



Lambeth SWOP (*Schools' Web Online Project*)

Aims

- Every Lambeth school to have a useful maintained website
- Bring business partnership and sponsorship into Lambeth NGfL.

Background

Every Lambeth school will have as part of their NGfL provision, the capability of hosting a website on our provider's server. However, no matter how easy the publishing and design software provided, maintaining a useful site is a time consuming albeit rewarding experience. In most schools, the task of Webmaster will fall on the already overstretched ICT co-ordinator who will undoubtedly find it hard to fit the website into an already busy schedule.

The Brixton Connections project has shown us the sort of problems likely to be faced by most schools. These schools had a huge amount of support for building their sites. They had free courses, visits, help from paid consultants, and telephone support. Admittedly, the schools had to overcome technical problems when updating their sites that NGfL schools won't have to face, but the end results generally bear more to the effort of the consultants, NetSetGo (formerly EdWeb), than to the teachers in the school. In some schools teaching colleagues put in a lot of work, but it has to be said that so did NetSetGo, including much of their own unpaid time.

Lambeth SWOP

The idea behind the project is that we invite local and possibly national businesses to sponsor a school's website. The site would be maintained by a Consultancy along with input from the school. The deal would include a day's training in web design and publishing using their NGfL equipment. The sponsorship would be for a renewable annual amount. The sponsor's name will be displayed at the top of the home page.

The consultants

NetSetGo, the IT Learning Exchange and Brixton Online have already expressed an interest in participating. NetSetGo and the IT Learning Exchange have already been involved in a pilot project, working with two Lambeth primary schools.

Benefits for the Sponsor

- An opportunity to participate in the NGfL project
- Links with the local community
- Donations can be offset against tax
- Advertising on the Internet
- Publicity from the interest generated by the project, details of which will be published nationally.

Benefits for the School

- Invaluable help with producing an exciting and useful website
- Availability of professional help and advice
- Low cost training

Benefits for the Authority

- Links and partnership with local business as required by the NGfL
- Matched funding from business and schools

The costs involved

The Brixton Connections project showed that free input was undervalued in the majority of schools, thus schools will need to make a financial commitment. It is suggested that the price be set at £1600 per primary school and £3000 for a secondary. The school would contribute £250 (primary), £1000 (secondary) and the sponsor, £1350 (primary), £2000 (secondary). This would constitute about 4 days work (8 days for secondary) for the consultants over 12 months.

The school

The school would have to guarantee to supply required resources and time and to make a nominated website manager available for training. Also, they would have to absolutely guarantee the required number of updates. If schools require additional work, outside of the suggested framework, they will be able to negotiate directly with their consultants. A suitable contract will be drawn up with the school to ensure the above conditions are fulfilled.

The school would also be required to have an acceptable use of the Internet policy in place.

Matching sponsors

The Project Manager will match sponsors with schools. However, should a local business wish to sponsor a particular school for specific reasons, we should try to accommodate their request. We will also need to check that potential sponsors are viable on ethical grounds and include get-out options as a contingency. We will need to ensure that the business sponsorship is appropriate and develop criteria to ensure the sponsorship is in line with educational standards and achievement. The sponsors would commit to pay as soon as full details of the site along with a guaranteed publishing date have been received. The Project Manager would invoice the school and the sponsor and would, in turn, be invoiced by the consultancy as soon as the site is published. A similar contract, or memorandum of understanding, would be drawn up with the sponsor.

Site content

Certain areas will be set as standard. The site must conform to the school's acceptable use of the Internet policy and the Authority's guidelines.

Sites should:

- Have a clear index detailing what can be found on the site.
- Date all updates.
- Be designed to a default of 800*600 pixels
- Include a designed by logo
- Include a designed using Microsoft Front Page logo with a link to the MS Front Page website
- Be designed, edited, updated and posted using MS Front Page
- Not contain any non-html elements that make updating or editing difficult for teachers
- Frames may be used if agreed by the school
- Display a banner at the top of the homepage of no more than 500*80 pixels which should:
 - Fit in with overall design content of the site
 - Display the sponsor's name - ie 'This SWOP site sponsored by:'
 - Link to the project homepage via the SWOP logo as above (hosted on Lambeth Connections site)

- Link to the sponsor's profile page hosted on the school's domain which includes:
 - Up to 150 words about the sponsor (approved in advance)
 - Information about SWOP
 - The sponsor's logo etc., with links to their website
 - Link to SWOP's homepage with details of how to become a sponsor

Sections: *the suggested inclusions are for guidance only.*

Our School

- School Information
- staffing
- governing body
- prospectus extracts etc.
- address/location how to get to the school, bus routes etc.
- Alumni information and contact points
- Visitor's book
- Email links for visitors to email staff and/or pupils at school

News

- special projects and events

Children's Work

- an up to date gallery containing up to 6 pieces of work per term

Parent's Corner

- Diary of public interest calendar dates
- Newsletter
- school events
- School sports activities and events - details of fixtures etc
- School clubs and after school activities

Homework

- Examples of how parents can help their children at home

NGfL

- This school's contribution to the NGfL
- Hot links page with URL details of other sites of interest etc

Taking Part

Sponsors wishing to take part in Lambeth SWOP should complete the contract and return it to Phil Redman at International House. If you already have links with local schools that you might wish to sponsor, please send them details and ask them to get in touch.

If you have any further questions or ideas, please contact Phil:

020 7926 9855 (voice)

020 7926 9549 (fax)

07931 787 441 (mobile)

predman@lambeth.gov.uk (email)

Lambeth S.W.O.P

(Schools' Web Online Project)

Contract for Sponsors

We _____ Company

Of _____ Address

Named Contact _____

1. Agree to take part in the Lambeth Schools' Web Online Project.
2. Understand that we will sponsor a website that will be created for _____ school as in the attached specification.
3. Agree to sponsor the development of that site for one calendar year for a sum of £1350 (primary) £2000 (secondary).
4. Declare that there are no ethical or moral considerations that prevent us from participating in an educational project of this nature.
5. Understand that should we wish to withdraw from this contract for any reason other than other contracted parties not meeting their contracted obligations, we will be liable to meet any reasonable costs involved.
6. That this project will be monitored by a sub-committee of the NGfL Project Implementation Group who will arbitrate should any disagreement arise.

Signed: _____

Print Name: _____

Date: _____