



Ysgol Plas Brondyffryn Website Policy

This Policy has been written to cover all sites belonging to Ysgol Plas Brondyffryn. This includes:

Ty'n Fron – Primary Site

Park Street – Secondary Site

Ty'r Ysgol – Ages 14 – 19

Gerddi Glasfryn – Residential Site

Please note that whenever the terms Brondyffryn or School appear they are therefore referring to all of the above sites.

1. Description of School and its Community

Ysgol Plas Brondyffryn is a Local Authority Residential Special School maintained by Denbighshire Education Authority. The school specialises in meeting the needs of children/young people with Autistic Spectrum Condition (ASC) and associated specific learning difficulties aged 3-19 years. As a Regional school, Ysgol Plas Brondyffryn welcomes children/young people from across North Wales and the closer counties of England. Our policies are relevant to all our children/young people regardless of county of residence.

The majority of the children/young people are from English speaking families. For most children/young people, Welsh is taught as a second language; however, education can be provided through the medium of Welsh if requested by the family and detailed in the Statement of Special Educational Needs. The majority of the children/young people are boys due to the higher prevalence of autism in males.

At YPB we are conscious of the need to maintain a low arousal environment which has been shown to be beneficial for individuals with ASC, reducing their anxiety and aiding concentration. To this end, we strive to keep all areas tidy and free from clutter; to make sure classroom displays are orderly and muted in colour; to communicate information in a clear and concise manner and to aim for a quiet and calm atmosphere. The approach varies on each site as dictated by the needs and abilities of the pupils and our aim is always to organise the environment as far as possible to promote independence in our young people.

2. Description of Policy Formation and Consultation Process

This Policy has been formulated by a working party consisting of the Senior Leadership Team. Staff, governors and parents were consulted before the Policy was finalised and formally adopted by the Governing Body.

3. Purpose of a school website

The school website is an important, public-facing communication channel.

Many prospective and existing parents find it convenient to use the school's website to find information and it can be an effective way to share the school's good practice and promote its work.

It is the duty of the school to ensure that every child in their care is safe, and the same principles apply to the virtual presence of the school as would be applied to its physical buildings.

4. Website policy

The policy includes clear guidance on the following:

- Website governance
- Website administration
- Website content
- Social media
- Email
- Website security
- Contact information

5. Website governance

- The school website will be managed and administered by a minimum of two senior members of staff.
- The school website policy makes it clear how the website is governed and this will be communicated to staff, pupils, parents and governors.
- The policy will ensure that the safety of pupils and staff is never compromised.

6. Website administration

- The Head Teacher has overall editorial responsibility of the website to ensure accuracy and quality of presentation is maintained.
- The website administrator(s) is responsible for the day-to-day creation and publication of all content, including text, images, video and audio.
- Pupils may be involved in the drafting of website content, but the publication of all website content will be undertaken by and remain the responsibility of the website administrator(s).
- If pupils are involved in the creation and submission of website content, they will be given clear guidance.
- Administrators will thoroughly check content before its publication on the website.
- Administrators will regularly check the website to ensure that there is no content that compromises the safety of pupils or staff.
- The school ensures safe practices regarding the publication of images and names of pupils on its website (see section 7 below).

7. Website content - Images and videos.

- The content of the website will be in accordance with safe practices when using photographs. If a pupil is named, avoid using their photograph; if a photograph is used, avoid naming the pupil.
- Wherever possible the website will use group photos rather than photos of individual children.
- The website will only use photos of pupils in suitable dress, to reduce the risk of inappropriate attention.
- Images will be appropriately named – for example, we will not use pupil names in file names or ALT text if published on the web.
- Administrators will ensure videos don't inadvertently contain personal details – for example, in voiceovers or credits.

- Administrators will ensure image and video files are appropriately stored and named on the network.
- Administrators will carry out 'weeding' image folders periodically, particularly when pupils have moved on from School.
- Parental permission will be sought before using images on the school website.

8. Data Protection: Images and video

The Information Commissioner's Office has developed Good Practice Guidance aimed at Local Education Authorities and those working within schools, colleges and universities. It gives advice on taking photographs in educational institutions and whether doing so must comply with the Data Protection Act. A copy of this document will be available with this policy and disseminated to all staff.

9. Social media, guest books and forums

At the moment the school does not have any social media or forum platforms. Before any such platforms go 'live' an addition to this policy will be made and agreed by Governors.

10. Email

- For general enquiries, a generic email address will be published on the school website and these emails will be processed by admin staff. Personal email addresses will not be published on the website.
- All email communications received via the website will be archived and retained.
- Emails that require a response will be replied to within 10 working days.

11. Website security

Malicious use

The School will take all reasonable precautions to ensure the School Website cannot be used for any illegal activity or any activity which may bring the good name of the school into disrepute.

The School Website will not be used by any individual, group or organisation for the purposes of running a business or conducting financial transactions.

Hosting arrangements will be made with a reputable company and all financial transactions in relation to domain name and web space purchase will be made through the school office/bursar.

The School will ensure that all security information relating to the website and its hosting arrangements are known to both the Head Teacher and the website Administrator and that every reasonable precaution is taken to keep this information secure.

12. Data Protection

- The school website will include a link to a privacy policy.
- The school website will include a link to a data protection notice.

13. Contact information

- The school website will provide an email address and phone number for anyone who wishes to contact the school.
- A 'Contact' page will be clearly accessible from all pages on the site.

Policy adopted: Autumn 2013
 Reviewed: Autumn 2014

Reviewed: Autumn 2015
Reviewed: Autumn 2016
Reviewed: Autumn 2017
To be reviewed: Autumn 2018

Wellbeing Impact Assessment completed

A Wellbeing Impact Assessment offers an opportunity for staff to think carefully about the impact of their work on local people and other members of staff.

Date completed:

October 2016