

Quality Mark Toolkit

Making the most
of your VbE
Quality Mark



Celebrating Your Quality Mark

Congratulations on a successful audit!
Your school has fulfilled all the criteria for the VbE Quality Mark and you've been recognised as an outstanding "***VbE Quality Mark school***".

It's a fantastic achievement, and so whether you gained your award a while ago or just recently, you will of course want to celebrate and shout about it!

That's why we've prepared this Quality Mark Toolkit to help you make the most of your accreditation, using best practice and examples from some of our wonderful VbE Quality Mark schools!



Wilds Lodge School, Leicestershire

Why raise awareness?

There are plenty of reasons to celebrate your Values-based accreditation both inside and beyond your school's gates...

- Demonstrate your school's commitment to transforming lives of your pupils through Values-based Education to parents, prospective parents and external stakeholders alike.
- Showcase your school's outstanding Values-based culture
- Encourage more schools (in the UK and internationally) to focus on values as integral to their approach to school improvement



Western House Academy, Slough

What can I do to raise awareness of our Quality Mark?

10 ways to
promote your
accreditation



1. Create a Values Webpage

The most obvious place to promote your Quality Mark is on your school website, on a dedicated '*Values*', or maybe '*Vision & Values*' page. See right for an example.

The school receives a detailed report following the accreditation.

You may like to share the report, or some of the comments on your website.

It would also be helpful to feature an explanation of Values-based Education to introduce the philosophy of the approach, the impact it can have, and a link to the VbE website so people can research if they wish.

Cranfield Academy is an ENHANCED Values School!



are delighted to announce their achievement of the...



Values-based Education
VbE Enhanced Quality Mark



The Enhanced VbE School Quality Mark recognises an existing Quality Mark school's more profound and wide-ranging use of Values-based Education in improving the quality of provision and practice for pupils across the school or setting.

It embraces the criteria outlined for the Values-based Education Quality Mark but also provides further challenge for those schools that wish to demonstrate unprecedented and leading practice in this field.

Comments from the Assessors include:

- "Cranfield C of E Academy is a clear role model for a Values based Education school."
- "Values-based Education is a way of life for all children from two years old upwards."
- "All staff are united in their passion for Values-Based Education."
- "The Headteacher is a shining role model in his treatment of every individual with respect. He actively searches for the positive in everyone."
- "The school is extremely hard working in its approach to inclusion of every child and

2. Define your Values on the Webpage

Many VbE schools who have decided to commit to a set of core values often specifically emphasise these on their '*Vision & Values*' or dedicated '*Values*' web page.

It can be useful to provide an explanation of these values, why these values are a priority for your school and how you bring them to life in the curriculum.

This is especially helpful for the wider school community to know exactly which values the school is focusing on.



The screenshot shows the 'Values' page of Eversley Primary School. The header includes the school's logo and name, and navigation links for Home, About Us, Calendar, and Ofsted. The main heading is 'Values'. Below it, there is a section titled 'Values Award!' which explains that the award recognizes a school's 'more profound and wide-ranging use of Values-based Education'. A list of criteria for the award is provided, including the continuation of outstanding practice, commitment to Values-based Education, high aspirations, commitment to creativity, and leadership. A statement of pride follows, noting that the school is the first nationally to be awarded the enhanced level of this award. The page then introduces 'Our value for the Month of July is Courage' and provides a definition of courage with examples. A small image of a person jumping over a hurdle is shown next to the text.

Values

Values Award!

The Enhanced VbE School Quality Mark recognises an existing Quality Mark school's '*more profound and wide-ranging use of Values-based Education in improving the quality of provision and practice for pupils across the school or setting*'.

The award recognises and acknowledges:

- + The continuation and further development of outstanding practice as a Values-based school
- + The furtherance of the school's commitment to Values-based Education as a transformational approach to schooling and improvement
- + High aspirations of a culture of continuous improvement
- + Commitment to creativity and innovation in the pursuit of excellence for all its pupils
- + The school as a leader for local or nationally-based organisation in this field

We are particularly proud to be the first school nationally to be awarded the enhanced level of this award.

Our value for the Month of July is Courage

What is courage? Is courage climbing to the top of a diving board and jumping? Is it saying, "I'm sorry" after an argument? Courage is this and more. There are many ways people show courage and it can take many forms.

Courage is being the first to make up after an argument, or trying new things before saying "I don't want to". Courage is riding your bicycle for the first time without stabilisers, it is breaking bad habits.



3. Add the page to the Main Menu

So that visitors can easily find and access details about this page and learn about your Quality Mark, it can be useful to make this page a Main Menu item, or even make it a feature of your Homepage.

Here is a wonderful example showing how to feature it clearly and prominently on the Homepage.



4. Values Newsletters

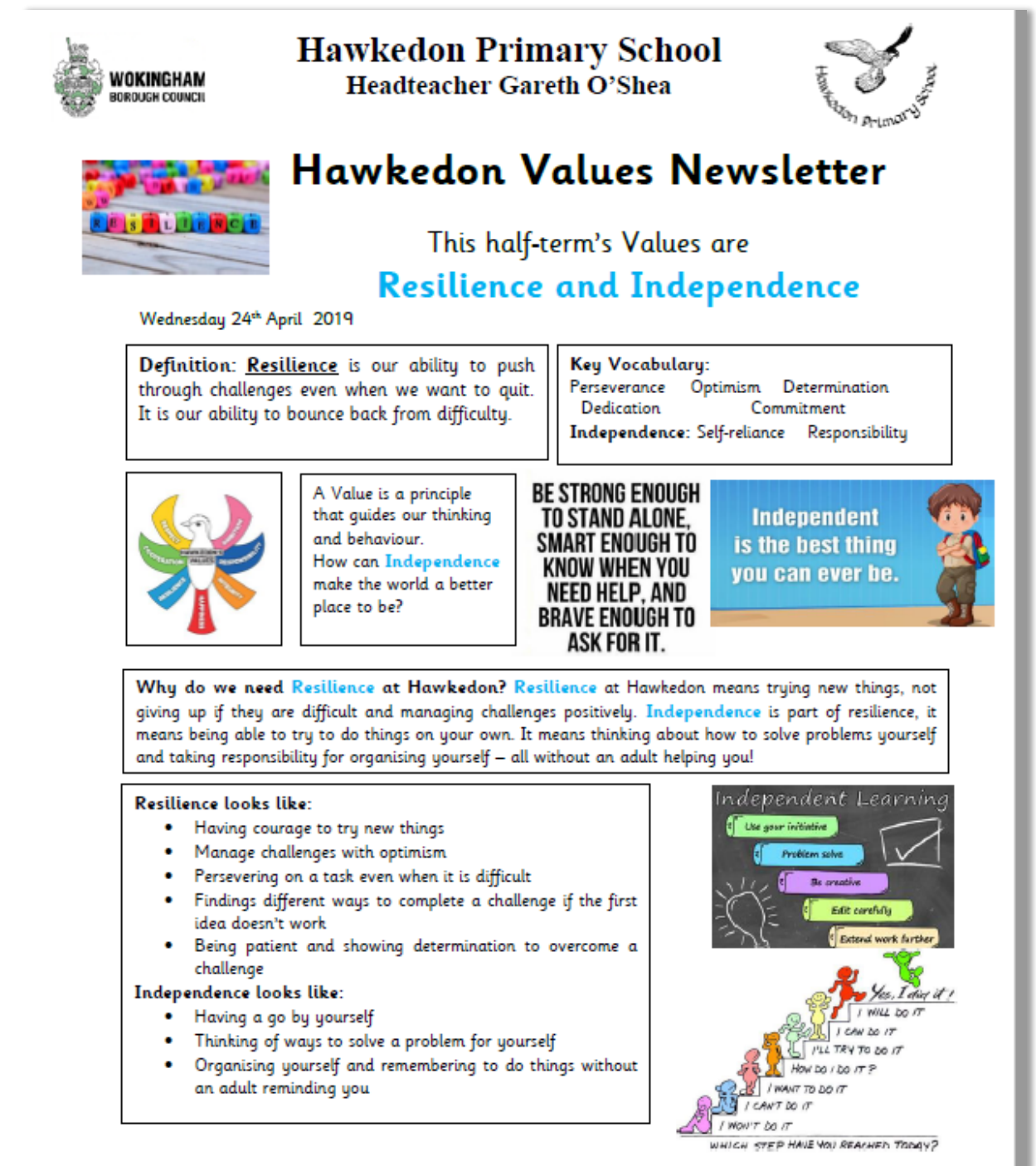
Many schools send out monthly values newsletters to staff, pupils and parents/carers.

These newsletters are an excellent way to reinforce the values that your school are embedding.

Parents are also invited to engage more with the school through being aware of the values-based curriculum and culture.

Many schools tell us that this is a superb way of developing parental community support and engagement.

Newsletter examples can be found on the VbE website



Hawkedon Primary School
Headteacher Gareth O'Shea

Hawkedon Values Newsletter

This half-term's Values are
Resilience and Independence

Wednesday 24th April 2019

Definition: Resilience is our ability to push through challenges even when we want to quit. It is our ability to bounce back from difficulty.

Key Vocabulary:
Perseverance Optimism Determination
Dedication Commitment
Independence: Self-reliance Responsibility

A Value is a principle that guides our thinking and behaviour.
How can **Independence** make the world a better place to be?

BE STRONG ENOUGH TO STAND ALONE, SMART ENOUGH TO KNOW WHEN YOU NEED HELP, AND BRAVE ENOUGH TO ASK FOR IT.

Independent is the best thing you can ever be.

Why do we need Resilience at Hawkedon? Resilience at Hawkedon means trying new things, not giving up if they are difficult and managing challenges positively. Independence is part of resilience, it means being able to try to do things on your own. It means thinking about how to solve problems yourself and taking responsibility for organising yourself – all without an adult helping you!

Resilience looks like:

- Having courage to try new things
- Manage challenges with optimism
- Persevering on a task even when it is difficult
- Findings different ways to complete a challenge if the first idea doesn't work
- Being patient and showing determination to overcome a challenge

Independence looks like:

- Having a go by yourself
- Thinking of ways to solve a problem for yourself
- Organising yourself and remembering to do things without an adult reminding you

Independent Learning

Use your initiative
Problem solve
Be creative
Edit carefully
Extend work further

Yes, I did it!
I WILL DO IT
I CAN DO IT
I'LL TRY TO DO IT
HOW DO I DO IT?
I WANT TO DO IT
I CAN'T DO IT
I WON'T DO IT

WHICH STEP HAVE YOU REACHED TODAY?

5. Create Social Media Posts

A growing number of schools are making the most of social media!

This medium provides a great way to promote your school's values and your Quality Mark by sharing a link to your Values page in social media posts.

Did you know ..you can save time by creating one post and "pinning" it to the top of Twitter and Facebook feeds, so that it's the first post people see.

If you do post anything on Twitter, please tag VbE using the handle [@vbezzone](#) and [#vbezzone](#)

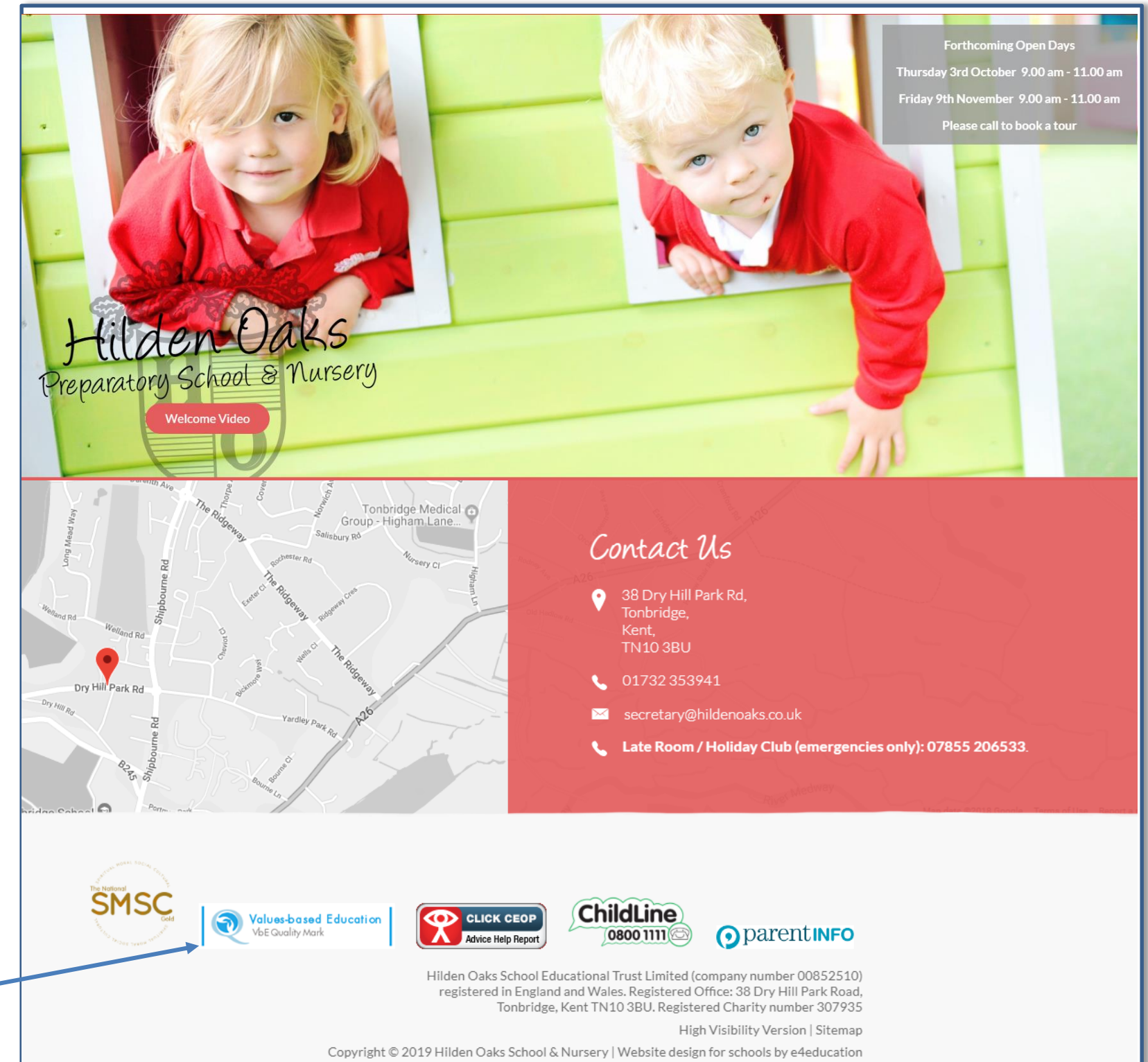


6. Add your Quality Mark to your Web Footer

In addition to adding a webpage for the Quality Mark, you can usually also add the Quality Mark logo to every page of the school's website by inserting it into the footer.

This can be a quick and simple way of raising awareness of the Quality Mark.

By adding a hyperlink to the logo itself, you can then also direct individuals to either the school's 'Values' page or the VbE website for more information.



Hilden Oaks
Preparatory School & Nursery

Welcome Video

Contact Us

38 Dry Hill Park Rd,
Tonbridge,
Kent,
TN10 3BU

01732 353941

secretary@hildenoaks.co.uk

Late Room / Holiday Club (emergencies only): 07855 206533.

SMSC

Values-based Education
VbE Quality Mark

CLICK CEOP
Advice Help Report

ChildLine
0800 1111

parentINFO

Hilden Oaks School Educational Trust Limited (company number 00852510)
registered in England and Wales. Registered Office: 38 Dry Hill Park Road,
Tonbridge, Kent TN10 3BU. Registered Charity number 307935

High Visibility Version | Sitemap

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7. Add your Quality Mark to Email Signatures

Staff may like to add the Quality Mark to their school email signature so that it appears when they communicate with parents, pupils and external stakeholders.

For some email systems, this can be quite quick and simple to do, but a little IT support maybe needed to help staff to set this up.

Make sure that a clickable hyperlink is inserted (as with the website footer) so that it redirects to the school's 'Values' page or the VbE website.

Values School <head@valuesschool>

to Bob (Chair of Governors)

Dear Bob

I am thrilled to let you know that our school was recently awarded the Values-based Education Quality Mark.

It is a wonderful recognition of everyone's work.

Thank you for your support over the years towards this achievement.

With best wishes

Jill Smith

(Headteacher)

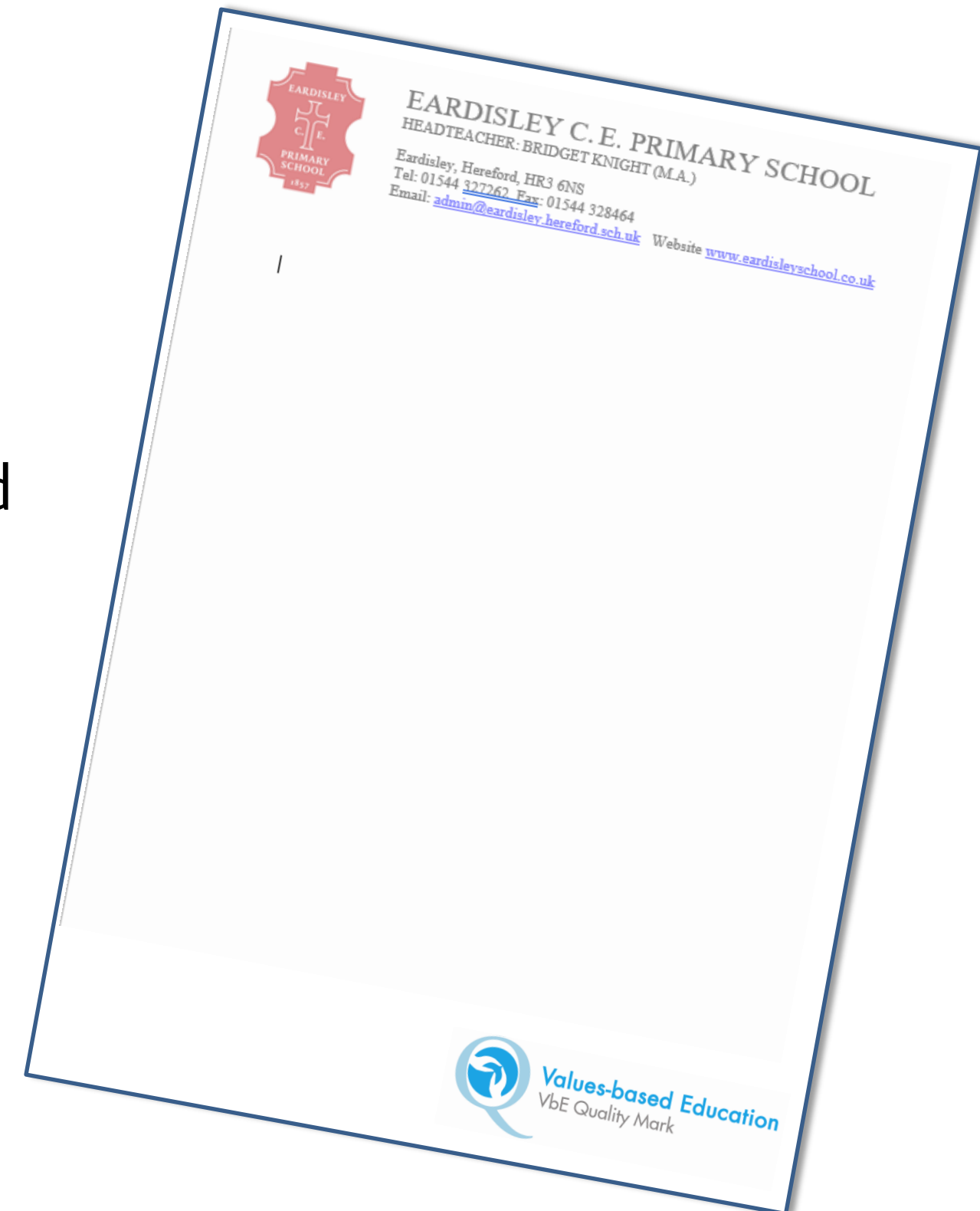


8. Add your Quality Mark to your Stationery

The school may like to add the Quality Mark logo to the school stationery.

The Quality Mark can be a prestigious addition alongside the school badge, whether it is on business cards, letterheads or even on school folders, pens and writing supplies.

This is a simple and effective way to ensure stakeholders and people with whom the school communicates are aware of the school's achievements.



9. Incorporate your Quality Mark in Signage

Some schools decide to incorporate their Quality Mark logo into their school signage, so it is clearly visible to parents, prospective parents, and visitors to the school – offline, as well as online.

It is recommended to feature this at the bottom right of the sign, as represented in the example.

However, if the bottom right of the sign already has a logo there or doesn't fit with your design, then the Quality Mark logo may be moved to the bottom left.



Hinckley Parks Primary School, Leicestershire

10. Add details to Marketing Materials

The VbE Quality Mark is an award many prospective parents are interested in when considering schools for their children.

Parents constantly feedback how important they feel the values are to the development of their child's education, wellbeing and happiness at school.

- you may finally want to add details of it on your school marketing materials.

It can be a great addition to your prospectus to give a bit of background to your curriculum, and you are welcome to use our template to help you do this.

Your Quality Mark logo can also be used on smaller flyers and leaflets.



Open Mornings
Reception 2020 intake

 **Kings Hill**
Primary School
Inspired to Believe, Inspired to Achieve

November 5th, 8th, 13th, 19th
and 29th at 9:30 a.m.

Talk by the Headteacher and
EYFS Leader followed by
a tour of the school

We are committed to an
ethos of high expectations
and endeavour to treat
our children as
individuals, inspired
with confidence
and resilience.

**Recent Parent
Quotes from our
Parent Survey:**

"Excellent school. Innovative
and forward thinking. Staff care
well for the children and children
thrive academically and socially."

"KHS is an exceptional school that is
always striving to improve and make
a difference to pupil's lives."

**To book a space, please
call 01732 842739**

 **Values-based Education**
VbE Quality Mark

10 Point Checklist

1. Create a Values-based Education page on your website
2. Define your school's core and/or termly values on the webpage.
3. Add the page to your website's main menu
4. Send out monthly values newsletters
5. Create social media posts to your Values-based Education page
6. Add a clickable Quality Mark logo to your website footer
7. Ask staff to add clickable Quality Mark logo to their email signatures.

When appropriate to do so...

8. Add your Quality Mark to school printed stationery
9. Add your Quality Mark to school signage
10. Add information about your Quality Mark to school marketing materials

We are very proud of your school!

Please keep in touch and let us know if we can support in any way.