

# Parent View toolkit for schools

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This toolkit explains key facts about Parent View and contains materials that can be adapted and used by schools to raise awareness of Parent View to parents.

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## Introduction

Parent View is an online facility launched by Ofsted in October 2011 that allows parents and carers to give their views about their child's school at any time of the school year. The questionnaire is also the main mechanism for parents to give their views to inspectors about their child's school at the time of a school inspection.

The questionnaire can be accessed directly at <http://parentview.ofsted.gov.uk> or from the home page of Ofsted's website [www.ofsted.gov.uk](http://www.ofsted.gov.uk).

## How to register on Parent View

To register on the Parent View site, parents must initially enter an email address, and confirm that they are a parent or carer. They will also be asked to clarify how many schools their children attend (allowing for different children at different schools). An email is then sent to the specified email address to verify the account. On verification, users then select a secure password for their account.

Schools will also be able to sign up on the Parent View site to receive regular email alerts. Once results are made public, subscribers can choose how often they want to receive ongoing alerts about Parent View take-up, for example daily, weekly or monthly.

The Ofsted website has a brief introductory video demonstrating Parent View to show users how to register, complete the questionnaire and set up alerts about schools.

The screenshot shows the Parent View website interface. At the top left is the logo "Parent View Your child's school". At the top right is the Ofsted logo. Below the logo is a navigation bar with links: Home, Give your views, Parent View results, Link to us, and Contact Us. A breadcrumb trail shows "Home > Give your views". On the left side, there are three orange buttons: "Preventing misuse", "Terms of Use", and "How to use Parent View". Below these is a graphic of four interlocking puzzle pieces in green, orange, pink, and blue, with the text "Parent View" on the orange piece. The main content area is titled "Give your views" and "Register/log in". It contains the following text: "If you have already registered with Parent View, please log in to complete the questionnaire. Email addresses are used to help prevent site misuse. Only Ofsted will have access to this information. This survey is not designed to receive complaints about schools. If you wish to make a complaint or have a serious concern about your child's school, you can find more information about how to do so on our [complaints page](#)." Below this, there are two sections: "Not registered yet?" with links for "Register now" and "I have forgotten my password", and "Please log in" with input fields for "Email address" and "Password", and a "Log in" button. At the bottom, there is a progress bar with steps: "Your progress", "Log-in" (highlighted), "Search", "Questions", and "Finish".



## Parent View questions

Once their login has been activated, they can follow the instructions on the screen and indicate whether they strongly agree, agree, disagree, strongly disagree or don't know in response to 11 short statements. Question 12 asks whether they would recommend the school to other parents.

The 12 statements and question are:

1. My child is happy at this school
2. My child feels safe at this school
3. My child makes good progress at this school
4. My child is well looked after at this school
5. My child is taught well at this school
6. My child receives appropriate homework for their age
7. This school makes sure its pupils are well behaved
8. This school deals effectively with bullying
9. This school is well led and managed
10. This school responds well to any concerns I raise
11. I receive valuable information from the school about my child's progress
12. Would you recommend this school to another parent?

## Schools with boarding and residential provision

Parents of children in maintained schools or special schools that have boarding and residential provision will find five additional questions to answer about their child's school. These are:

13. My child enjoys boarding/the welfare experience
14. My child is warm enough and comfortable in the residential accommodation
15. The experience of boarding/welfare helps my child's progress and development
16. I can easily contact the staff who care for my child
17. Boarding/welfare is well organised and managed effectively.

## How results are displayed

When we have received a minimum of 10 responses for a school, its results will be available on the website for schools, parents/carers and the general public to view. Data about each school are displayed in percentages and in easy-to-understand graphs.

The results for each school are saved at the end of the academic year, so provide headteachers and governors with a useful year-on-year picture of parents' views.

## When can parents complete Parent View?

When a school is inspected, parents are notified about the inspection and invited to complete the Parent View questionnaire, preferably before 11am on the first day of the two-day inspection so that inspectors can consider all online responses that are submitted during the inspection.

Parent View can also be completed at any time during the year. This information contributes to our risk assessment process and can influence when a school is inspected. If a parent updates their responses for a school more than once in an academic year, the previous results will be overwritten so that only one 'view' for each parent, per school, is held.

## Parents' views during school inspections

Schools have a statutory duty to notify parents of a school inspection and to invite parents to give their views on matters relating to the school (in a method approved by the Chief Inspector). Ofsted gives schools notice the afternoon before an inspection so schools have some time to gather parents' views.

Since September 2012, Parent View has become more important as it has replaced the paper-based questionnaire at the point of a school inspection. Details of Parent View are now included in the notification letter for parents or carers that Ofsted provides to schools.

During inspection, inspectors will consider and weigh parents' views against the first-hand evidence they gather - for example through lesson observations; discussions with pupils, teachers and a school's senior managers; progress and attainment data and other relevant information to make their judgement about the effectiveness of a school.

More information about the way in which inspectors make their judgement can be found on the Ofsted website at: [www.ofsted.gov.uk/schools/for-schools/inspecting-schools/inspecting-maintained-schools/main-inspection-documents-for-inspectors](http://www.ofsted.gov.uk/schools/for-schools/inspecting-schools/inspecting-maintained-schools/main-inspection-documents-for-inspectors).

As well as the notification letter, schools are encouraged to use other mechanisms such as SMS/text or email messaging to provide the Parent View web link to those parents for whom the school has contact details.

On the next page is some text you can adapt and use for your text or email messages.



## **Suggested text for schools**

### **Text message or short email message that schools can send to parents at the time of an inspection**

Ofsted is inspecting our school tomorrow. Please spare a few minutes to give your views about our school at <http://parentview.ofsted.gov.uk>, before 11am tomorrow if possible.

The online Parent View questionnaire has replaced paper questionnaires. You simply need your email address and a password to register and then answer 12 short questions.

### **School Twitter feed (138 characters)**

#### **Suggested text if your school has a Twitter account that is followed by parents**

Ofsted is inspecting our school tomorrow. Give your views on the school at <http://parentview.ofsted.gov.uk> by 11am tomorrow. #Parentview

## Promoting Parent View throughout the year

Many headteachers around the country have been using their school website and/or school newsletter or writing and talking to parents, to encourage parents to give their views about their child's school through Parent View.

Some have provided computers in school for parents to complete the survey during specific times such as at parents' evenings. Others have asked Ofsted for guest accounts for those parents who do not have an email address or computer.

The majority of schools have found that, where they have actively communicated with parents, their results on Parent View have been overwhelmingly positive.

Below is some text you can adapt for your communication to parents.

### Draft text for a school website or newsletter

#### Share your views through Parent View

Parents and carers can give their views of our school at any time of the school year *and* at the time of a school inspection using an online questionnaire called Parent View.

When our school is notified of its next Ofsted inspection, parents will be invited to give their views about the school to inspectors using the Parent View online facility as this has replaced Ofsted's paper questionnaire. Please make sure we have your most up-to-date contact details.

Please register with an email address and a password at <http://parentview.ofsted.gov.uk>. Once your login has been activated, it only takes a few minutes to complete answers to 12 short questions about aspects such as bullying, the quality of teaching, level of homework, etc.

Your views are important in helping inspectors make a decision about our school, and to help us know what is going well and what could be improved.

If you do not have a computer or an email address *or* if you would like help to use Parent View, please come into school and ask at reception.





## Draft text for a letter to send to parents at any time of the year

[School letterhead here]

[Date here]

Dear parent/carer

I am writing to tell you about an online questionnaire called **Parent View** that parents and carers can use to give your views about this school at any time of the school year. Parent View has replaced the paper questionnaires that inspectors used to circulate at the time of a school inspection to gather parents' views.

If our school is notified that Ofsted is inspecting it, we will send you a letter about the inspection, with a link to Parent View. We will also send a text or email message to parents whose mobile numbers or email addresses we have on our records. Ofsted asks parents to submit their views by 11am, if possible, on the first day of the two-day inspection, so that inspectors can consider all online responses that are submitted at the time.

To complete the short questionnaire at <http://parentview.ofsted.gov.uk> you simply need an email address and a password to register. Once your login has been activated, it only takes a few minutes to choose answers to 12 short questions about the school, such as how well we deal with bullying, the quality of teaching, whether the level of homework given to your child is appropriate, and whether you would recommend the school to other parents.

Inspectors will consider parents' views alongside other evidence when making a judgement about a school. It is also useful for us because it gives valuable information about what you think of the school and helps us to improve.

Please remember, you can give your opinion of your child's school through Parent View at any time during the school year. At the time of an inspection, you can refresh or resubmit your views and the facility will overwrite your previous response so that only one 'view' for each parent, per school, is held.

If you do not have a computer or an email address or if you would like help to use Parent View, please come into school and ask at reception. Please also let us know if you have changed your mobile number and/or email address so we can update our records.

Thank you

Yours faithfully

## **Parent View link on school's own parent questionnaires**

Most schools choose to issue their own tailored paper questionnaires to help them continue to improve school performance. We recommend that schools include the link to Parent View on these and add a few lines (suggested below) outlining its importance.

At the time of a school inspection and any time of the year, parents can give their views to Ofsted using the Parent View questionnaire at <http://parentview.ofsted.gov.uk>. Your responses will help Ofsted to form an accurate picture of our school and give it a fair judgement.



## Links and images

Many schools now include a link to Parent View on their homepage or on the parents' area of their website.

To share Parent View through the school website, schools can download logos and links from: <http://parentview.ofsted.gov.uk/link-to-us>.

The *Link to us* page also has a poster that schools can print and display in classroom or reception areas to promote Parent View to parents.

Home Give your views Parent View results **Link to us** Contact Us

Return to the main Ofsted website Home > Link to us

Preventing misuse  
Terms of Use  
How to use Parent View

### Link to us

We're keen to give third parties, and especially schools, links to Parent View that they can use on their websites to encourage parents and carers to complete the survey.

You can help spread the word about Parent View by adding one of our images to your website or blog. Simply copy and paste the HTML code provided below.

You can also find the press release about the launch of the service <http://www.ofsted.gov.uk/news/press-releases/2009>.

Jump to: [Small Square 300x300 pixels](#) | [Wall Banner 234x80 pixels](#) | [MPU 300x330 pixels](#) | [Leaderboard 728x90 pixels](#)

#### Small Square 300x300 pixels

```
<a href="http://parentview.ofsted.gov.uk/">img alt="http://parentview.ofsted.gov.uk/assets/200900-email-square.png" data-bbox="225 435 295 475"/> Parent View - Give Ofsted your view on your child's school! </a>
```

#### Wall Banner 234x80 pixels

```
<a href="http://parentview.ofsted.gov.uk/">img alt="http://parentview.ofsted.gov.uk/assets/23480-wall-banner.gif" data-bbox="225 515 315 535"/> Give Ofsted your view on your child's school! </a>
```

#### MPU 300x330 pixels

```
<a href="http://parentview.ofsted.gov.uk/">img alt="http://parentview.ofsted.gov.uk/assets/200900-mpu.gif" data-bbox="225 565 315 605"/> Give Ofsted your view on your child's school! </a>
```

#### Leaderboard 728x90 pixels

```
Parent View Give Ofsted your view on your child's school
```

Ofsted  
making standards  
improve for  
everyone

## Are you a parent? Have you heard of Parent View?

Parent View is an online questionnaire for you to give your views about this school at any time of the year.

At the time of an Ofsted inspection, parents are also invited to give inspectors their views using Parent View.

It's easy. It's quick. It's time to log on.  
<http://parentview.ofsted.gov.uk>

We can also provide a high-resolution image of the Parent View logo for printed publications. Send your request to: [enquiries@ofsted.gov.uk](mailto:enquiries@ofsted.gov.uk).

## Security measures

We have put in place a range of measures to enhance the security of Parent View, minimise the risk of abuse by individuals or small groups and ensure that all schools are treated fairly. This includes a registration process with password and email verification and a 'Terms of use' checkbox for parents to tick.

Parent View does not have a free-text facility and cannot receive complaints about schools. We have clarified on the site that it is not a vehicle for complaints to Ofsted about a school, whistleblowing or somewhere that parents can raise concerns about the safety or wellbeing of a child.

Although parents can log in any time and refresh their views, the latest data entered by parents will overwrite what has been previously provided so that only one 'view' for each parent, per school, is held.

## Reporting misuse

We also have systems in place to flag any potential signs of misuse. We will monitor any potential abuse through IP and email account tracking and take appropriate action where necessary.

If at any time a headteacher or a member of school staff has a concern about a significant increase in responses on Parent View, then please contact [enquiries@ofsted.gov.uk](mailto:enquiries@ofsted.gov.uk) or call our general enquiries line: 0300 123 1231. We will investigate the issue within 24 hours. This has only happened on a handful of occasions and has been resolved within the above timescale.



## Case studies

We have gathered a few examples below of the activities undertaken by schools to raise awareness of Parent View.

### **Broadford Primary, London Borough of Havering Headteacher - Malcolm Drakes**

Broadford is a large primary school with more than 300 pupils. At its most recent inspection in March 2012, the school was judged to be satisfactory, which is an improvement from 2008, when it was placed in special measures.

The school leaders describe their experience of using Parent View as a 'remarkable success'. They work hard on a regular basis to get feedback on the school's performance by running multiple parent surveys every year in which the class that gains the highest number of responses wins a prize.

Ahead of one parents' evening, the school contacted Ofsted for multiple guest logins for parents to provide feedback through the Parent View site. They printed out details of logins for each parent on credit card sized slips. Prefects from across the school were trained in how to use Parent View and encouraged to proactively approach parents to complete the questions on the site. Each parent who used Parent View at the school was entered into a lucky dip, and prizes, including vouchers for local shops, were handed out to the children. Over a number of parents' evenings, the school generated 121 individual responses.

The headteacher, Malcolm Drakes, is very positive about Parent View. In particular, he finds it useful to be able to track the number of responses and measure improvement over time. At their latest parents evening, 100% of those who used Parent View were happy with the school and 96% said they would recommend the school to others. Interestingly, although 74% of parents thought the school dealt well with bullying, 20% did not know what the school bullying policy was. This has led the school to take action to make this clearer.

The school has been contacted by other schools in the area and is working with them to develop proactive plans to increase the feedback they receive via Parent View.

### **Sandbach High School and Sixth Form College, Cheshire Headteacher - John Leigh**

Sandbach High School and Sixth Form College is a girls' school with 1,396 pupils. The school formerly held specialisms in sports, language and applied learning and was the hub school in a Leading Edge partnership, as well as a training school. At its last Ofsted inspection, it was judged to be outstanding.

Initially, the school's leadership team preferred the original paper questionnaire to Parent View as it struggled to get feedback from a cross-section of the parents whose daughters attend the school.

To improve this, they approached Ofsted to set up 220 guest accounts for Parent View, which were promoted to parents at a series of parents' evening. Computers were available and these were heavily signposted across the school.

The school has highlighted Parent View in their monthly newsletters and have published the link to the site on the school website and in emails.

The school has generated from Parent View just under 40 responses, which are considered alongside the feedback received from other surveys sent out to gauge improvement in the school's performance.

### **Elmgrove Primary School, Harrow Headteacher - Darren Aisthorpe**

Elmgrove is a three-form entry primary school in the London Borough of Harrow, catering for children from Nursery to Year 6. It is attended by more than 690 pupils and was rated good at its last Ofsted inspection, in November 2012.

The staff and headteacher at Elmgrove are positive about their experience of using Parent View and have proactively sought to generate as much feedback as possible from their parents. As a large school, they organise regular evening events focused specifically on what the school is doing to improve standards in English and maths. Ahead of a series of these events, the school set up user accounts for parents to log onto Parent View. They then set up computers at the back of the main hall and directed parents to them, both before and after the event had started. They received feedback from parents that setting up an account from home was difficult and time-consuming. However, they found that logging in at the school (once the accounts had been set up) was very easy!

Teachers were on hand to help parents log in and, as approximately 80% of the parents in the school have English as an additional language, there was also language support available.

In total, the events generated over 40 responses.



## Testimonials

Three headteachers who promote Parent View regularly at their schools give their views below.

**Anna Reeder**, (former) Headteacher of St Luke's Church of England Primary School, Cambridge, added an article in the school's newsletter to encourage parents to log onto Parent View.

She said, 'I think Parent View is a good starting point for parents to give their views and for schools to take note of them. We will use it to ask for more detailed direct feedback, which can make all the difference to schools. Without parental feedback, you run the risk of missing the first signs of potential problems and alienating the very people whose support and understanding you require.'

**Alan Gray**, Headteacher of Sandringham School, an 11–18 secondary school in St Albans, Hertfordshire, actively encourages parents to register and share their views on Ofsted's Parent View website.

He said, 'Parents' views are extremely important to us. We wanted to make sure that when inspectors, and indeed other parents, were looking at our school on the Parent View pages, they were not looking at a blank sheet. We've added a link to Parent View on the homepage of our school website and used our text messaging system to encourage as many parents to respond to the survey. We do this annually, so that year on year comparisons can be drawn and we can study the changes in parental perception as the school continues its path of development.'

**David Priestley**, Headteacher of Greenfield Community College, Durham, has enlisted the help of subject leaders to promote Parent View at the start of parents' evenings and at parent focus groups, with computers available for parents to use during these events.

He says, 'Our leadership team recognise the importance of parents being able to provide feedback at any time, rather than just during Ofsted inspections. However, some parents have reported difficulties with logging on. We do still issue paper questionnaires to help us continue to improve school performance but we always include a highlighted line on these promoting the online Parent View questionnaire. I don't think we are doing anything unique – we just try and mention it all the time when talking with parents.'

## Thank you

Although we could only include a few examples of schools, Ofsted would like to thank school leaders and staff around the country who have been actively publicising the Parent View questionnaire through their websites, newsletters, at parents' evenings and through designing and distributing cards and leaflets.

## Working together

Parents' and carers' views are essential to help us form an accurate picture of a school and give it a fair judgement. We intend Parent View to provide a useful addition to the work that most schools already do to engage with parents and seek their views. Gathering parents' views electronically will save valuable time, costs and resources, as well as being kinder to the environment. Parent View results can be quickly and automatically collated.

As part of our commitment to improve schools, we have consulted regularly headteachers and professional associations to improve Parent View and help schools not only to monitor parents' feedback but also to give them a more accurate picture of how well parents see the school.

## Feedback and FAQs

We hope you find this toolkit useful. We welcome your feedback or queries to help us improve the toolkit and the Parent View facility. Please email us at [enquiries@ofsted.gov.uk](mailto:enquiries@ofsted.gov.uk) with your suggestions and comments.

For frequently asked questions about Parent View, visit:  
[http://parentview.ofsted.gov.uk/footer\\_Faq](http://parentview.ofsted.gov.uk/footer_Faq)