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Name of policy: Advertising Policy

REVISION HISTORY

	Date
APPROVED BY COMMITTEE	
RATIFIED BY GOVERNING BODY	
NEXT REVIEW	

Head Teacher _____ Date _____

Chair of Governors _____ Date _____

1. 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.

2. 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:

- school newsletter
- parent e-mail distribution list
- text messages via parent mail
- children's book bags
- stickers on clothing
- school website
- noticeboards
- school assemblies
- parent information evenings
- school event programmes and displays (eg for summer fair)

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.

3. School approach to advertising by third parties

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

Local organisations / businesses hiring out school facilities ("Users of School facilities")

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

- putting leaflets in book bags;
- putting details in the school newsletter
- placing a notice on the school Notice Board;
- leaving leaflets in the school Reception.

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

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

- putting leaflets in book bags;
- placing a notice on the school Notice Board;
- leaving leaflets in the school Reception

Subject to the discretion of the Head, and by separate agreement, there are some circumstances where an individual from a local organisation covered by the categories above could be invited to attend an assembly to talk to the children about their organisation, but there would be a presumption against this if the organisation were profit making.

Local organisations / businesses not aimed at children (e.g. local tradesmen)

The school is prepared to allow local businesses / organisations not aimed at children to promote their activities by:

- placing a notice on the school Notice Board;
- placing adverts in the school newsletter
- placing adverts in school event programmes
- sponsoring specific events, with associated temporary displays / signage / banners

4. School position on endorsement of third parties

Where services are offered by third parties the school has no quality assurance over the activity / service being offered and therefore is not willing to be seen to endorse it directly. For this reason all advertisements and promotion of non-school run activities will be clearly identified as such, to ensure pupils, parents and staff can identify services which are not provided by the school. The inclusion of promotional material within school communications is not an indication that the school has reviewed or is endorsing the product / service being promoted and should not be taken as such.

Advertisers must satisfy basic safeguarding measures as deemed appropriate by the Headteacher / Governing Body and should be required to produce DBS certificates and / or provide appropriate safeguarding information as a condition to advertise or promote a regulated activity (direct contact with children) unless agreed by the Headteacher and Governing Body in exceptional circumstances.

5. Communication via email and text

The school will not use any parent e-mail / text message distribution list to advertise any businesses or other organisations covered by the categories above, or to promote non-school run activities at the school. Parents have provided their e-mail addresses / mobile numbers 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 the parents. The only exceptions to this are:

- where a non-school activity for pupils is cancelled at short notice (within 24 hours of event taking place) and parents need to be informed
- where emails include the school newsletter, whose contents may include adverts as set out elsewhere in this policy

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).

6. Processes

Any third party request for the use of the school communication channels 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.

7. Charging Policy

Promotional items/activities identified within this policy will be charged as set out in the Advertising Scale of Charges. This Scale of Charges will be reviewed regularly, and any changes agreed by the Governors' Resources committee.

A copy of the most up to date Scale of Charges is available from the school office.

Appendix I – Summary of approach to third parties

The following table summarises the school's guidelines and indicates where promotion is (Y) or isn't (N) school policy:

	Users of School Facilities	Local businesses / organisations aimed at children / Charities	Local businesses
School newsletter (which may be sent out via email)	Y	Y	Y
Internet / e-mail distribution *	N	N	N
Text messages**	N	N	N
Book bags	Y	Y	N
Stickers on children	N	N	N
School website	N	N	N
School noticeboard	Y	Y	Y
Leaflets at Reception	Y	Y	N
Assemblies	At Head Teacher's discretion, but presumption against if profit making	At Head Teacher's discretion, but presumption against if profit making	N
Parent information evening	N	N	N
School events (including sponsorship / event programmes)	Y	Y	Y

* exception: where email is used to distribute the school newsletter, whose contents may include adverts/promotion as set out in this policy

** exception: text messages may be used to notify parents of events cancelled at short notice