



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

Active Lives Children and
Young People Survey 2026/27

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 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

Dear Parent / Guardian,

Survey about sport and physical activity for children and young people
Our school and Sport England would like to find out about the sports and physical activities our pupils take part in, both in and out of school. The information collected will be used to:

- Provide a report to our school to help us understand what our pupils are doing and what we can do to support them.
- Help Sport England invest in opportunities for children and young people to take part in and benefit from sport and physical activity.

Your child's **Year 1 or 2 (Schools as appropriate)** class has been selected to take part in the survey. An explanation of what the survey will cover will be provided to your child before they complete it **in class** and they can tell their teacher if they do not wish to take part. If you do not want your child to take part, please let **[contact teacher]** know. If you are happy for your child to take part, you do not need to do anything.

WE NEED YOUR HELP TOO

Our school and Sport England would also like you to complete an online survey about your child. It will take about 10 minutes. It's important that a range of parents take part no matter how much activity their child does. You can complete the survey on a computer, laptop, tablet or smartphone. Please use the link below to access the survey.

**GO TO WEBSITE TO COMPLETE THE SURVEY:**
[INSERT PARENT SHORT URL]
Please complete this survey thinking about your child(ren) in **[insert selected class e.g. Year 1, Year 3]**.
You may find it helpful to complete the survey with your child(ren).

Sport England will give our school credits worth £10 to spend on equipment for every parent who takes part.

The surveys are hosted by Ipsos, a research organisation. Ipsos will store all information securely and keep it confidential.

Further information can be found on the next page or contact **[contact teacher]** if you have any questions. We hope that you will be able to take part in this important study. Thank you in advance for your help.

Many thanks
[INSERT NAME OF TEACHER/SCHOOL]

ANDREW SPIERS, Strategic Lead: Research & Analysis, SPORT ENGLAND

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.



Materials to help you

Here is a reminder of some materials that may help you:

- **Templates:**

↘
Ctrl + click to
be taken to
the materials

- [Parent letter](#) – first letter to let parents of 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