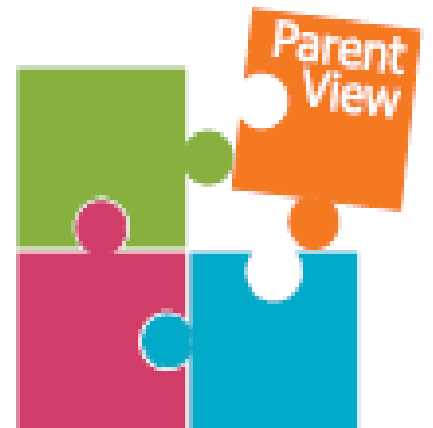


# Parent View

Summer Term 2015



# Why is Parent View important?



**Parent View** is the main route for parents and carers to give their views to Ofsted during a school inspection and at any time of the year.

It also offers a simple way for those who lead and manage schools to find out what parents think of the school.

- Parent View takes just a few minutes to complete
- Ofsted imposes **no restrictions** on its use in a group setting – for example at a parents' evening, where multiple users are logging in from the same IP address
- Inspectors do consider parents' views, alongside other evidence, to help them form an accurate picture of a school

# Did you know?



**The majority of Parent View feedback is in praise of providers, and inspectors do take note of this**

**As Will Morgan, headteacher of The Cotswold School in Bourton-on-the-Water, told us:**

*We were so grateful to the parents who also felt moved to write to the inspectors independently and to all those who took part in Ofsted's Parent View survey. The lead inspector commented to me that she had seldom seen such praise from parents and carers.*

# Did you know?



**Parent View is a great opportunity for you to showcase your school to prospective parents**

**As Malcolm Drakes, headteacher of Broadford Primary School in Romford, told us:**

*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 take every opportunity to encourage as many parents as possible to respond to the survey.*

# Did you know?



**Parent View gives you another way of gathering parents' views to help your school improve**

**As David Priestley, Headteacher of Greenfield Community College in Durham, told us:**

*Our leadership team recognises the importance of parents being able to provide feedback at any time, rather than just during Ofsted inspections. 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.*

# What can you do to help?



**Your communications about Parent View will be the most important factor in improving the response rate**

## Schools with the best response rates...

- Reference Parent View in all of their communications with parents
- Send out a timely reminder to all parents to complete the survey
- Incorporate a reference to Parent View in their social media communications, for example on Facebook and Twitter
- Place a link to Parent View on the front page of their website
- When holding any events that involve parents, make a bank of computers available and invite them to arrive a little earlier (or stay a few minutes later) to complete the survey

# What can we do to help?



- **Provide you with guest accounts, which can be helpful in speeding-up the log-in process**
- **Provide you with materials to help you promote the system throughout your school, such as posters and leaflets**
- **Provide you with templates for routine communications about Parent View (such as a letter to parents and social media message)**

**Thank you**