

BOWERHAM PRIMARY & NURSERY SCHOOL

&

BABY UNIT

Whole School Website Policy on Non-Educational use

DATE: December 2024

Review date: December 2025

Stand tall, reach high, love learning

The Bowerham School community is proud to nurture aspiration, inspire love for life-long learning and prepare children for a changing society.



At Bowerham School we:

- Ensure all children have access to a fun and engaging, ambitious and creative curriculum that widens their life experiences
- Develop confident and independent learners with motivation, curiosity and a love of learning
- Ensure all children learn about and demonstrate the British Values of: tolerance, mutual respect, individual liberty, democracy and rule of law, while respecting differences including gender, ethnicity, religion and ability.
- Nurture, develop and challenge children to be aspirational and secure within themselves in order to prepare them for their future

Within our Bowerham Baby Unit we follow all Bowerham Primary & Nursery School's policies and procedures. Any wording highlighted in blue within the policies are specific additions only applicable to our Baby Unit.

1. Introduction

This policy sets out the guidelines for using the school website for non-educational purposes. The primary aim of the school website is to support learning, celebrate achievements, and provide information to parents, carers, and the wider community. Any use of the website beyond these objectives must adhere to this policy and comply with English laws and regulations.

2. Scope

This policy applies to all staff, parents, external contributors, and other stakeholders who request to use or feature content on the school website.

3. Permissible Non-Educational Content

The following types of non-educational content may be promoted on the school website, provided they align with the school's values and meet legal requirements:

- **Community Events:** Announcements or advertisements for community events that benefit children and families, such as charity events, local fairs, or cultural celebrations.

- **Charity Promotions:** Campaigns supporting recognised charities that align with the school's ethos, provided they:
 - Comply with the Charities Act 2011.
 - Avoid association with controversial causes or those contrary to the school's values.
 - Clearly state the purpose of the fundraising or awareness campaign.
 - **Partnerships and Sponsorships:** Acknowledgment of sponsorships or support from businesses or organisations, as long as they directly benefit the school's educational or extracurricular programs.
 - **Public Resources:** Information about public services or resources beneficial to families, such as health services, libraries, or council-led initiatives.
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4. Prohibited Content

The following are examples of non-educational content that cannot be promoted on the school website:

- **Commercial Advertising:** Promotions or endorsements of businesses unrelated to the school's mission or objectives.
 - **Unapproved Charities:** Campaigns or promotions for charities that have not been approved by the school leadership team or that are not compliant with English charity regulations.
 - **Controversial Content:** Material that is political, religious, or likely to cause offense or controversy.
 - **Harmful Products:** Promotions involving products such as tobacco, alcohol, junk food, or any item not suitable for children.
 - **Personal Content:** Personal opinions, endorsements, or reviews not aligned with the school's educational mission.
 - **Legal Non-Compliance:** Content that violates the General Data Protection Regulation (GDPR), the Equality Act 2010, or any other relevant legislation.
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5. Approval Process

All requests to feature non-educational content on the school website must be submitted to the school leadership team. Requests will be assessed based on:

- **Relevance:** Alignment with the school's values, objectives, and community impact.
- **Legality:** Compliance with applicable laws, including the Charities Act 2011 and GDPR.
- **Appropriateness:** Suitability for the intended audience, particularly children and families.

The headteacher or their designated representative has the final authority to approve, reject, or request modifications to submissions.

6. Promotion of Charities

Charity promotions must adhere to the following additional guidelines:

- Charities must be registered and recognised under UK law.

- Fundraising campaigns should be clearly outlined, including their purpose and how funds will be used.
 - Promotions must reflect the school's values and avoid affiliation with causes that may divide or upset the community.
 - The school retains the right to prioritise campaigns linked to educational outcomes, child welfare, or local community improvement.
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7. Monitoring and Compliance

The school leadership team is responsible for monitoring website content to ensure compliance with this policy. Any concerns about non-compliant content should be reported to the headteacher for review.

8. Consequences of Policy Breach

Unauthorised use of the school website for non-educational purposes, including the promotion of unapproved charities, may result in the removal of content and, if applicable, further action under the school's code of conduct or relevant laws.

9. Policy Review

This policy will be reviewed annually or as required by changes in legislation, school governance, or community needs.