Sir Keir Starmer, Ms Kemi Badenoch, Sir Ed Davey
House of Commons
Westminster

BY EMAIL

20 January 2026

Dear Sir Keir, Ms Badenoch, and Sir Ed,

Back parents, protect children, and support amendment 94a to the Children's Wellbeing and Schools Bill

Parents tell us clearly that they are deeply concerned about their children's use of social media – the extreme and harmful content they are being exposed to, the impact on their wellbeing and attainment, and the isolation that comes from spending so much of their childhood online. Children are being served up extreme content without seeking it out. Parents know this has to stop. But they cannot do this alone, and they are asking for politicians to help.

National polling by Parentkind shows that 93% of parents say social media is harmful to children and young people. Yet many feel enormous pressure to provide smartphones or are unable to prevent their children accessing platforms designed for adults. Parents are in an impossible position, and they are looking for leadership from Westminster. Today is the day you can act to help them.

The safeguarding of children is an issue that must always rise above politics. The Children's Wellbeing and Schools Bill offers a real chance to protect childhood and support parents with clear, practical measures. We must act now, and not delay. Parents are asking for action, and your Peers in Parliament can deliver it.

Amendment 94a to the Bill has this cross-party support and gives parents what they are consistently calling for: a ban on social media use for the under-16s. Clear age limits send a strong signal and would be the single most effective way to help parents manage their children's digital lives and keep them safe.

We know that 83% of parents on Mumsnet support the age limit the amendment provides, and it has support from Conservative, Labour, Liberal Democrat and Crossbench peers. It sends a clear message that social media is not for children and young people under the age of 16.

Crucially, it gives the Secretary of State the flexibility to include or exclude categories of platforms both at the outset and as technology develops. This means that children can be protected from new services which cause harm, and any platforms which should be accessible to under-16s can be dealt with appropriately. This future-proofing is vital to tackle constantly evolving harms children face online.

No other amendment to the Bill on this topic has the same cross-party support or would deliver promptly the change needed to get children off social media. While well-intentioned, they do not send a clear signal that social media is harmful for children, nor do they do as much to support parents. Amendment 94a is the clearest and most straightforward proposal that meets the scale of the problem and the urgency parents are demanding.

On behalf of the millions of parents we represent through our polling and campaigning, we ask you to encourage your peers in the House of Lords to support Amendment 94a. This is a moment for leadership. Parents are asking for help and Parliament now has a chance to provide it to protect childhood. Together we could make a real difference.

Yours sincerely,

Parentkind

mumsnet

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Generation α

national education union

GENERATION FOCUS

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UNPLUGGED COALITION

HEALTH PROFESSIONALS FOR SAFER SCREENS
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Patrons, Close Screens Open Minds

Peter Andre
Singer and media personality

Dr Emily MacDonagh
Doctor and Author

Frank Young
Chief Policy Officer, Parentkind

Justine Roberts
Founder and Exec Chair, Mumsnet

Esther Ghey
Brianna Ghey Legacy Project

Ellen Room MBE
Online Safety Campaigner & Bereaved Parent

Daniel Kebede
General Secretary, National Education Union

Jennifer Powers
Founder, Unplugged Coalition

Dr Rebecca Foljambe & Arabella Skinner
NHS GP and Founder & Director of Policy, Health Professionals for Safer Screens

Clare Fernyhough, Miriam Turner, and Charlotte Ashton
Co-founders, Generation Focus

Molly Kingsley & Jane Rowland
Founders, SafeScreens

Anna Grant & Arlene Carruthers
Founders, Close Screens Open Minds

Pete Montgomery & Will Orr-Ewing
Directors, Generation Alpha CIC

Dr Susie Davies
PAPAYA (Parents Against Phone Addiction in Young Adolescents)

Jess Butcher MBE
CEO, ScrollAware

Paul Wright
CEO, Alliance4Children

Lorin LeFave Gordon
Founder, Breck Foundation and Mother of Breck

Liam Walsh
Father of Maia Walsh