check your funding agreement to find out exactly what information you must publish on your website:

- academies, including free schools, studio schools and university technical colleges
- sixth-form colleges
- general further education (FE) colleges

There are also publishing requirements set out within the Equality Act 2010 and Children and Families Act 2014, with which you must comply.

This guidance gives an overview of those requirements and the further information that the Department for Education (DfE) recommends that you publish on your website if you are one of these schools or colleges. Many academy trusts are under a duty to publish much of this further information, due to clauses in their funding agreements.

Item	Achieved	Recommendation/Notes
Contact details		
School/College 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 contact details of your special educational needs co-ordinator (SENCO) unless you're a special academy or sixth form or FE college		
<p>If you're an academy or free school, you should publish details about your academy's sponsor:</p> <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>		<p>School Admissions code: https://www.gov.uk/government/publications/school-admissions-code--2</p> <p>School Admissions Appeals code: https://www.gov.uk/government/publications/school-admissions-appeals-code</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. • a link to the report on the Ofsted website. 		
The school's most recent KS2 results		
Schools are not required to publish their exam and assessment results from 2019 to		

<p>2020 academic year as these have not been published as performance measures by the Secretary of State. You must, however, continue to display your 2018 to 2019 performance measures until new performance measures are published. You should clearly mark that these performance measures are not current. There's further information on school and FE accountability expectations for the 2019 to 2020 academic year.</p> <p>If you're an academy, you should publish the following information on your website each year:</p> <ul style="list-style-type: none"> ● progress scores in reading, writing and maths ● percentage of pupils who achieved at least the expected standard in reading, writing and maths ● percentage of pupils who achieved at a higher standard in reading, writing and maths ● average 'scaled scores' in reading and maths <p>You can find more information about these KS2 performance measures, including the higher standard, in the Primary school accountability guidance.</p>		
Performance Tables		
<p>Academies and colleges should publish a link to the school and college performance tables and your school or college's performance tables page.</p>		
Information about your school's curriculum		
<p>The content of the curriculum your school follows in each academic year for every</p>		

<p>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.</p>		
<p>Your approach to the curriculum should also include how you are complying with your duties in the Equality Act 2010 and the Special Educational Needs and Disability Regulations 2014 about making the curriculum accessible for those with disabilities or special educational needs</p>		
<p>How parents or other members of the public can find out more about the curriculum your school is following.</p>		
<p>The names of any phonics or reading schemes you are using in key stage 1</p>		
<p>Remote Education</p>		
<p>You must publish information about your school's remote education provision on your website.</p> <p>Points that should be addressed include:</p> <ul style="list-style-type: none"> ● What should children expect from immediate remote education in the first day or two of pupils being sent home? ● Following the first few days of remote education, will children be taught broadly the same curriculum as they would if they were in school? ● How long can I expect work set by the school to take a child each day? ● How will my child access any online remote education you are providing? ● If a child does not have digital or online access at home, how will you support them to access remote education? ● How will children be taught remotely? What approaches are to be used? ● What are your expectations for engagement and the support that parents and carers should provide at home? ● How will you check if children are engaging with their work and how 		<p>An optional template is available to support schools with this requirement. Find out more about remote education expectations in the actions for schools during the coronavirus (COVID-19 outbreak).</p>

<p>parents and carers will be informed if there are concerns?</p> <ul style="list-style-type: none"> • How will you assess work and progress? • How will you work with households to help children who need additional support from adults at home to access remote education? • If a child is not in school because they are self-isolating, how will their remote education differ from the approaches described above? 		
Policies		
<p>Academies should publish details of your school’s behaviour policy, including its anti-bullying strategy. (FE colleges are encouraged to publish this information as good practice).</p>		
<p>Academies should publish their charging and remissions policies (this means when you 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 		
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 must publish any arrangements for handling complaints from parents of children with special educational needs about the support provided by the school.</p>		
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</p>		

<p>it.</p> <p>You may wish to plan your pupil premium use over 3 years. You should aim to update the online strategy statement by the end of the autumn term each year to reflect your plans for the academic year after assessing the needs of your pupils, both new and existing.</p> <p>For the current academic year, you must include:</p> <ul style="list-style-type: none"> ● 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 		
<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 of the expenditure on pupils <p>We understand that evaluating the pupil premium’s impact in the 2019 to 2020 academic year will present difficulties as a result of reduced numbers of pupils having attended between March and July 2020.</p> <p>Instead, schools may wish to monitor and report on the grant’s impact at the end of the current financial year, bearing in mind their duty to update this information at least annually, covering the whole period since September 2019.</p>		
Coronavirus (COVID-19) catch-up premium		
<p>If your school gets the coronavirus (COVID-19) catch-up premium grant in academic year 2020 to 2021, you should publish details of:</p>		

<ul style="list-style-type: none"> • how it is intended that the grant will be spent • how the effect of this expenditure on the educational attainment of those pupils at the school will be assessed 		
Details of how your school spends its PE and sports premium funding		
<p>If your school receives PE and sport premium funding, your grant funding agreement will explain what information you must publish. It's likely that you'll have to include:</p> <ul style="list-style-type: none"> • the amount of premium received • a full breakdown of how it has been spent • the impact the school has seen on pupils' PE and sport participation and attainment • how the improvements will be sustainable in the future 		
<p>The percentage of 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>You must publish an Information Report on your website about the implementation of your school's policy for pupils with SEN and should update it annually.</p> <p>You should update any changes occurring during the year as soon as possible. The report must comply with section 69 of the Children and Families Act 2014, meaning that it must contain:</p> <ul style="list-style-type: none"> • the 'SEN Information' specified in Schedule 1 to the Special Educational Needs and Disability Regulations 2014. (Statutory guidance on this is contained in 		

<p>section 6.79 to 6.82 of the Special educational needs and disability code of practice: 0 to 25 years);</p>		
<p>Information as to:</p> <ul style="list-style-type: none"> ● 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 under paragraph 3 of Schedule 10 to the Equality Act 2010 (accessibility plan) for: <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 or 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 		
<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 have to:</p> <ul style="list-style-type: none"> ● details of how your school complies with the public sector equality duty - you must update this every year ● your school's equality objectives - you must update this at least once every 4 years 		
<p>The Equality Act 2010 and Advice for Schools provides information as to how your school can demonstrate compliance. For example, including details of how your school is:</p>		

<ul style="list-style-type: none"> • eliminating discrimination (see the Equality Act 2010) • advancing equality of opportunity – between people who share a protected characteristic and people who do not share it • 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>Academies You should publish the following 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 		<p>You can find more guidance about these in the Academies financial handbook.</p>
Executive Pay		
<p>You must publish how many employees have a gross annual salary and benefits of £100,000 or more. You should publish these figures in £10,000 increments. More details are included in paragraph 2.32 of the Academies financial handbook.</p>		
Trustees		
<p>Academy trusts must publish accessible and up to date details of governance arrangements.</p>		<p>Find more on what you need to publish about your academy and its board of trustees in the Academies financial handbook: https://www.gov.uk/guidance/academies-financial-handbook</p>
Charging and remissions policies		
<p>Academies should publish their charging and remissions policies (this means when you</p>		

cancel fees). The policies must include details of: <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 		
Other items		
Your website should include a statement of your school's ethos and values.		
If a parent requests a paper copy of the information on your school's website, you must provide this free of charge.		

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 blasé 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.