



Website Content Policy

This policy applies to all staff and pupils in the school, including in the EYFS

Signed:	
Chair of Trust Board:	Claire Delaney
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1.0 Bellevue Place Education Trust – Our Commitment

Learn. Enjoy. Succeed.

Every BPET child and staff member enjoys a broad (LEARN) and enriched (ENJOY) learning experience, enabling them to achieve far greater individual success (SUCCEED) than they might previously have thought possible.

Our Mission

To grow hubs of like-minded, autonomous schools with a strong support network, all of which combine academic rigour with highly enriched opportunities that deliver a personalised approach to education and exceptional outcomes for all.

Our Difference

We are leading the way in delivering high quality education through skills-based and knowledge rich curricula, applying the best of the independent and state sectors to deliver breadth of opportunity and pupil enrichment. We empower all our schools as individual entities that best meet the needs of the communities they serve and have a strong relationship with families, who are our key partners in delivering the vision.

Our Promise

Every child is an individual. Our role is to nurture pupils' potential through a personalised approach to learning. BPET children are happy, independent, confident all-rounders. Our focus is ensuring an exceptional provision for all our children with supportive, accessible learning that enables every child to make progress, including high quality inclusion for children with Special Educational Needs. We encourage a 'be interested and be interesting' attitude in children and staff alike. We don't just teach; we want our pupils to have a passion to learn.

2.0 Introduction

This policy provides advice and guidance on how to use the school's website effectively.

Each school website highlights the school's work and will aid the following:

- **Marketing:** To promote the school, increase admissions and share pupils' achievements, especially within its catchment area; the website is the school's shop window.
- **Publishing children's work:** Publishing high-quality materials that can be seen by teachers, parents, other pupils and people all over the world motivates and develops pupils' self-esteem;
- **Sharing resources:** Documents that are produced electronically can be made available on the website for pupils, teachers and parents at any time in any location;
- **Communication:** The website can be a way of involving parents, carers and the community in children's learning. Communication can be a two-way process if visitors are offered the opportunity to get in touch with the school via their enquiries e-mail address or to submit their views on school activities / policies.
- **Legal requirement:** Schools have a legal requirement to publish a number of document and policies on their website.

3.0 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:

- Check
- DfE (2022) 'What academies, free schools and colleges must or should publish online'
- DfE (2022) 'Keeping children safe in education 2022'
- DfE (2021) 'Meeting the Public Sector Apprenticeship Target'

This policy operates in conjunction with the following school policies:

- Anti-bullying Policy
- Child Protection and Safeguarding Policy
- Data Protection Policy
- Information and Records Retention Policy
- Disciplinary Policy

4.0 Roles and responsibilities

The Communications Champion in each school is responsible for coordinating or managing directly (depending on their agreement with the headteacher or job description):

- The school website overall, 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, in liaison with the headteacher, that other members of staff wish to publish on the school's website.
- Reporting any problems with the school website to the headteacher and the Head of Marketing and Communications.
- Meeting regularly with the headteacher and the governing board to work together to ensure the school website is as effective and as up to date as possible.

The headteacher is responsible for:

- Supporting the Communication ChampionChampion in ensuring that the school's website meets any statutory requirements, and that content is appropriate for the site.
- 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 and clear 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, as well as any social media accounts, will not breach copyright, data protection or freedom of information legislation.

Access and approval

The Communication Champions, supported by the headteacher and the Head of Marketing and Communications, will distribute the school website terms of use, which all website content will comply with. Staff will act in accordance with the terms of use at all times.

When produced by any member of staff, before publishing, the content will need to be approved by the Communications Champion. In the absence of the Communications Champion, the headteacher, other designated member of staff or the Head of Marketing & Communications can be responsible for approving content to be published.

Any member of staff wishing to post content to the school website will consult with the Communication Champion about the purpose of all proposed content and website activity. Any content that is contributed to by other parties or external organisations is discussed with, and approved by, the Communication Champion or the Head of Marketing & Communications. Permission will be sought from the relevant people before citing or referencing their work.

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 the Communication Champion or another designated member of staff. Any amendments will be discussed with the author, and the material will be revised appropriately. The Communication Champion will manage the quality assurance process, ensuring that content is published in a timely manner. Consideration is given to the language that is used on the school website, ensuring that it is appropriate for the audience (e.g. misspellings, swearing and innuendos will not be tolerated).

Staff members are not permitted to disclose information, make commitments or engage in activities with third parties on behalf of the school without authorisation from the Communication Champion. Approval for participating on behalf of the school, on websites created by third parties, will be obtained from the Communication Champion.

The Communication Champion takes responsibility for considering and evaluating the level of engagement of contributors. The Communication Champion monitors 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 Communication Champion and the Head of Marketing and Communications. In the case of illegal content or behaviour, the Communication Champion will inform the appropriate authorities immediately, such as the police and the Child Exploitation and Online Protection Centre (CEOP). Disciplinary action will be taken against any member of staff who breaches these terms of use knowingly, see point 25.0

Any content written by pupils is reviewed by the Communication Champion or other delegated member of staff prior to publishing to ensure that no personal details are included that could lead to the identification of any pupils.

All content is checked and reviewed by the Communication Champion, or other delegated member of staff, for its suitability for its intended audience, and to ensure that it is in no way defamatory. Content is checked by the Communication Champion 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 are permitted to request a paper copy of any information published on the school website, and this will be provided free of charge. This is a legal requirement.

5.0 Statutory and recommended content

By law, the school is required to publish:

- The name of the school
- Postal address
- Telephone number and contact details
- Opening hours: hours of compulsory opening (do not include pre or post school activities/ clubs)
- Timetable of open days
- The name of the member of staff who deals with queries from parents or the public (i.e. Parents' contact)
- The name and contact details of the SENCO co-ordinator
- Name of the headteacher
- Name of the Chair of the LAB
- Name of the trust's sponsor: full name, address and telephone number of BPET.

6.0 Policies and procedures to be published on the school's website

The school publishes copies of the following policies and procedures:

- Admissions Policy
- Exclusions Policy
- Behaviour Policy
- The Complaints Policy, including the number of complaints registered under this procedure during the preceding school year and 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
- A statement of the school's values and ethos
- English as an Additional Language (EAL) Policy
- Anti-bullying Policy
- First Aid Policy
- Employment of Ex-offenders Policy
- Whistleblowing Policy
- Health & Safety Policy

- Educational Visits Policy
- School uniform policy, which should be easy to understand.

7.0 Assessment and attainment information

The school publishes 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 also publishes 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
- Pupil destinations.

8.0 Curriculum information

The school publishes its curriculum information, including the following:

- Curriculum approach and headline content for each year group, each term, and each subject, including RE
- How additional information about the curriculum can be obtained by parents
- The names of any phonics or reading schemes in operation

This information should be simple and informative.

9.0 Pupil premium funding

The school publishes its strategy for the use of pupil premium funding per academic year, each year by 31 December, 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 publishes:

- How the funding was spent
- The effect of the expenditure on eligible and other pupils.

Schools must use the DfE template, including Part B of the form.

10.0 The PE and sport premium

The school publishes information by the 31st of July each year 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, confidentially 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.

11.0 SEND information

The school publishes:

- A SEN information report on the school's SEND policy. The report will be updated annually as well as during the year as a result of any changes.
- The school's accessibility plan.
- Details of how the report complies with the Children and Families Act 2014, the Equality Act 2010 and the Special Educational Needs and Disability Regulations 2014, including the following details:
 - The kinds of special educational needs for which provision is made at the school.
 - Information about the school's policies for the identification and assessment of pupils with special educational needs.
 - Information about the school's policies for making provision for pupils with special educational needs, whether or not pupils have an education, health and care plan.
 - The arrangements for the admission of disabled pupils
 - The steps the school has taken to prevent disabled pupils from being treated less favourably than other pupils
 - The facilities the school provides to help disabled pupils to access the school
 - How the school increases the extent to which disabled pupils can participate in the school's curriculum
 - Plans to improve 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
 - Plans to improve the delivery to disabled pupils of information which is readily accessible to pupils who are not disabled

12.0 Governance information

The school publishes up-to-date details of the structure and responsibilities of the local governance.

The school publishes the following information about each local adviser:

- Name, data of appointment, terms of office
- Business and financial interests

13.0 Academy oversight information

BPET publishes:

- The annual accounts published no later than the 31st of January following the financial year to which the accounts relate.

- The memorandum and articles of association, annual report, funding agreement (including master and supplementary agreements), and the names of charity trustees and members.
- The structure and remit of the trust's members, board of trustees, its committees and local governing boards, and the full names of the chair of each (where applicable), including the scheme of delegation for the trust and terms of reference detailing clear lines of accountability.
- Each trustee's attendance records at board and committee meetings over the last academic year.

14.0 Financial information

BPET publishes how many school employees have a gross annual salary and benefits of £100,000 or more, in increments of £10,000.

15.0 Equality legislation

The school publishes the following details:

- Equality objectives, including dates of when these have been updated or due. These must be updated at least once every 4 years
- How the school is complying with the public sector equality duty, which must be updated every year (annual review of compliance). The information should include data, percentages, and evidence (i.e. data on ethnicity, special needs pupils, gender, etc).

16.0 Performance tables

The school includes a link to the school and college performance tables, as well as our performance tables page.

17.0 Gender Pay Gap reporting

BPET publishes the following gender pay information annually:

- The difference between the mean hourly rate of pay of male full-pay relevant employees and that of female full-pay relevant employees.
- The difference between the median hourly rate of pay of male full-pay relevant employees and that of female full-pay relevant employees.
- The difference between the mean bonus pay paid to male relevant employees and that paid to female relevant employees.
- The difference between the median bonus pay paid to male relevant employees and that paid to female relevant employees.
- The proportions of male and female relevant employees who were paid bonus pay.
- The proportions of male and female full-pay relevant employees in the lower, lower middle, upper middle and upper quartile pay bands.

18.0 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, BPET publishes the information that comprises the response to questions, or requests for information, as set out in Schedule 2.

The employee number condition is met if the relevant public sector employer has a full-time equivalent employee number of more than 49 throughout the entirety of any seven of the months within the relevant period.

19.0 Public sector apprenticeship target

BPET will publish, on an annual basis, the 'Data Publication' information as outlined in 'Meeting the Public Sector Apprenticeship Target' (2018), including:

- The number of employees whose employment in England by the body began in the reporting period in question.
- The number of apprentices who began to work for the body in that period and whose apprenticeship agreements also began in that period.
- The number of employees employed in England that the body has at the end of that period.
- The number of apprentices who work for the body at the end of that period.
- The number of apprentices who worked for the body immediately before that period.
- Headcount on the day before the first day of each reporting period in the target period.

Additionally, the following as percentages:

- The number of apprentices who began to work for the body in that period and whose apprenticeship agreements also began in that period, as a percentage of the number of employees whose employment in England by the body began in the reporting period in question.
- The number of apprentices who work for the body at the end of that period as a percentage of the number of employees employed in England that the body has at the end of that period.
- The number of apprentices who began to work for the body in that period and whose apprenticeship agreements also began in that period as a percentage of a headcount on the day before the first day of each reporting period in the target period.

20.0 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.

All information that is to be published will be checked by both the DSL and the DPO, where appropriate, to ensure that the content is in accordance with safeguarding and data protection regulations.

21.0 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 or equivalent (i.e. consent saved in Arbor). Any images of pupils will not be labelled with their full names. 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 are 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 of School Operations Manager, 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 user.

22.0 Moderating and reviewing website content

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

The Communication Champion reviews the content of the school website on a regular basis (at least monthly) 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 are checked and monitored to ensure that they are safe and appropriate for the intended audience.

23.0 Website disclaimer

The information on the school website is 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 excludes all representations, warranties and conditions.

An appropriate disclaimer features 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 the disclaimer annually.

24.0 License to use the website

Parents and the public may view and download school website content for reference 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.

25.0 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 BPET Disciplinary Policy. 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.

26.0 Monitoring and review

This policy will be reviewed every 2 years.