



the agency
for education

QUICK GUIDE GET YOUR WEBSITE OFSTED READY



Is your website as prepared as you for an Ofsted inspection?

There is so much to think about when creating a new website. From planning the architecture of the site through to trawling the code of the every computer for that one image you know you have seen somewhere – it is easy to miss a crucial detail.

The quality and content of all your communications material is reviewed during an inspection but your website could be the first impression an inspector will have of your school well before they have even walked through the door. It is therefore very important to have a well-presented site, that puts the school forward in a positive light and with easy access to everything your visitors need.

Ofsted have a checklist of requirements that must feature on your website in order to help achieve the top “Outstanding” rating for your school. This is because your website must be seen to be providing useful, accurate and up-to-date information to the community, in order to best serve prospective and current parents and students.

The list that Ofsted runs through includes making sure that information, such as your term dates, is up to date and accurate and that information parents need to know, such as transport arrangements to and from school and uniform requirements, is easily available. Ofsted also wants to ensure that performance data is easily visible to allow parents to get an accurate idea of Key Stage Results and what their child is learning, therefore it is important that these feature prominently on the site.

For your convenience, we have packaged everything you need together into a handy checklist, so as you are reviewing your existing site or planning a new one, this reference guide will help.

The rules for academies or free schools may vary slightly, you need to check your funding agreement to find out what you should publish on your website.

Get your website Ofsted ready.

checklist ✓

SCHOOL CONTACT DETAILS

YES | NO

Your school's website must include:

- your school's name YES NO
- your school's postal address YES NO
- your school's telephone number YES NO
- the name of the member of staff who deals with queries from parents and other members of the public YES NO

ADMISSION ARRANGEMENTS

YES | NO

You must do one of the following:

- publish your school's admission arrangements, explaining how you will consider applications for every age group, including:
 - arrangements for selecting the pupils who apply YES NO
 - your oversubscription criteria (how you offer places if there are more applicants than places) YES NO
 - an explanation of what parents should do if they want to apply for their child to attend your school YES NO
- publish details of how parents can find out about your school's admission arrangements through your local authority YES NO

OFSTED REPORTS

YES | NO

You must do one of the following:

- publish a copy of your school's most recent Ofsted report YES NO
- publish a link to the webpage where users can find your school's most recent Ofsted report YES NO

EXAM AND ASSESSMENT RESULTS

YES | NO

Key stage 2 (KS2) results

You must publish the following details from your school's most recent KS2 results:

- percentage of pupils who achieved level 4 or above in reading, writing and maths YES NO
- percentage of pupils who have improved by 2 or more levels in reading, writing & maths between key stage 1 (KS1) & KS2 YES NO
- percentage of pupils who achieved level 5 or above in reading and writing YES NO
- percentage of pupils who achieved level 5 or above in maths YES NO

Key stage 4 (KS4) results

You must publish the following details from your school's most recent KS4 results:

- percentage of pupils who achieved a C or above in GCSEs (or equivalent) in 5 or more subjects, including English and maths YES NO
- percentage of pupils who achieved the English Baccalaureate YES NO
- percentage of pupils who have achieved at least the minimum expected levels of progress in English and maths between KS2 and KS4 YES NO

PERFORMANCE TABLES

YES | NO

Your school's website must include:

- a link to the school and college performance tables

CURRICULUM

YES | NO

You must publish:

- the content of the curriculum your school follows in each academic year for every subject
- the names of any phonics or reading schemes you are using in KS1
- a list of the courses available to pupils at KS4, including GCSEs
- how parents or other members of the public can find out more about the curriculum your school is following

BEHAVIOUR POLICY

YES | NO

You should publish details of your school's behaviour policy.

- The policy must comply with section 89 of the Education and Inspections Act 2006.

PUPIL PREMIUM

YES | NO

You must publish details of how your school spends its pupil premium funding and the effect this has had on the attainment of the pupils who attract the funding.

You must include:

- how much pupil premium funding you received for this academic year
- details of how you intend to spend the funding, including your reasons and evidence
- details of how you spent the pupil premium funding you received for last academic year
- how it made a difference to the attainment of disadvantaged pupils

The funding is allocated for each financial year, but the information you publish online should refer to the academic year, as this is how parents and the general public understand the school year.

As you won't know how much funding you're getting for the latter part of the academic year (from April to July), you should report on the funding up to the end of the financial year. You should then update this information later in the year when you have all the figures.

YEAR 7 LITERACY AND NUMERACY CATCH-UP PREMIUM

YES | NO

If your school receives year 7 literacy and numeracy catch-up premium funding, you must publish details of how you spend this funding and the effect this has had on the attainment of the pupils who attract it.

You must include:

- how much year 7 catch-up premium 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

PE AND SPORT PREMIUM FOR PRIMARY SCHOOLS

YES | NO

If your school receives PE and sport premium funding, you must publish details of how you spend this funding and the effect it has had on pupils' PE and sport participation and attainment.

You must include:

- how much PE and sport premium funding you received for this academic year YES NO
- a full breakdown of how you've spent or will spend the funding this year YES NO
- the effect of the premium on pupils' PE and sport participation and attainment YES NO
- how you will make sure these improvements are sustainable YES NO

SPECIAL EDUCATIONAL NEEDS (SEN) REPORT

YES | NO

You must publish a report on your school's policy for pupils with SEN.

The report must comply with:

- section 69(2) of the Children and Families Act 2014 YES NO
- regulation 51 and schedule 1 of the Special Educational Needs and Disability Regulations 2014 YES NO
- section 6 of the 'Special educational needs and disability code of practice: 0 to 25 years' YES NO

The report must include:

- your school's admission arrangements for pupils with SEN or disabilities YES NO
- the steps you've taken to prevent pupils with SEN from being treated less favourably than other pupils YES NO
- details of your school's access facilities for pupils with SEN YES NO
- the accessibility plan your governing body has written in compliance with paragraph 3 of schedule 10 to the Equality Act 2010 YES NO

GOVERNORS' INFORMATION AND DUTIES

YES | NO

You must publish information about your school's governors, including:

- details of each governor's:
 - business interests YES NO
 - financial interests YES NO
 - governance roles in other schools YES NO
- the structure and responsibilities of the governing body and committees YES NO

CHARGING AND REMISSIONS POLICIES

YES | NO

You must publish your school's charging and remissions policies.

The policies must include details of:

- the activities or cases for which your school will charge pupils' parents YES NO
- the circumstances where your school will make an exception on a payment you would normally expect to receive under your charging policy YES NO

VALUES AND ETHOS

YES | NO

Your website should include

- a statement of your school's ethos and values.

REQUESTS FOR COPIES

YES | NO

For information requests:

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

OTHER CONSIDERATIONS

YES | NO

While not required, the following are a good idea to improve usability and engagement

- online registration and admissions forms – why not make it easy for parents and pupils to register
- responsive design (all our sites are built to respond and scale to all devices)
- location maps and directions
- events calendars featuring sports, trips and important dates (this could be a straight Google link)
- social media feeds, easy sharing and quick follow buttons
- quick links to your VLE
- video is a great way to promote the environment and life at the school
- details of extra curricular events
- news page featuring sports, achievements events and projects
- could e-commerce be a solution to pay for trips, uniforms, admissions?
- gallery of photos
- email sign up for newsletters
- feedback forms and FAQs
- international translations if appropriate
- google analytics integration, google maps and search engine registration

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Can we help you with your new website?

Connecting your online brand with all offline material is key to ensure consistency. Your school website is the first stop for potential and existing parents and pupils and our aim is to make that first impression a lasting one.

Everyone knows how critical first impressions can be. Your school website is fast becoming the first stop for potential and existing parents and pupils. Our aim is to make that first impression a lasting one. Any school, academy or college will know the importance of its own website. It is a vital tool for communicating to all stakeholders both within the school, and to the wider community. Even in its simplest form as a pure information site, it must work hard because as everyone knows, the internet has become the first port of call for any fact-finding mission. This means that any prospective parent and pupil will be typing your school name into Google, and expecting to be wowed when they land on your homepage, and that's where we come in.



Our other digital services include:

E Publications, Video, Augmented Reality (AR), Google Adwords, Google Analytics, Online Surveys, Email marketing



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**Outstanding
creative.**

**Exceptional
results.**

We are not 'just another design company'.

From strategic brand consultancy and marketing to compelling advertising campaigns that deliver results across all channels, we have the perfect blend of commercial acumen and creative genius to help you. Whatever it takes, we deliver – on budget, on time and always way above expectation.





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