

Advertising Policy

Objective

To define the school's approach and procedures in relation to advertising including when it is and is not acceptable, the various methods that can be used, and the processes to be used.

Background

The school regularly communicates with its pupils and parents using an established range of techniques as part of the normal operation of the school including:

- Parent e-mail distribution list
- School app
- Children's book bags
- School website
- Noticeboards
- School assemblies
- Parent information events

However, the pupil/parent/teacher group that makes up the wider school can also be seen as an attractive audience by local businesses, voluntary groups etc.

The school allows some advertising in cases where the aims of the organisation or individual are compatible with the school's goals and values and whose development is good for the local community/economy of which we are part.

This policy sets out our approach to requests for advertising from such parties in order to ensure a consistency of approach to all.

Approach to third parties

The over-riding principle for decision-making is that all promotion is at the discretion of the Headteacher with the presumption being that there should be no right of appeal. The following provides a set of guidelines (summarised in Annex 1):

Local organisations/businesses hiring out school facilities ("school users")

The school is prepared to allow groups that use the school's facilities to promote their activities by:

- Putting leaflets in book bags;
- Placing a notice on the school Notice Board; and
- Leaving leaflets in the school reception.

Local businesses/organisations aimed at children (e.g. local sports or drama groups)/charities

The school is prepared to allow local businesses/organisations aimed at children to promote their activities by:

Advertising Policy

- Placing a notice on the school notice board; and
- Leaving leaflets in the school reception

E-mail communication

The school will not use any parent –e-mail distribution list to advertise any businesses or other organisations covered by the categories above. The school has no quality assurance over the activity/service being offered and therefore is not willing to be seen to endorse it directly.

Parents have provided their e-mail addresses to be kept up to date on school business. Using the school's e-mail distribution list for another purpose would risk affecting the quality and nature of communication with parents.

Data protection

The parent e-mail distribution list contains personal information. It is maintained by the school administration team and will not be shared with any third parties (including those who are on the distribution list).

Processes

Any third party request for the use of the school for advertising purposes should be directed to the school administration team. The school administration team will notify the head teacher of the request and the proposed course of action (in accordance with this policy) for approval. Any proposal for a deviation from this policy will be discussed with the School Governors.

Annex 1 – Summary of approach to third parties

The following table summarises the school's guidelines:

| | School Users | Local businesses/organisations aimed at children/charities |
|------------------------------|--------------|--|
| Internet/e-mail distribution | No | No |
| Book bags | Yes | No |
| Leaflets at reception | Yes | Yes |
| School noticeboard | Yes | Yes |