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

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

Schools that do not have a website
You must still publish all of the information which is set out here online even if you do not maintain your own website. You can use an alternative website to host the information as long as you make the address and details of the website known to parents, for example, by providing parents with the URL (website address) and any other relevant details.

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		
The name and contact details of your special educational needs (SEN) co-ordinator (SENCO) unless you're a special school		
School admission arrangements		

Foundation schools and voluntary-controlled schools

If the school's governing body decides your admissions, you must publish your school's admission arrangements each year and keep them up for the whole school year.

You must explain:

- how you'll consider applications for every age group
- what parents should do if they want to apply for their child to attend your school
- your arrangements for selecting the pupils who apply (if you are a selective school)
- your 'over-subscription criteria' (how you offer places if there are more applicants than places)

You must also publish a timetable for organising and hearing admission appeals for your school by the 28 February each year.

This must:

- include a deadline for lodging appeals which allows those making an appeal at least 20 school days from the date of notification that their application was unsuccessful to prepare and lodge their written appeal
- include reasonable deadlines for those making an appeal to submit additional evidence, for admission authorities to submit their evidence and for the clerk to send appeal papers to the panel and parties
- ensure that those making an appeal receive at least 10 school days' notice of their appeal hearing
- ensure that decision letters are sent within 5 school days of the hearing wherever possible

Community schools and voluntary-controlled schools

If the local authority decides your admissions, write that parents should

contact the local authority to find out about your admission arrangements.		
Ofsted reports		
You must publish either: ● a copy of your school's most recent Ofsted report ● a link to the report on the Ofsted website		
Exam and assessment results: Key stage 2 (end of primary school) results		
Schools are not required to publish their exam and assessment results from 2019 to 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. 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 at least the expected standard or above in reading, writing and maths		

percentage of pupils who achieved at a higher standard in reading, writing and maths		
Performance tables		
You must include a link to the school and college performance tables and your school's performance tables page.		https://www.gov.uk/school-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 are using in KS1.		
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.		
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.		
Remote Education		
You must publish information about your school's remote education provision on your website. Points that should be addressed include: ● 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		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.

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 parents and carers will be informed if there are concerns? ● 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		
You should publish details of your school's behaviour policy. "Please note the policy must comply with section 89 of the Education and Inspections Act 2006. Advice on developing and publishing your school's behaviour policy is available on the GOV.UK website."		
School Complaints Procedure		
You must publish details of your school's complaints procedure, which must comply with Section 29 of the Education Act 2002. Read guidance on developing your school's complaints procedure on the GOV.UK website.		

You must also publish any arrangements for handling complaints from parents of children with special educational needs (SEN) about the support the school provides.		

Pupil premium		
You must publish a strategy for the school's use of the pupil premium. 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. 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 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. 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.		
Year 7 literacy and numeracy catch-up premium		
If your school has received year 7 literacy and numeracy catch-up premium funding for the 2019 to 2020 academic year, you must publish: ● details of how you spent your allocation for that year ● how your use of that allocation made a difference to the attainment of the pupils who benefit from the funding As final payments of the Year 7 catch-up premium were made in relation to the 2019 to 2020 academic year, the 2020 to 2021 academic year will be the last year on which schools must report how this funding was used.		
Coronavirus (COVID-19) catch-up premium		
If your school gets the coronavirus (COVID-19) catch-up premium grant in academic year 2020 to 2021, you should publish details of: ● 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		
PE and sports premium funding		
If your school receives PE (physical education) and sport premium funding, you must publish: how much funding you received		
A full breakdown of how it has been spent		
The effect of the premium on pupils' PE, physical activity and sport participation and		

attainment		
How you will make sure these improvements are sustainable		
You are also required to publish the percentage of pupils within your year 6 cohort who met the national curriculum requirement to: ● 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		
SEN and disability information		

You must publish an SEN information report on your school's policy for pupils with SEN and should update it annually.
 	
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:
 	
● the 'SEN Information' specified in schedule 1 to the Special Educational Needs and Disability Regulations 2014. (Statutory guidance on this is contained in section 6.79 to 6.82 of the Special educational needs and disability code of practice: 0 to 25 years)
● information as to
  ● 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:
    ● 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		
Equality objectives		
As public bodies, local-authority-maintained schools must comply with the public sector equality duty in the Equality Act 2010 and the Equality Act 2010 (Specific Duties and Public Authorities) Regulations 2017. This means you must publish: ● 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 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: ● 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)		

Governors information and duties

You must publish information on the governing body in line with the constitution of governing bodies of maintained schools statutory guidance. This should include:
 	
● details of the structure and responsibilities of the governing body and its committees
● the full names of the Chair of the governing body and Chair of each committee 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)
● relevant business and financial interests including:
  ○ 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		

You should also publish the same information for associate members making it clear whether they have voting rights on any of the committees to which they have been appointed.		
Charging and remissions policies		
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		This is not something we can check however please make sure you are prepared in the event someone does ask.
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.		This is not something we can check however please make sure you are prepared in the event someone does ask.
Financial information		
You must publish: how many school employees (if any) have a gross annual salary of £100,000 or more in increments of £10,000. The DfE recommend using a table to display this		
A link to the webpage which is dedicated to your school on the schools financial benchmarking service - follow https://schools-financial-benchmarking.service.gov.uk/to find your school's specific page		

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 website 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.