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

Active Lives Children and Young People Survey 2023/24
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