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education marketing

Website Checklist for **Academies, Free Schools and Colleges**

Ensure your school website meets Ofsted requirements - 2022-23

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

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

Academies, Free Schools and Colleges Website Checklist



This checklist gives an overview of the information that Ofsted requires that you publish on your website if you are an academy, free school or college.

Contact Details

<input type="checkbox"/>	Name of your school or college.
<input type="checkbox"/>	Postal address of your school or college.
<input type="checkbox"/>	Telephone number of your school or college.
<input type="checkbox"/>	Name of the member of staff who deals with queries from parents and other members of the public.
<input type="checkbox"/>	Name of the headteacher or principal.
<input type="checkbox"/>	Name and contact details of the chair of the governing body (if you have one).
<input type="checkbox"/>	Name and contact details of your special educational needs co-ordinator (SENCO) unless you're a special academy or sixth form or FE college.
<input type="checkbox"/>	If you're an academy, you should publish the website, address and telephone number of your academy trust.

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Admissions Arrangements for Academies	
Published by 15 March each year, admission arrangements must explain:	
<input type="checkbox"/>	How you'll consider applications for each relevant age group at your schools - this is the age group at which children are normally admitted to the school.
<input type="checkbox"/>	What parents should do if they want to apply for their child to attend one of your schools.
<input type="checkbox"/>	Your arrangements for selecting the pupils who apply (if the school is a selective school).
<input type="checkbox"/>	Your over-subscription criteria (how you offer places if there are more applicants than places available).
<input type="checkbox"/>	You must also set out how in-year applications will be dealt with for your schools by 31 August at the latest each year.
<input type="checkbox"/>	If the academy trust will manage in-year applications for your schools, you must provide a suitable application form to enable parents to apply for an in-year place at your school. You must also provide a supplementary information form where necessary.
<input type="checkbox"/>	If the school is to be a part of the local authority's in-year co-ordination scheme, you must provide information on where parents can find details of the relevant scheme.
You must also publish a timetable for organising and hearing admission appears for your school by 28 Feb each year. This must:	
<input type="checkbox"/>	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.
<input type="checkbox"/>	Include reasonable deadlines for: <ul style="list-style-type: none"> • those making an appeal to submit additional evidence • admission authorities to submit their evidence • the clerk to send appeal papers to the panel and parties
<input type="checkbox"/>	Ensure that those making an appeal receive at least 10 school days' notice of their appeal hearing.
<input type="checkbox"/>	Ensure that decision letters are sent within 5 school days of the hearing wherever possible.

Admissions Arrangements for 16 to 19 Academies & Colleges

If you're a 16 to 19 academy, FE college or sixth-form college, we recommend that you publish details of your admission arrangements. You should publish this information a year before the beginning of the academic year to which arrangements apply, to help parents and students make an informed choice. We recommend that the arrangements do not change during the year. You should include details of:

Open days your college or academy is planning.

The process for applying for a place at your college or academy.

Whether your college or academy gives priority to applications from pupils enrolled at particular schools.

The school admissions code and the school admissions appeal code do not apply to 16 to 19 academies, FE colleges and sixth-form colleges.

Ethos & Values Statement

Academies and colleges should publish a statement of their ethos and values.

Requests for Paper Copies

A statement informing users that paper copies of the information on your school's website are provided free of charge.

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School Opening Hours

Schools should publish on their website their opening and closing times and the total time this amounts to in a typical week (for example 32.5 hours).

Ofsted Reports

A copy of your school's most recent Ofsted report (or a link to the report on the Ofsted website).

Test, Exam and Assessment Results - Key Stage 2 Performance Measures

Key Stage 2 Results for 2018-19

(Results for 2021-22 are not required due to the pandemic disruption)

Average progress scores 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.

Test, Exam and Assessment Results - Key Stage 4 Performance Measures (2021-22)

<input type="checkbox"/>	Progress 8 Score.
<input type="checkbox"/>	Attainment in English and maths - percentage of pupils achieving a grade 5 or above in GCSE English and maths.
<input type="checkbox"/>	Attainment 8 Score.
<input type="checkbox"/>	English Baccalaureate (EBacc) average point score (APS).
<input type="checkbox"/>	The percentage of pupils that enter the EBacc.
<input type="checkbox"/>	The percentage of pupils staying in education or going into employment after key stage 4 (pupil destinations).

Test, Exam and Assessment Results - Key Stage 5 (16-18) Performance Measures (2021-22)

<input type="checkbox"/>	Attainment.
<input type="checkbox"/>	Retention.
<input type="checkbox"/>	Destinations.

If your school operates a sixth form, you do not need to display progress measures (level 3 value added), or an English and mathematics progress measure, for 16 to 18 students on your website. These measures will not be published for the 2021 to 2022 academic year.

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Curriculum - Academies

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.

How parents or other members of the public can find out more about the curriculum your school is following.

How you meet the [16 to 19 study programme requirements](#) (if you have a sixth form or offer education at 16 to 19).

Depending on what phase of education your school offers, we recommend you also publish any of the following that apply to your school:

The names of any phonics or reading schemes you are using in key stage 1.

A list of the courses available to pupils at key stage 4, including GCSEs.

The 16 to 19 qualifications you offer.

You must also set out how over time you will increase the extent to which disabled pupils participate in the school's curriculum, as part of your school's accessibility plan.

Remote Education

You should consider publishing information about your school's remote education provision on your website.

Pupil Premium & Recovery Premium

Current Academic Year published by 31 December: Strategy Statement

Pupil Premium and recovery premium strategy statement (Guidance for creating your strategy using the mandatory DfE template can be found [here](#)).

PE and Sport Premium for Primary Schools

If your school receives PE and sport premium funding, you must publish the following information by 31 July at the latest:

The amount of premium received.

A full breakdown of how it has been spent (or will be spent).

What impact the school has seen on pupils' PE and sport participation and attainment.

How the improvements will be sustainable in the future.

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 (for example, front crawl, backstroke, and breaststroke).

Perform safe self-rescue in different water-based situations.

Policies & Procedures

Behaviour Policy (Including your anti-bullying strategy).

Complaints Policy (If you're an academy, FE or sixth-form college, we recommend that you publish your **whistleblowing policy** online.).

Academy schools (but not colleges or 16 to 19 academies) must, as part of their SEN information report, publish any arrangements for handling complaints from parents of children with special educational needs about the support provided by the school.

Charging and Remissions Policy (This must include the activities or cases where your school will charge pupils' parents and the circumstances where your school will make an exception on a payment you would normally expect to receive under your charging policy).

Equality Objectives (This must include details of how your school is complying with the public sector equality duty - you should update this every year. It should also include your school's equality objectives - you should update this at least once every 4 years.

School Uniform Policy - [Details here](#)

Public Sector Equality Duty - 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.

Special Educational Needs (SEN) and Disability Information



SEN Information Report on you school's policy for pupils with SEN.

Your report must comply with:

- 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
 - information as to the plan prepared by the governing body or proprietor 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
- Regulation 51 and schedule 1 of 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.

You can find details of what you must include in schedule 1 of the Special Educational Needs and Disability Regulations 2014, and section 6 of the Special educational needs and disability code of practice: 0 to 25 years.

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Careers programme information - Years 7-13

The name, email address and telephone number of the school or college's careers leader.

A summary of the careers programme, including details of how pupils, parents, teachers and employers may access information about it.

How the school or college measures and assesses the careers programme's impact on pupils.

The date of the school or college's next review of the information published.

Read the statutory guidance for schools on [careers guidance and access for education and training providers](#) for more information.

Annual Reports and Accounts - Academies

Audited annual report and accounts.

Memorandum of association.

Articles of association.

Names of charity trustees and members.

Funding agreement.

You can find more guidance about these in the [Academy Trust Handbook](#).

Annual Reports and Accounts - FE and sixth form colleges

Instruments and articles of government on their website.

Annual members' report and audited financial statement every year.

Executive Pay

You must publish the number of employees who have a gross annual salary and benefits of £100,000 or more. You must publish these figures in £10,000 increments. More details are included in paragraph 2.32 of the [Academy Trust Handbook](#).

Trustees' Information and Duties - FE and Sixth Form Colleges

The governing body's structure and responsibilities.

Details of any committees.

The names of all governors, including the chair.

You may wish to simply publish your governors' handbook, which should include all this information.

Trustees' Information and Duties - Academies

<input type="checkbox"/>	The structure and remit of the trust's members, board of trustees, committees and local governing bodies (the trust's scheme of delegation for governance functions), and the full names of the chair of each.
<input type="checkbox"/>	For each of the trust's members serving at any point over the past 12 months, their full names, date of appointment, date they stepped down (where applicable), and relevant business and pecuniary interests including governance roles in other educational institutions.
<input type="checkbox"/>	For each trustee and local governor serving at any point over the past 12 months, their full names, date of appointment, term of office, date they stepped down (where applicable), who appointed them, and relevant business and pecuniary interests including governance roles in other educational institutions. If the accounting officer is not a trustee their business and pecuniary interests must still be published.
<input type="checkbox"/>	For each trustee their attendance records at board and committee meetings over the last academic year.
<input type="checkbox"/>	For each local governor their attendance records at local governing body meetings over the last academic year.



This is a list of desirable features for your website recommended by Hive.

To Improve Parental Engagement

<input type="checkbox"/>	News Section
<input type="checkbox"/>	News Feed on Home Page (Keep your home page looking fresh)
<input type="checkbox"/>	Letters Page
<input type="checkbox"/>	Uniform List and Suppliers
<input type="checkbox"/>	Term Dates Table
<input type="checkbox"/>	Events Calendar (for parents evenings, sports day, key assemblies etc)
<input type="checkbox"/>	Home Page Notice Board
<input type="checkbox"/>	School Day Page (times of the school day, mealtime information etc)
<input type="checkbox"/>	School Clubs / Extra Curricular Activities
<input type="checkbox"/>	Links to Local Authority, direct.gov and DfE websites

Governors Portal (Secure area for Governors)

<input type="checkbox"/>	Meeting Dates
<input type="checkbox"/>	Essential Reading
<input type="checkbox"/>	Meeting Documents & Minutes



If you would like assistance from **Hive** in preparing your school website to meet Ofsted guidelines or for further information please speak with a member of our team by calling us on

0161 204 7250

or by emailing us at

hi@hiveeducation.uk

This Ofsted checklist is correct to the best of our knowledge as of April 2023. This checklist should be used as a reference guide only, and Hive takes no responsibility for the compliancy of any school website, unless it is contractually maintained by us. For full details of the Ofsted website requirements, please visit the .gov.uk website.