



Highcliffe St. Mark Primary School & Fledglings Pre-School

A Church of England Foundation School

Greenways, Highcliffe, Christchurch, Dorset, BH23 5AZ

office@highcliffeprimary.dorset.sch.uk

fledglings@highcliffeprimary.dorset.sch.uk

01425 273029

Headteacher: Mrs C Barker

01425 273265

18 May 2026

Youth Sport England – Survey about sport and physical activity for children and young people

Dear Parents/Carers of children in Sparrows class,

Our school and Sport England would like to find out about the sports and physical activities our pupils take part in, in and out of school. Your child's Year 2 class (Sparrows) has been selected to take part in the survey.

This involves parents completing a short online survey about the activities their child does and pupils taking part in an online survey at school about what they think about sport and exercise. Our school values the support of every parent who takes part – thank you!

Completing this survey will:

- 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.

How to take part in the parent survey



The survey will take about 10 minutes. It doesn't matter how much activity your child does we want all parents to take part. The survey can be completed on a computer, laptop, tablet or smartphone; use the link or QR code below to access the survey.



PROUD TO BE A
MUSIC MARK
SCHOOL
2023 - 2024



CLICK THIS LINK <https://ipsos.uk/DOLWZFE> OR SCAN THE QR CODE BELOW:



Scan me!

Please complete this survey thinking about your child(ren) in Sparrows class. You may find it helpful to complete the survey with your child(ren)

The pupil survey

Your child will be told about the survey before they complete it in class. **If you do not want your child to take part in this survey, please email office@highcliffprimary.dorset.sch.uk by Friday 12th June.** If you are happy for your child to take part, you do not need to do anything.

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 the school office if you would like a call from our PE leads We hope that both you and your child will be able to take part in this important study. Thank you in advance for your help.

Kind regards

Mrs Kingham and Mr Morgan (PE Leads at HSMPS)

My child doesn't do many sports or activities, should I still take part?

Yes – it is important as many parents as possible take part. Sport England want to find out what children are not doing as well as what activities they are doing.

What type of questions will be asked?

You will be asked to provide more detail about the activities your child does. Some questions have a 'prefer not to say' option and you do not need to answer these questions. This includes questions about ethnicity and disability. There are also some questions about things such as holidays, car ownership, and availability of computers. These help us understand how wider factors may impact on children's engagement in sport and physical activity.

Your child will be asked about participation in sports and physical activity, attitudes to activity, wellbeing, age and gender. The survey asks for their birthday so that their answers can be matched to the survey you complete based on age, birthday and gender.

I don't have 10 minutes to complete the survey all in one go

That is ok – if you have to close the survey part way through a unique link will be emailed to you so you can return to the survey at a later time. You can provide your email address at the start of the survey for this. The email address is not used for any other purpose. You do not have to give an email address if you will complete the survey in one go.

What if I can't access the URL?

If you have any technical issues you can email activeliveschild.help@ipsos.com with your queries. In the message include your child's school, your query and what help you need – you do not need to give your name, your child's name or other personal information.

I have more than one child in a class – what do I do?

If you have more than one child in a class, you can complete the survey twice, thinking about a different child each time. If you only wish to complete the survey once please complete it for the child whose name is earliest in the alphabet.

Why were we chosen for the survey?

A random selection of schools across the country and classes within those schools have been invited to take part. Some schools which were not selected have also opted to take part so that they can receive a report about the activity levels amongst their pupils.

How will the information I provide be used?

Your answers will be combined with other people's answers and only anonymous data will be reported. The results will be presented in a statistical report and no individual child, parent or school will be identified in the published report or statistics. Our school will also receive a report summarising our results from the survey if we submit enough responses – survey responses will be combined so that individual pupils or parents cannot be identified in this report.

Is confidentiality guaranteed?

Yes. Data will be used for research purposes only and in accordance with Market Research Society Code of Conduct and the General Data Protection Regulation (GDPR). If you or your child has any concerns about data privacy please refer to the Privacy Notice:

www.sportengland.org/ALCYPprivacypolicy. This details who Ipsos are, the personal data collected, how it is used, who it is shared with, and what your legal rights are in relation to this survey. The Privacy Notice has also been shared with teachers. Sport England and Active Partnerships (the organisations which recruit schools to take part) will know which schools and year groups have taken part but not the individual children or parents. You and your child will not be required to provide your names.