

Parentkind

Bringing together home & school



Impact Report 2018

Our Impact

Supporting and engaging parents



- We helped 120,000 reception parents in over 2,350 primary schools and 30,000 primary parents in over 190 secondary schools #BeSchoolReady through receiving our welcome packs
- More widely, we reached over 25,000 parents directly through our website, ebulletins and social media

Supporting and engaging PTAs, parent councils and other parent groups



- We supported over 4.4 million children through our 13,633 PTA members, the largest network of parent groups in the UK
- We supported our members who are found in nearly 50% of schools in England, Wales and Northern Ireland to raise £108 million for schools and volunteer 3.65 million hours
- We launched our new schools membership focused on Parent Councils

Helping schools to become more parent-friendly



- We delivered 14 highly rated parental participation workshops across the UK attended by over 300 school leaders and governors from 174 schools

Developing new partnerships to reach more schools and parents



- Our partnership with easyfundraising raised over £675,000 for our PTA members
- We worked with Vocaleyes on an online parental engagement project in Wales
- Our advertising income helped us to support parents in more ways in their child's education.

Championing parents in education



- We shared parent views with government and broadened our press coverage dealing with 14 media stories a month including our Annual Parent Survey results from over 1,500 parents and views from 1000 parents for our Northern Ireland survey
- We engaged with politicians in Westminster, the Senedd and Stormont and shared a parent perspective in 11 consultations and inquiries

Welcome

Thank you for your interest in Parentkind and in this (our fourth) Impact Report which sets out what we have achieved for our members, parents and wider society during 2018.

2018 was a massive year for us as we changed our name and identity to better reflect our mission to support, engage and champion all the ways that parents can play an active role in their child's education.

We have set out our goals as Parentkind in our strategy for 2018-2020. This impact report describes the progress we have made so far to achieve them.

Our 13,633 PTA members did a brilliant job in 2018 raising £108 million for their schools and volunteering 3.65 million hours. PTAs help build school communities, support families and teachers, and provide resources for our schools to improve. We are proud to have supported them in this vital work.

Our flagship campaign, #BeSchoolReady was also a highlight especially as we branched out to provide

welcome packs not just to reception parents but to those with children starting secondary school too.

2018 also saw the launch of our new schools membership focusing on Parent Councils and we continued to upskill school leaders, teachers and governors at our programme of training workshops.

Education continues to be a political hot potato. We are pleased that Parentkind has played its part in engaging parents in the national debate and, through our annual parent survey in particular, ensure their voices are heard on the issues that matters to them.

There is still much to do to achieve our vision; that the active participation of parents is considered an essential ingredient in the success of our children's education by society, schools and parents themselves. However, we are excited about building on our success in 2019 with work underway to encourage our schools to be more parent-friendly and inspiring more parents to get stuck in to supercharge the education of every child.

Michelle Doyle Wildman
Acting Chief Executive, Parentkind

Joe Saxton
Chair, Parentkind Trustee Board

June 2019



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What does Parentkind do?

- We are a charity that **inspires and enables parents** to play an active role in their child's education so every child can thrive
- We are the **largest membership body for Parent Teacher Associations (PTAs)** and other parent groups across England, Wales and Northern Ireland
- We provide **parental participation** training to schools across the UK
- We provide parents with **information and resources** on how they can get involved in school life and support their child's learning.

Our big achievements of 2018:

1 We successfully changed our name to **Parentkind**. *This better reflects everything we do as a charity to support, engage and champion parents in education.*

2 Our brilliant **13,633 PTA members** raised approximately £108 million. *This helped supercharge the education of around 4.4 million children.*

3 We delivered, for a fourth year, **the #BeSchool Ready campaign** aimed at helping parents with reception children. *For the first time, we also developed a welcome*

pack for parents with children starting secondary school. Overall #BeSchoolReady helped some 150,000 parents covering over 2,540 schools. We reached a further 336,000 parents online.

4 We gave parents a voice by **raising our profile and mission** among stakeholders across England, Wales and Northern Ireland. *Our Parentkind Pledge secured over 85 signatories from MPs, Assembly Members (Wales) and Members of the Legislative Assembly (Northern Ireland)*

5 We continued our **training workshops with schools** to help build their capacity to engage parents. *We helped over 170 schools to be more parent-friendly by holding 14 workshops for over 300 school leaders and governors and over 235 members have joined our new schools membership so far.*



OUR VISION

Is that the active participation of parents is considered an essential ingredient in the success of our children's education by society, schools and parents themselves

OUR MISSION

That we tirelessly support and champion all the ways parents can participate in education and have their voices heard. We want to be a powerful force for good that strives to bring homes and schools together for the good of all children and society as a whole.

OUR AMBITION

We want more parents to get involved and engaged in their child's education, and in more ways – both at home and at school.

What does our strategy include?

Our 2018-20 strategy covers:

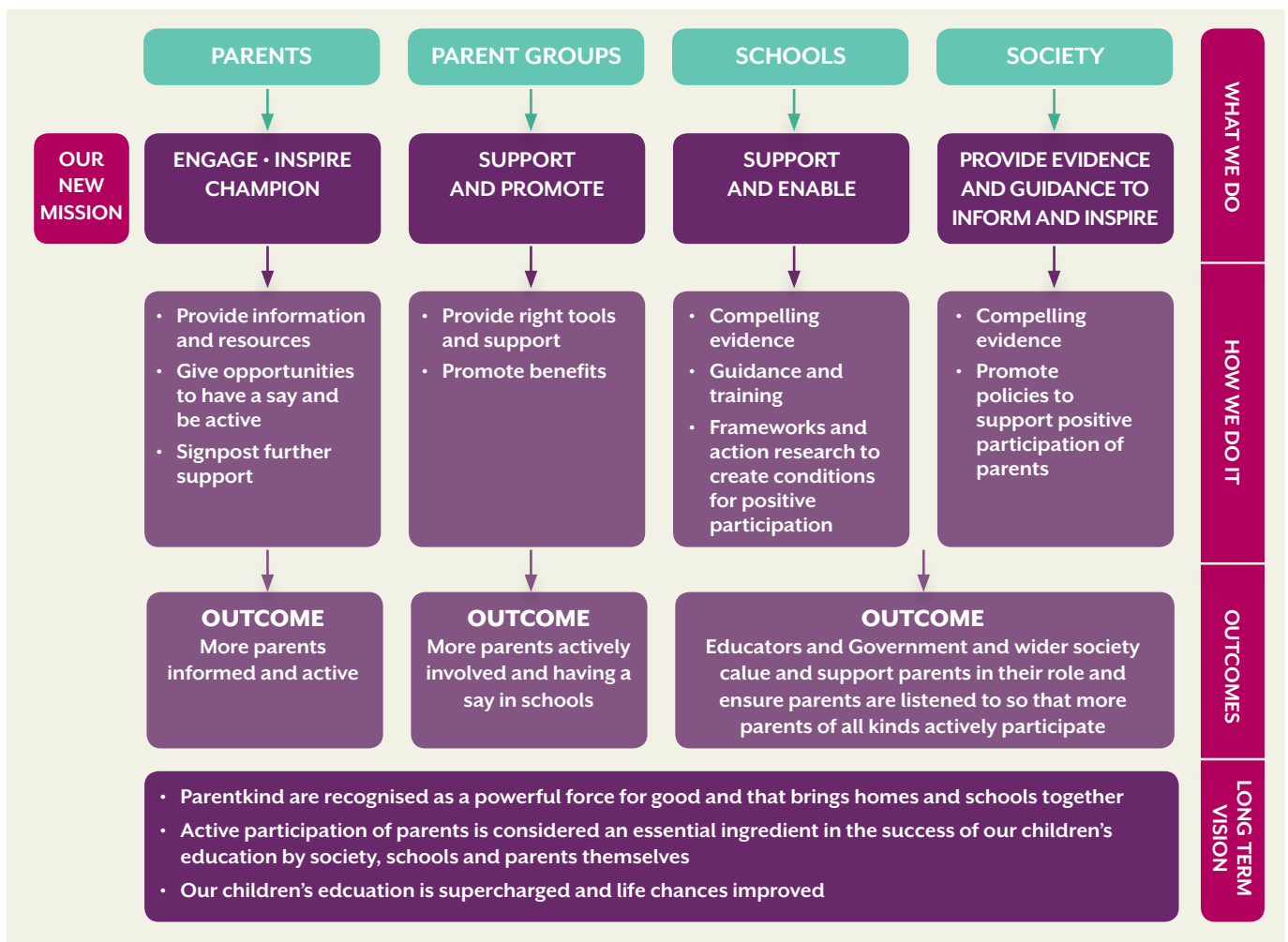
- Supporting and engaging parents
- Supporting and engaging PTAs, Parent Councils and other parent groups
- Helping schools to become more parent-friendly
- Developing new partnerships to reach more parents and schools
- Championing the role of parents in education.

Our theory of change:

Charities sometimes express what they do and why in a theory of change. Our theory of change is:

Principles

- Everyone deserves a good education and society benefits from everyone having a good education.
- Parents are a vital part of ensuring children get a good education.
- Parents need to be supported and empowered in this role.



Our resources:

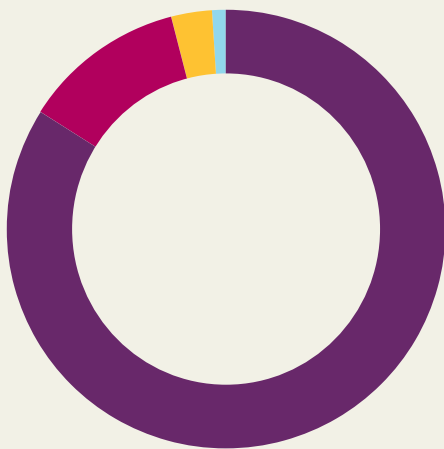
Our focus is on developing our people, planning well, investing in our systems and striving for good governance so that we are effective as possible.

Our key highlights were:

- Our entire team working together on our name change and re-brand to Parentkind
- Ensuring compliance with GDPR
- Focusing on wellbeing and appointing and training Mental Health First Aiders
- Allowing and encouraging staff to take up to three days additional leave for volunteering

People

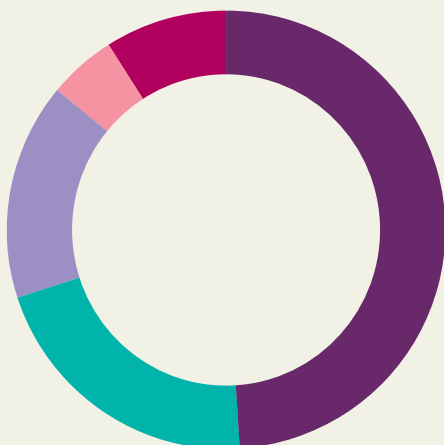
In 2018 Parentkind comprised 27 staff based at our headquarters in Tonbridge, Kent and two working elsewhere in the UK.



Income

£1,556,924

- Membership fees
- Commercial
- Investment
- Other



Expenditure

£1,828,584

- Membership Services direct costs
- Communications, Policy & Research
- General support costs
- Governance
- Commercial

In 2018, we carried out plans to re-invest all of our income plus some of the charity's reserves in our re-brand, parental engagement resources, training offering and improving digital effectiveness so that we can deliver our 2018-20 strategy. More details can be found in our Annual Report & Accounts.

Supporting and engaging parents

When it comes to how well a child does at school and being equipped for the future, parents matter. We are here to give support and a voice to everyone who performs a parenting role in a child's education, whether that's mum, dad, sibling or carer.

In our strategy we said we will:

- Inform and enable parents to participate more – at home and in school
- Help parents to support each other
- Give parents a voice through surveys and insight groups
- Engage parents who aren't currently engaged in school and policy
- Campaign on specific parent concerns or opportunities in schools

Our results so far:

- Increased parent reach via #BeSchoolReady Welcome packs by 20% compared to 2018
- Increased online engagement with parents via Facebook by 25%
- Ran our Annual Parent Survey and raised awareness of parent views on school funding, accountability and mental health
- Provided ebulletins, web content and blogs to help inform parents including stories about parents leading campaigns (see page 18)
- Set up our Parent Insight Panel and responded to Government consultations



Welcome Packs

We distributed our Welcome Packs for the fourth time in 2018 as part of our #BeSchoolReady campaign. Working with **2,350** of our PTA primary school members across England, Wales and Northern Ireland, we issued **120,000** packs directly to parents. Parents received useful advice and resources to help them and their children get off to a great start to school life.

We recognised that parents with children starting secondary school would also benefit from advice and support. As a pilot, we distributed **30,000** welcome packs directly to parents with children starting secondary school via **192** of our PTA members.

“I think (the welcome packs) are a great way to introduce parents to the PTA without being too pressured. The information provided in helping prepare children for school is very helpful.”

“The welcome packs were great. Really informative and well received.”

Social Media

We continued to work hard to increase content across a range of media so we could reach as many parents as possible.

By December 2018, we had **6,629** Twitter followers, up 16.5% on 2017

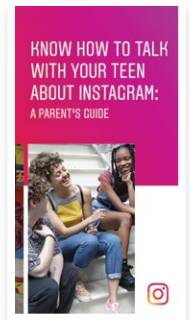
Our Parentkind.org.uk Facebook page had **3,296** likes, up 25% on 2017



Supporting and engaging parents

Information and resources

- **26 blog posts** were published on our website covering topics such as being school ready, mental health wellbeing, staying active, reading and GDPR. We also featured a number of members who blogged about their PTA activities. Other organisations such as Achievement for All, Beanstalk and Careers Advice for Parents provided content as well as Parentkind staff. This resulted in over 61,175 visits to our blogs.
- **Six Parent eBulletins** were published with an impressive average open rate of 34% (well above the not-for-profit sector average of 25%). Subscribers to our Parents eBulletins increased by over 50% (compared to 2017).
- We researched and provided information on our website on a range of educational topics, written with parents in mind. Topics included change to GCSE grades, T Levels and Attainment 8 and Progress 8.
- **205,000** people visited our website in 2017. Between them, they visited over 375,000 times and page views has increased by **30%** due to improving how we direct our audience towards our content.
- We contributed to Instagram's Wellbeing Guide for Parents.
- For the first time this year, every one of our PTA members was sent a **PTA Expert magazine**, packed with ideas and inspiration from fellow PTAs.



It was really helpful – I read it from cover to cover.

Really great resource, super helpful.

The magazine was such a comfort for me, after managing our first event with very little experience.

GDPR

We provided resources and support to help our PTA members be ready for GDPR which came into force from 25 May 2018. Our GDPR guidance even received an endorsement the Information Commissioner's Office:

“Parentkind have prepared some excellent, easy to understand guidance which should prove to be extremely useful for members.”

*UK Information Commissioner,
Elizabeth Denham.*

Parent Insight Panel

In December 2018, we launched our Parent Insight Panel which gives parents further opportunity to have their say on education policy matters.

Sign up [here](#)

Supporting and engaging parents

Annual Parent Survey

Our Annual Parent Survey provides an important insight into what parents think about their child's education and school life.

The 2018 survey was conducted with over 1,500 parents who have a child currently attending a state school across England, Wales and Northern Ireland. The respondents reflected the general make-up of the UK parent population in terms of gender, age and socio-economic factors.

Our survey is invaluable in helping us engage with and inform government and other education stakeholders that parents and their views matter on education. See our full Annual Parent Survey 2018 results on our website.

Our findings:

School Accountability and Parent Voice

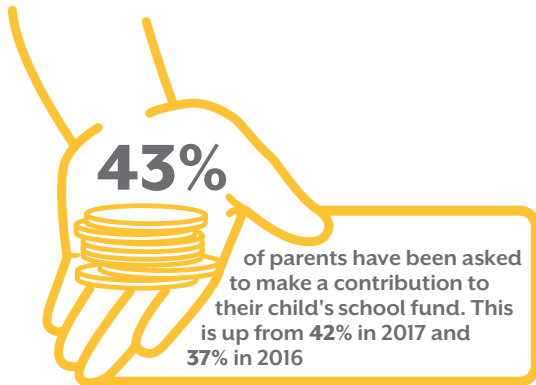
Parents want more of a say in the education of their child and want schools to be more accountable to them than now:



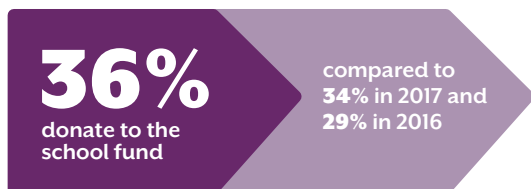
Supporting and engaging parents

School funding

Pressures on school budgets and subsequent cost-cutting measures are impacting on family life:



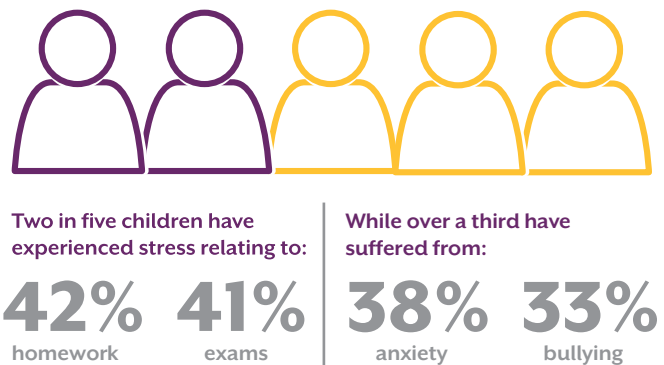
The monthly amount parents report donating has increased again in 2018. On average, parents donated £11.35 a month this year, up from £8.90 in 2017.



51% of parents know how the money that they donate to the school fund is spent, compared to **38%** last year.

Mental health in schools

Parents are concerned about the issue of child mental health in schools and how it is being addressed:



For the first time, we also conducted a specific Northern Ireland Parent Survey with 1000 respondents.

Supporting and engaging PTAs, Parent Councils and other parents groups

Parentkind is the home for all kinds of parent groups: PTAs, Friends Group, Home School Associations, Parent Councils, Parent Forums and more. We want every school to benefit from parent groups and to provide even better membership benefits so that they can have positive impact on the ground.

In our strategy we say we will:

- Enhance benefits and support for our PTA members
- Provide market-leading expertise to parents and schools on PTAs, parent groups and parental engagement
- Champion more PTAs, Parent Councils and parent groups and help them to evolve so as to engage the entire school community.

Our results so far:

- 85% of members rate our membership as good or excellent
- Over 29,800 people active in PTAs received our informative e-newsletters and we handled 17,375 enquiries from our members
- 49% of all schools have a PTA in our membership with many others having parent forums or councils.

Supporting PTA members

Membership numbers:

- As of December 2018, we had **13,633 members** (found in nearly 50% of all schools in England, Wales and Northern Ireland), just over 56% of them have charitable status.
- **371** school PTAs joined us in 2018.
- **4.4 million** children benefitted from having an active PTA at their school in 2018.
- In 2018, our **23 e-newsletters reached on average over 29,800** people active in PTAs (slightly down on 2017 due to GDPR). However the open rate on average was 30%, compared to 2017 (25%).
- We published **over 40 new PTA resources** including posters, flyers and templates.

Member enquiries:

During 2018, **we dealt with 17,375** enquires from our members via telephone, email and our website.

We engaged with **63%** of our membership either by members directly contacting us or by us getting in touch with them.

Social Media:

Our PTA Expert by Parentkind page had **37,831 likes**, up 4% on 2017



97.2%

OF MEMBERS RENEWED
THEIR MEMBERSHIP
WITH US.



“I’ve picked up some great hints and tips and events and running a PTA. Thank you Parentkind and fellow PTAers.”

Brigid, Facebook

Supporting and engaging PTAs, Parent Councils and other parents groups

Membership benefits

During 2018, we successfully worked with a number of long-term and new partners to offer a wider range of exclusive benefits to help our PTA members be as effective as possible as well as raise more money, including:

- **Zurich Insurance plc** is our insurance provider for our PTA members. During 2018, Zurich provided training for our Membership Services Team and also updated our PTA member information on financial procedures
- **Our ongoing partnership with easyfundraising** meant that 5,384 of our PTA members raised over £675,000 through the “donate as you shop” online service to support their children’s education
- **We teamed up with EduCare**, experts in duty of care and safeguarding training, to provide an exclusive discounted online training for our PTA members
- **We began working with SumUp** who offer a discounted card payment solution for our PTA members’ events
- **We continued to work with Booker/Makro** to provide access to goods at wholesale prices for qualifying PTA members as well as free delivery and sale or return on non-perishable items
- **Motion Picture Licensing Company (MPLC)** provided our PTA members with an exclusive discount on their film licences
- **Grants 4 Schools** continued to give our PTA members up-to-the-minute information about funding opportunities in the education sector at half the usual price
- **We continued to team up with Raffle Tickets 4U** to offer an exclusive discount that enables our PTA members to design and theme their own tickets
- **We also promoted the Aviva Community Fund** to help our PTA members apply for funding for local projects. Subsequently, 58 Parentkind PTA members won funding to enhance educational opportunities for children in their schools.

“We really enjoy working with Parentkind and our partnership continues to go from strength to strength. As the leading membership organisation for PTAs, they are ideal partners for us to showcase and promote the benefits that easyfundraising’s online platform can bring to help generate much needed funds for school. Parentkind are expert in PTA matters and have been invaluable support for us. We look forward to continuing to work with them.”

Mic Miller, Chief Operating Officer, easyfundraising

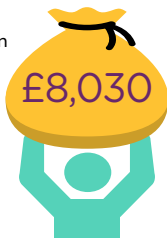
Supporting and engaging PTAs, Parent Councils and other parents groups

Member feedback

We ask our members to tell us what they achieve each year. The 2018 results show the amazing difference they make through volunteering their time and skills and their influence is felt in all aspects of school life.

FUNDRAISING

Each year, you raise an average of



26%
OF YOU RAISE MORE THAN
£10,000



Across all Parentkind membership, the amount raised by PTAs that goes directly into schools is

£108 MILLION

“Teachers, parents and carers give freely of their time and knowledge to make the school a great place for the children.”

VOLUNTEERING – HOURS & MONEY

You told us that individual committees contribute an average



equivalent to £2,114 per committee a year based on a minimum hourly wage of £7.83.

Across all members, this adds up to an amazing

3.65 million VOLUNTEER HOURS worth over £28.5 million a year for schools

“The PTEA is about more than raising funds, it’s about engaging a community and supporting parents.”

HOW THE FUNDS HAVE BEEN SPENT

Most common items bought include **EDUCATIONAL MATERIALS** (including books, classroom/sports equipment (83%), **PLAYGROUND EQUIPMENT** (60%), **SCHOOL TRIPS** (54%), **SCHOOL RENOVATION PROJECTS** (31%) and **SCHOOL COSTS** (eg staff training or salaries, (4%))



PRINCIPAL ROLES OF PTAs

You told us the two main roles of PTAs are



“Being a volunteer and now working in the school has really helped me to support my own children’s learning.”

RELATIONSHIP BETWEEN PTA & SCHOOL



94%
OF YOU SAY RELATIONSHIPS BETWEEN SCHOOL AND PTA WORKS WELL/VERY WELL

SOCIAL MEDIA



42%
OF YOU USE OUR FACEBOOK PAGES



4%
OF YOU USE OUR TWITTER PAGES

Helping schools to become more parent-friendly

Parentkind can provide support to teachers and school leaders through training and guidance. When schools and parents work together, they have a really positive impact on attainment and student well-being.

In our strategy we say we will:

- Provide parental engagement and Parent Council training right across the UK
- Offer evidence-based toolkits, success stories and network membership to inspire schools to be more parent-friendly and increase participation
- Support schools to help parents have a say and support their child's learning
- Join forces with education organisations.

Our results so far:

- Over 300 delegates at 174 schools attended our parental participation workshops
- We launched our Parent Council membership and provided resources and success stories on our website to help schools be more parent-friendly
- We partnered with a number of education stakeholders to promote parent-friendly schools

We delivered parental participation workshops to school leaders, staff and governors on how to run effective Parent Councils and engage parents better. We provided practical training bringing tried and tested approaches that can be implemented immediately to bring about real, measurable change at schools. Over the year, we held **14 workshops**, attracting **311 delegates** overall and supporting **174 schools**.

We offer training through three workshops:

Overcoming Barriers Workshop

Whole School Approach Workshop

Developing a Parent Council workshop

“Having the opportunity to spend a day sharing and exchanging ideas with practitioners from other settings and developing an Action Plan for inclusive parental engagement.”

Family Liaison & Community Lead in London

“Sharing good practice and action plan ideas with teacher and head teachers from other schools - really worthwhile to collaborate in this way.”

Teacher in Newcastle

“Lots of practical ideas which can be implemented without too much extra workload or finance.”

Head Teacher in Maidstone

During 2018, we also launched our new Parent Council membership which provides support and information to help schools develop and maintain an efficient and effective parent voice group. At the end of the year, our member numbers were

239

“We have gone from having no Parent Council to a dedicated group that supports the school across 14 classes.”

Developing new partnerships to reach more schools and parents

To help us reach and support more parents, parent groups and schools, we want to work in partnership with policymakers, key education stakeholders, grant makers, companies, academy trusts, other charities and social enterprises who share our values.

In our strategy we say we will:

- Work with schools and parents in more disadvantaged areas where parental engagement has been challenging in the past
- Deliver support and training for parents to improve their skills and confidence
- Team up with other charities to give a voice to the feelings of parents and improving our children's school lives and education.

Our results so far:

- We were delighted to work with a number of partners in 2018
- We ran an engaging parents online project with Vocaleyes
- We supported National Numeracy Day and Achievement for All's 100 million minute campaign.

Our plan is to focus on new partnership projects to increase our impact, income, reach and profile during 2019 and 2020 (in the later part of the strategy period). In 2018, however, we were delighted to have the opportunity to work with a number of partners who share our mission. **Here are some examples:**

Engaging parents online project

Establishing parent voice in all schools is really important. We worked with Vocaleyes who provide an online platform to help parents to easily provide feedback and keep up to date with school news and issues. We ran a project in six welsh schools to engage more parents by using Vocaleyes.



Burry Port was the first primary school in the UK to introduce Parent Voice in this way. The school invited parents in over two afternoons to meet the children and find out how they could make their voices heard in the school using Vocaleyes. The pupils taught parents how to use the online platform so they could share ideas.



Working with education stakeholders

We lent our support to the Department for Education's Activity passport for primary school children which aims to help build children's character and resilience.



We supported National Numeracy with their National Numeracy Day and Achievement for All's 100 million minutes campaign.

Championing the role of parents in education and education policy

From our research and surveys, we know that parents want to have a say and be more involved in their child's education but do not always feel they are heard or even have the opportunity.

In our strategy we said we would:

- Advocate the benefits of parental participation in education including PTAs/parent groups, parent voice in school and supporting learning at home
- Provide parent opinion to inform policy development
- Help parents to be aware of and having a say on a wide range of government policy
- Promote what makes a school parent-friendly as well as parental engagement CPD (continued professional development) for leaders and staff
- Campaign on the education issues that matter to parents and our children's education.

Our results are:

- We have consistently championed parents across all our external affairs work
- We have responded to policy consultations affecting children's education
- We have used surveys to inform our responses to policy consultations and discussion
- We dealt with 14 media stories a month
- We ran our Parentkind Pledge campaign and engaged politicians in England, Wales and Northern Ireland to sign up to the Pledge.

During 2018, we continued our work to champion the role of parents in education across England, Wales and Northern Ireland.

We took our message direct to politicians, holding parliamentary events at Westminster, Senedd and Stormont throughout the year. Policymakers were able to hear about and discuss the value of parental engagement in education. This led to 37 MPs, 21 Assembly Members (Wales) and 31 Members of the Legislative Assembly (MLAs) signing our Parentkind Pledge acknowledging that parents are an essential ingredient in the success of our children's education.

We continued to build strong stakeholder relationships with other organisations that share our values. We met with a number of organisations including the Social Mobility Commission, National Governance Association (NGA), Association of Schools and College Leavers, National Association of Head Teachers, Achievement for All, National Foundation for Education Research and The Chartered College of Teaching.

Public Affairs & PR:

We had **111 pieces of media coverage in 2018**, across national and regional press, broadcast press and trade publications. On average we dealt with **14 media stories a month** covering issues such as our annual parent research, school funding, accountability, mental health, homework and parent councils. Our Acting CEO, Michelle also wrote a regular column for TES online and we had key features in Schools Week, Teach Primary, Teach Secondary and Academy Today. Results from our Annual Parent Survey were used by BBC News online, TES and the Guardian.

We participated in a range of conferences to give views on a wide range of issues such as parental engagement, accountability and maths anxiety. We hosted a joint session with NGA at their Summer Conference on engaging and involving parents.



Championing the role of parents in education and education policy

England and National

We used our website and social media channels to promote and gather feedback directly from parents to inform our responses to government consultations.

We also joined a number of panels and responded to calls for evidence and consultations on:

- Department for Education's (DfE) review on school exclusions in England
- Information Commissioner's Office (ICO) on an Age Appropriate Design Code
- National Audit Office's study on the value for money of Ofsted's school inspections
- DfE's Relationship and Sex Education Curriculum.

We were invited to respond to the National Audit Office's (NAO) call for evidence on Ofsted's inspection of schools. We conducted a survey of 295 parents to help form our response and our research was featured in NAO's report. We were the only third sector organisation to be quoted.

Northern Ireland

We launched the first in a series of Parents' Parliaments in December 2018 in Bangor in partnership with the Council for the Curriculum, Examinations and Assessment (CCEA), The Graduate School at Queen's University Belfast, and the Department of Education Northern Ireland (DENI). The event was attended by parents, teachers, policymakers and education experts who discussed key education topics including the value of a consultative parent body in every school.

We also ran our first Northern Ireland Parent Survey with over 1000 responses to get specific feedback from parents on school funding, accountability and parent voice in the region.



Wales

We met with Assembly Members and their officers, Estyn, the Director of Education for Welsh Government and the Education Workforce Council amongst others primarily on parental engagement and the importance of championing parental participation.

We recruited parents and conducted a focus group that informed the Estyn Thematic Report published in June 2018 – Involving Parents: Communication between schools and parents of school-aged children.

We were also approached by Welsh Government to promote parent feedback to policy consultations. Education Secretary, Kirsty Williams answered our questions and enabled us to share on our media platforms.

“Communicating with parents is one of the more complex areas of communication around our education reform journey. Since taking over, we have looked to build a new, positive relationship with Parentkind, the organisation that supports what was called in the old language a PTA, working really strongly with them.”

Kirsty Williams, Welsh Education Secretary

“We have welcomed the excellent opportunities the Parentkind Parents' Parliament has afforded us in communicating our messages about the Northern Ireland Curriculum and for us to hear directly from parents about the needs of the children and young people in our schools.”

Róisín McCreesh, Education Manager, CCEA

Photo from left to right: Róisín McCreesh, CCEA; Donna Hyland, Queen's University Belfast; Jayne Thompson, Parentkind; Dale Heaney, Dept of Ed NI

Parent Success in 2018

From championing the removal of gender stereotyping to highlighting the misuse of school funds, here are some stories of parents who are successfully campaigning on a range of education issues.

Jenni Dyer, Let Toys be Toys

Mum of three, Jenni Dyer (also a Parentkind Trustee) first became involved in the Let Toys be Toys campaign in 2012, as she helped the group to develop a range of resources for schools.

The campaign group went to the National Union of Teachers' Conference so that they could inform teachers about the resources they could access on the Let Toys be Toys website – essentially lesson plans from Key Stages one to three – that would help them to educate children about gender neutrality. Things

like getting girls and boys to line up separately creates barriers and they wanted to break these down.

The awareness of the campaign quickly spread as a result of extensive media coverage, which has resulted in a number of major retailers including John Lewis changing the way they present toys in their stores.

There is still a long way to go to ensure the message gets through to retailers and also at school but the campaign is making good progress.



“We don’t want any little boy or girl to think they are playing with the ‘wrong toy’ – why should the telescope be in a boys’ section and a toy ironing board be in the girls’ section?”

Julie Rayson, Whitehaven Academy Action Trust

Julie Rayson became involved in Parent Forum meetings at her son’s school, Whitehaven Academy in Cumbria. The school had been taken over by the Bright Tribe Trust a few years before but the buildings were in a dilapidated state and in much need of investment.

There were lots of worried parents approaching Julie and others who attended Parent Forum meetings, looking for answers. They soon became the ‘voice’ for parents and a bridge between them and the school. Julie was also worried about her son’s education and well-being, so she decided to set up the Whitehaven Academy Action Trust to tackle the issues.

Freedom of Information Requests showed that the Trust had been awarded over £500,000 to carry out repairs to the school buildings – but the actual cost of the works was only around £42,000. The group were very angry. Where had all the money gone? They knew they had to act for the sake of their children’s education.

The group quickly got to work and devised an action plan and approached the media. This resulted in the BBC Panorama alleging that the Bright Tribe had received public money for a range of school improvements that were



either not finished or never started in the first place. In July 2018, the Bright Trust Academy chain announced it was to close its doors permanently. The Whitehaven Academy Action Trust is now working to secure a brighter future for the school.

“Walking around the school you could see the work hadn’t been done. Somebody needed to be held accountable and we had to find out what had happened to the money.”

Parent Success in 2018

Jo Yurky, Fair Funding for all Schools

Mum of two, Jo Yurky, is one of the co-founders of Fair Funding for All Schools.

Jo was prompted into action when she realised that, despite the Government's message that school funding was protected from cuts, some schools were really struggling to balance the books. She heard stories about schools not switching on heating to save money and having to increase class sizes. Jo was really concerned about what this would mean for children's education.

Fair Funding for All Schools raised awareness for the campaign via the media. They spoke to the national press and also set up social media channels, along with a website, telling people all about the campaign and its ambitions.

With other 50,000 supporters – including parents and teachers – they have built a network of over 55 local campaign groups up and down the country all sharing a collective voice on fair funding for all schools.



"We're determined to change the Government's mind about school funding through our collective parent voice: we want the cuts to stop and the funding to increase for those schools where its' needed the most."

Read more about these success stories [here](#)

Home-School Link Successes in 2018

Parents and schools are increasingly working together to create stronger links between home and school. Some examples are below:

SCHOOL: St Nicholas
CE Primary Academy
AGE RANGE: 4-11
SIZE: 343 pupils



After St Nicholas was graded inadequate by Ofsted in 2014, the school wanted to set up a Parent Council to create a vital link between home and school.

The newly appointed Headteacher wanted parents to feel included in decisions about their children's education, having successfully implemented a Parent Council at a previous school. The school used online help from Parentkind to set up a Parent Council and the chair attended Parentkind's training workshop on parental engagement.

Parent Council meetings at the school are relaxed and informal to encourage whole-group participation and signage boards are used in school to give it greater presence. An unintended consequence of the training has also meant that the Parent Council has forged links with other schools after meeting people on the course.

“Sometimes parents don't feel comfortable taking concerns to teachers, either because they lack the confidence or feel that their concern isn't significant enough. We're a way to bridge the gap and provide that vital link between parents and schools.”

Jenny Ross, Parent Council Chair

Nunthorpe Academy is an 'Outstanding' 11-19 Academy in the North East of England. The Academy transformed their PTA to a Parent Voice Group to get parents positively engaged in academy life.

Whilst fundraising was important, the PTA wanted to give a voice to parents and therefore became a Parent Voice Group (PVG), turning into a representative voice for parents. For example, canvassing parental opinion at parents' evenings. The Academy had an information system that parents were unhappy with. The PVG invited the Assistant Vice Principal to a meeting who heard direct concerns from parents and suggested trialing a new system. This was tested and welcomed by parents and later the academy converted to it.

The Academy also has a Parent Governor who sits on the PVG group and feeds back to the Governing body. As well as great communication between PVG and parents, there is also a good working relationship between the PVG and the academy's senior leadership team.

“We want parents to bring up any issues or concerns so we are an appropriate representative voice for all parents.”

*Karen Deen,
Chair of Nunthorpe Academy's
Parent Voice Group*

SCHOOL:
Nunthorpe Academy
AGE RANGE: 11-18
SIZE: 1,500 pupils



Member Success in 2018

Parents and PTA members do an amazing job in building school communities and providing resources to benefit the education of all children. Here are some inspiring examples from 2018:

PTA NAME:

Friends of Howbridge Junior School

SCHOOL: Howbridge COFE Junior School, Essex

AGE RANGE: 4-11

SIZE: 360 pupils



One parent stepped in and took over the reigns of a dwindling PTA, turned it around and forged greater links between parents and the school.

Nhung Wan heard that her children's school, Howbridge Church of England Junior School was having to cancel the summer fete as the PTA was on the verge of collapse. Members were leaving as their children had moved on to secondary school. Having already done some volunteering at the children's school gardening club, Nhung offered to take over the reigns, reaching out quickly to other parents and approaching local businesses for sponsorship and gift donations. She felt it was imperative that the children did not lose out on the experience or the school for much needed funds. The fete was a success and it revitalized interest in the PTA. A disco, Macmillan coffee afternoon and Christmas Bazaar followed, raising more important funds for the school. The PTA continues to go from strength to strength with more parents volunteering and getting involved.

It has been a wonderful experience taking on this role, reaching out and working together with other parents.

A PTA took on a £130,000 fundraising challenge to provide an all-weather outdoor sports facility for their school and local community.

Heathbrook School had a large outdoor play area but it was tired and far from ideal for the provision of children's sport. Friends of Heathbrook ((PTA) saw that astroturf could transform the grounds for all year round use, making a massive impact on children growing up in a densely populated urban area. The PTA put together a detailed proposal showing the benefits it would bring and made several grant applications. They successfully secured a generous donation from Sports England and made up the rest of the funding with community engagement events at the school and even branching out into the local area such as the local Farmers' Market where children grew and sold their own produce.

The fundraising target was achieved and work is now underway.

The PTA helps the school to fund activities and events which the school community can enjoy, which is particularly important in the light of funding costs from traditional sources. Most importantly is that through the PTA, teachers, parents and carers give freely of their time and knowledge to make the school a great place for the children.

Roy Wilson, Friends of Heathbrook PTA Chair

PTA NAME:

Friends of Heathbrook (PTA)

SCHOOL: Heathbrook Primary School, London

AGE RANGE: 4-11

SIZE: 352 pupils



Moving forward as Parentkind

Education can be a very contentious topic – people have opposing views about how our children should be educated with Government, education stakeholders and the wider public often having strong opinions. Too often, however, the views and role of parents is sidelined and undervalued. At Parentkind, we want all parents to make the most of the opportunity to participate in their child's education and we are providing the resources and support for them to do so. Our Parent Engagement Index (collated as part of our annual parent survey) shows that parents are beginning to feel more involved in their child's school and education but there is so much more to do.

We want to enable all parents and parent groups in schools to participate more effectively in education in the longer term. We believe that teachers, school leaders and policy makers are missing a trick if they don't harness the power of parents. But we also understand the unprecedented pressure on schools – both in terms of resources and to achieve results.

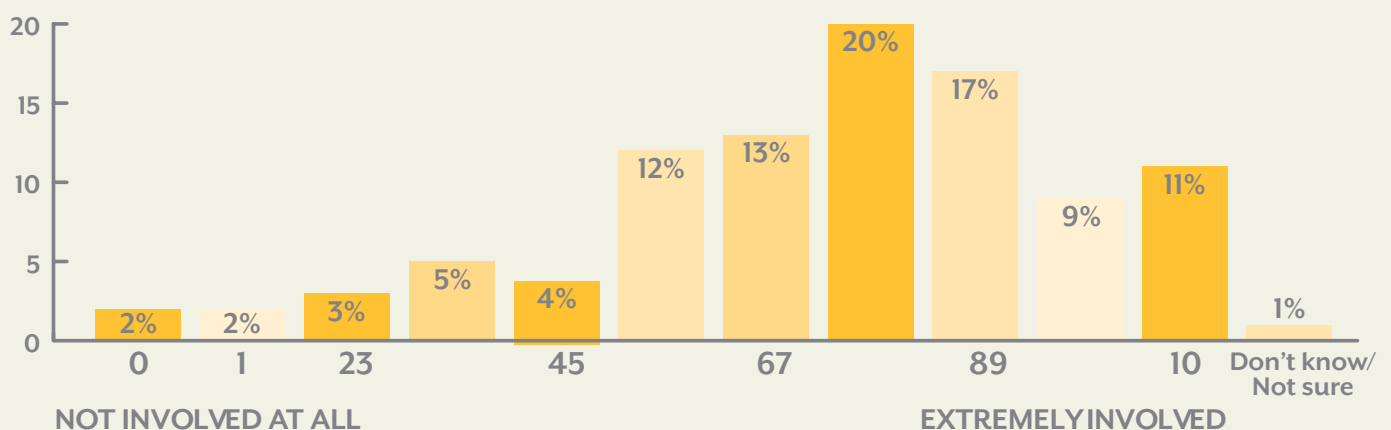
Over the next year we will work hard to raise awareness of the importance of parents getting stuck into their children's education and school life and the range of ways this can happen. This will include:

- Engaging the education sector and parents in our blueprint for making our schools more parent-friendly
- Furthering our PR, insight and public affairs work in England, Wales and Northern Ireland
- Increasing the reach of our #BeSchoolReady campaign so more families can benefit
- Expanding our Parent Council membership and learning and development offer to schools
- Increasing our reach, profile, income and impact through new strategic and commercial partnerships and projects
- Helping PTAs, parent councils and parent groups of all kinds go from strength to strength.

We want to be viewed as a leading champion and enabler of parental participation in education and we look forward to reporting back on our progress next year.

Michelle and all the team at Parentkind

Parentkind's Parent Engagement Index: How involved parents feel with their child's school and education.



Get to know Parentkind

PTAs

Enjoy a huge range of exclusive benefits when you join Parentkind's PTA membership:

- 1 Access up to £10 million public liability insurance provided by Zurich Insurance plc to cover a wide range of your fundraising activities (which our members tell us is worth the subscription cost alone!)
 - 2 Talk to our friendly and knowledgeable member support line (business hours only) to get guidance and your queries answered.
 - 3 Explore 24/7 unlimited access to PTA Expert, the go-to resource for PTAs. Whether you need guidance on current legislation, are looking for practical tips on how to run an event or simply want reassurance that you are getting it right, we are confident that there will be an Information sheet to assist.
 - 4 Fast track your charity registration through the Charity Commission. We have developed a pre-approved model constitution so you don't have to.
 - 5 Keep up to date with topical PTA news and developments. As a member you will receive a regular e-newsletter with a roundup of great articles handpicked by our experts.
 - 6 Be part of our [online communities](#) providing you with a place to learn, debate and connect with other PTAs.
 - 7 Save money through exclusive discounts and offers from our carefully selected partners. We work with companies who offer significant benefits to our members, helping you save and raise more money.
 - 8 Be part of the largest community of PTAs in England, Wales and Northern Ireland and the UK's leading parents in education charity.
- Email info@parentkind.org.uk or call 0300 123 5460 for further information.

Parents

Join us on [Facebook](#), follow us on [Twitter](#), read our [blogs](#) and [sign up](#) to our eBulletins to keep up to speed with education, including tips for helping your child.

Visit parentkind.org.uk/for-parents for FREE access to our growing resource for parents.

Schools

Find out about how you can engage parents more effectively to transform your school including our [brilliant parental engagement workshops](#).

Marketing and partnership opportunities

Find out more about [marketing and partnership opportunities with Parentkind](#).

For information, please email info@parentkind.org.uk.