Guide for schools:
survey for parents of
Years 1–2 children

Active Lives Children and Young People Survey 2021/22
What does this guide cover?

- This guide is for primary and infant schools with a Year 1 and/or Year 2 class selected to take part in the Active Lives Children and Young People survey.

- In previous years the classroom based survey with pupils has been really successful with high completion rates. However, the survey with parents of children in years 1-2 has been less well completed.

- **Sport England would like as many parents as possible to take part in the survey.** This guide is provided to help schools administer the survey and encourage response from parents. It covers:

  - Why we want parents to take part (pages 3-4)
  - How parents take part and what we need the school to do (pages 5-7)
  - Materials available to help schools (page 8)
Why do parents need to take part as well as pupils?

Testing has shown that children in years 1-2 struggle to provide detailed information about the sports and activities they have participated in.

Therefore we would like parents of children in selected year 1 and/or 2 classes to complete an online survey to provide this information about their child.

Parents can complete the survey on a smartphone, tablet, laptop or computer – it’s easy and should only take 10 minutes to complete.
How will parents completing the survey help?

**Vouchers for the school**
- The school will receive **credits worth ~£10** to spend on equipment from ESPO for **every parent** that takes part*

**Report for the school**
- Data collected will be used to create a **report** about the activity levels of pupils at your school

**Sport England investment**
- Data collected will help Sport England **invest in opportunities** for children and young people to take part in and benefit from sport and physical activities

*Note: credits are not provided to schools/classes who have opted into the survey*
What does the school need to do? Step 1

**Step 1: Send out letter invitations to parents**

What should we send?
- A *letter template* is available.
- If you choose to use it, you will need to edit the text highlighted in yellow and add the short URL (ideally as a hyperlink)
- Once edited, convert the document to PDF, if possible

When should we send it?
- It is important that the letter is sent out *before their child does their survey in class* as it describes the child survey and offers the parent the option to opt their child out of doing the survey.

How can we send it?
- Email
- Text message / WhatsApp message / school messaging app
- Paper letter
What does the school need to do? Step 2

Step 2: Encourage as many parents as possible to take part

- Consider sending out an e-postcard reminder about the survey around 1 to 2 weeks after the initial letter has been sent.
- This can be sent via email, your school messaging app or WhatsApp message.
- If possible, promote the survey in other ways (see page 7 for ideas).
- Your Active Partnership will be able to update you on how many parents have completed the survey.
- Parents have until the end of the term allocated to complete their surveys.
Promoting the survey:
tips from other schools

**Events with parents**
- Other schools have encouraged parents to take part by promoting the survey at an event with parents: such as sports days, coffee mornings and parents’ evenings.

**Complete survey at the event**
- You may also want to suggest to parents they can complete the survey at the event, e.g. on their smartphone, school tablet or computer.

**Displaying a poster**
- A poster template has been provided for you to print out (A3 size). It could be displayed near the door of the selected classroom, on a parent noticeboard or at a parent event.

**Restrictions**
- Due to Covid-19, there may be restrictions affecting parents coming on to school premises.
Here is a reminder of some materials that may help you:

**Templates:**
- **Parent letter** – first letter to let parents know about the survey. Includes FAQs and the chance for parents to opt their child out if they wish.
- **Email message** – sample email to send parents with the letter and/or e-postcard
- **Text / WhatsApp message** – sample text / WhatsApp message to send parents
- **Reminder e-postcard** – easy way to remind parents to take part
- **A3 poster** – larger version of the e-postcard to display

**Other helpful materials:**
- **Parent questionnaire summary** – if you or parents would like to see the content of the parent questionnaire
- **Privacy policy** – describes how the data are collected and used