



Parents Annual Survey 2018



Parents' awareness and perceptions of Ofsted



— Background and method

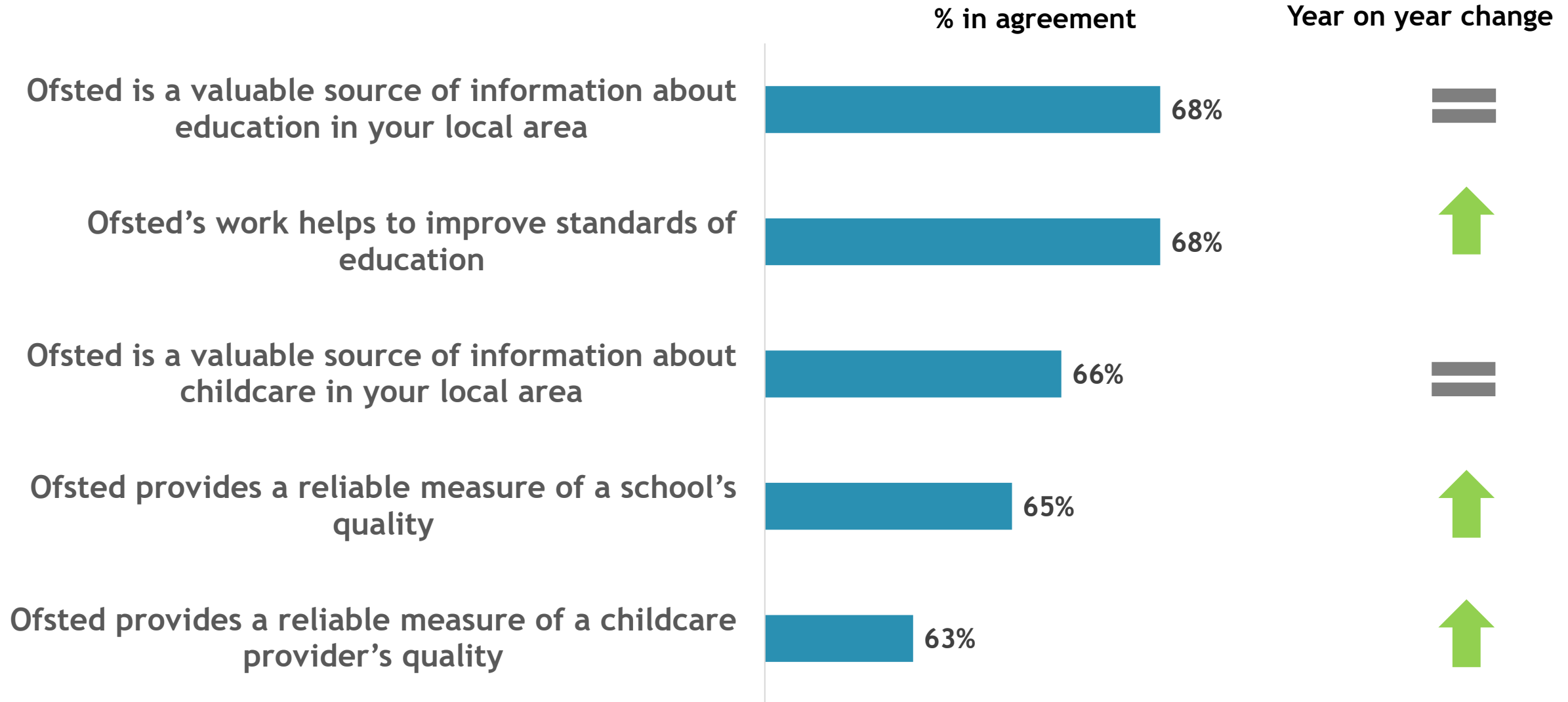


Method

- The objective of this study was to provide Ofsted with robust and timely evidence from parents to inform the development of the organisation's strategy and priorities
- An online survey was developed in conjunction with Ofsted and was carried out amongst parents between 23rd November and 28th November 2018
- The total number of respondents was 1,111 parents; 1,000 with a school-aged child and 111 with a pre-school-aged child attending childcare
- The figures have been weighted and are representative of all parents in England by family type, age of family reference person, social grade and region
- Throughout the report, net figures are shown and they may be slightly different to the raw data shown in charts due to rounding
- This is the fourth year that this research with parents has been conducted by Ofsted. Any statistically significant changes between waves will be identified with  and 

— Key findings

Summary of key measures



Awareness and perceptions of Ofsted

1. Levels of awareness of Ofsted remain unchanged since 2017, with six in ten (59%) parents knowing a lot or a fair amount about Ofsted
2. Awareness of Ofsted's responsibilities remains unchanged. Awareness of Ofsted's responsibilities to inspect care homes remains the lowest
3. Three quarters of parents continue to feel Ofsted is a reliable source of information and there has been a drop in parents who feel information from Ofsted is unreliable (19% from 16%)
4. 2018 has seen a significant increase in agreement that Ofsted is a reliable measure of quality for schools and childcare and that Ofsted's work helps to improve standards of education
5. 6 in 10 parents feel Ofsted is a trusted judge of standards, and that they are a force for improvement in the education system. Only one third agree that Ofsted acts independently of government

Ofsted ratings and inspection reports

6. Nine in 10 (89%) parents know the Ofsted rating of their child's childcare provider or school. Parents of secondary school are significantly less likely to know the rating
7. It remains that the vast majority (84%) of parents have read an Ofsted report at some point and most (80%) continued to find the report useful
8. There was concern from some parents that the Ofsted reports didn't provide an accurate representation of what that school is like, and some felt it was redundant as they would be sending their child to that school anyway
9. Having a one page summary of key findings or traffic light system and comparisons with other schools are the top two things parents think would make Ofsted reports more useful
10. Only 17% of parents were aware of the 'outstanding' exemption and most were not in agreement with the current policy. Many felt that standards change quickly with 72% feeling they should be inspected the same amount as schools rated 'good'

Obtaining and sharing parents' views

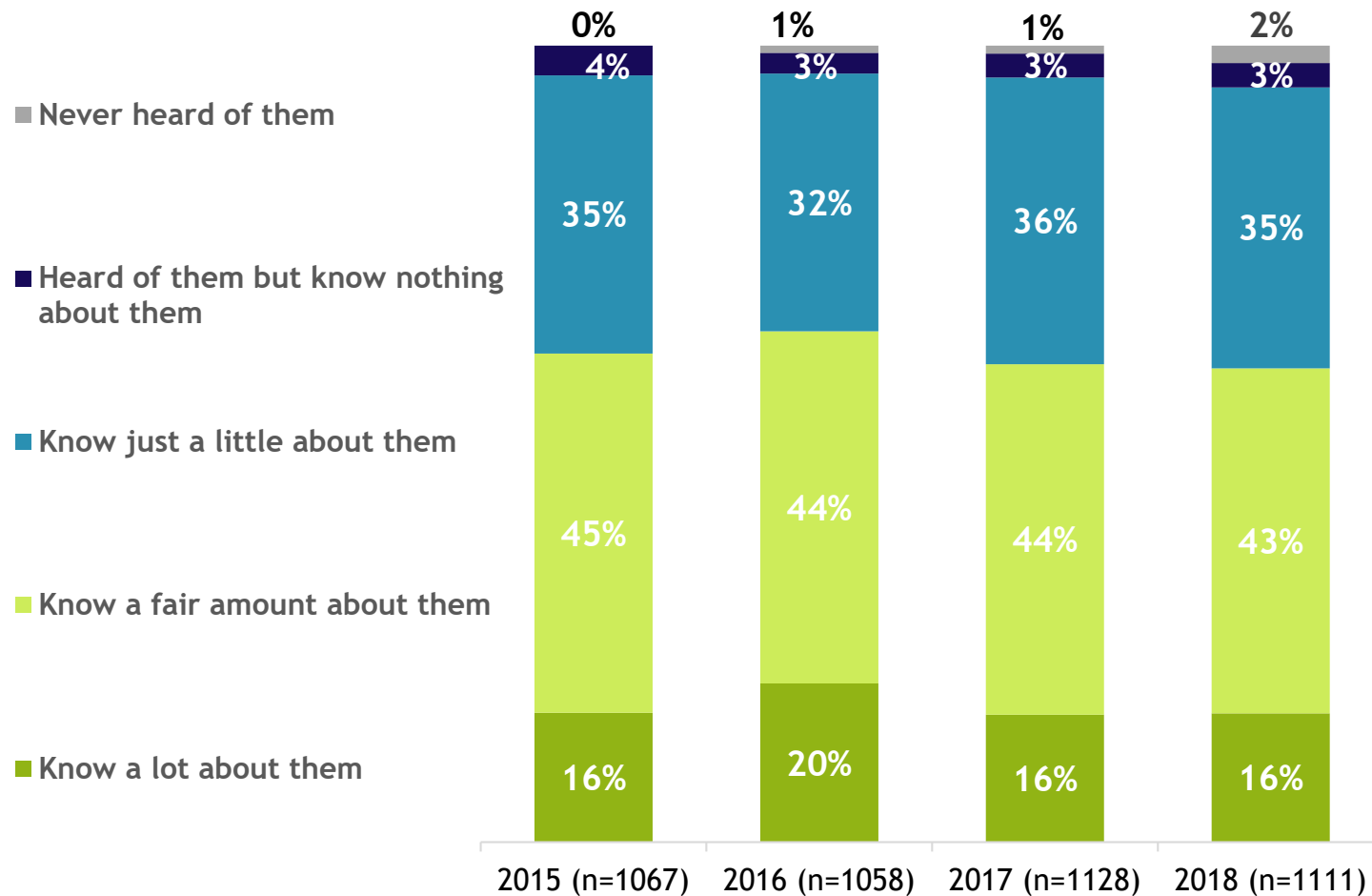
11. Parents require some motivation to provide their views. If they didn't have strong concerns about the school, they would provide their feedback if the school or if Ofsted asked them to
12. Parents were most in favour of using an Online platform, or an online survey to provide their views. They were least keen on writing public reviews
13. Three quarters were trusting of reviews written by other parents, and felt they would trust these reviews the most if they were presented on an online platform, hosted by Ofsted
14. In fact, parents were equally likely to be happy to share their views (either with name or anonymous) with Ofsted or their child's school (85%)
15. Nine in 10 parents' said they would use a review site run by Ofsted. With positive views around contributing, with 40% saying they would write reviews anonymously and a quarter (24%) saying they would publically write reviews

Curriculum

17. Eight in 10 parents feel they have a good or a reasonable understanding of their child's curriculum and only a quarter feel the school is placing a greater focus on getting good results.
18. Parents are most likely to feel 'core' subjects of Maths, English and Science are sufficiently covered in their child's education. However, four in ten parents or less feel that subjects such as Art, Music, Languages and D&T are sufficiently covered
19. Whilst 47% feel that the coverage of subjects is the same for their child as the year before but a third (30%) do feel that their children are now receiving more teaching time on a wide range of subjects than the previous school year

— Awareness and perceptions of Ofsted

Levels of awareness of Ofsted remain unchanged, with six in ten (59%) parents knowing a lot or a fair amount about Ofsted

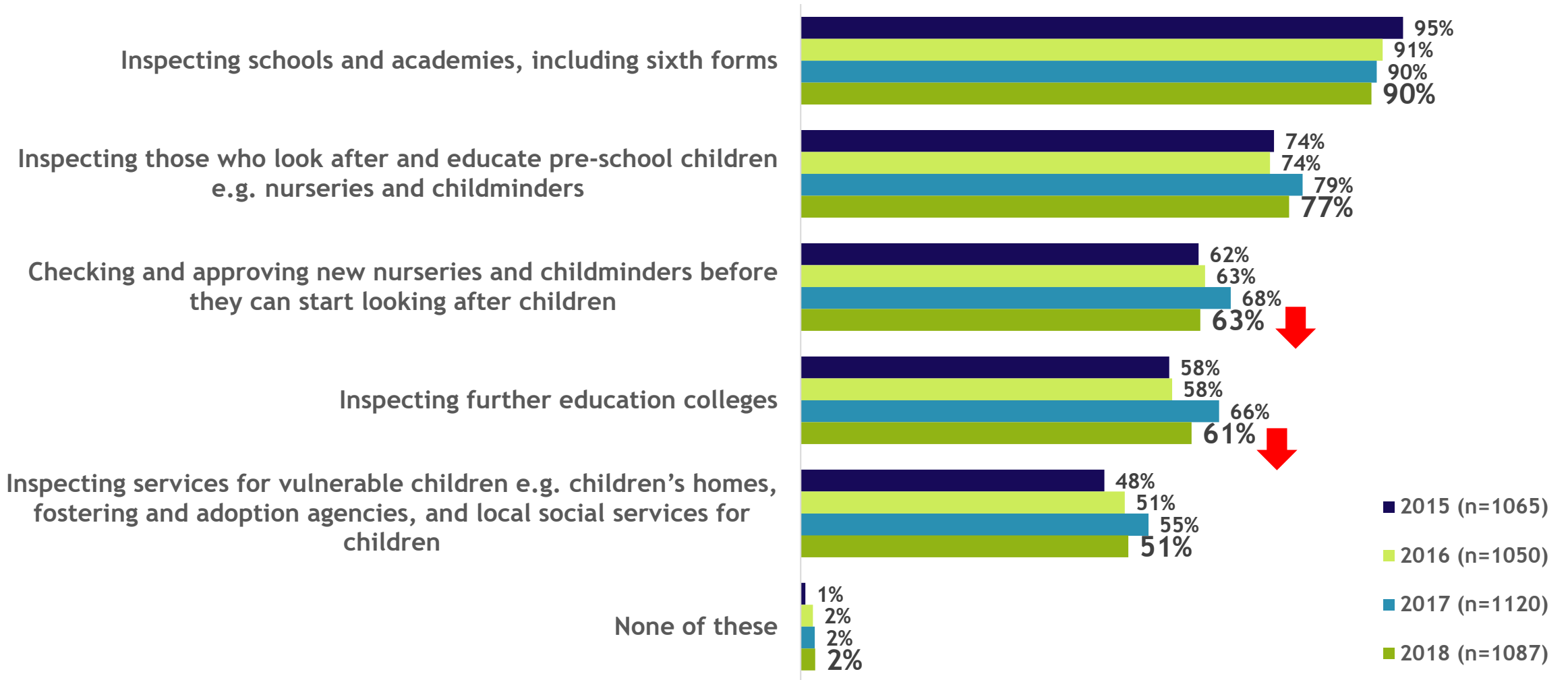


Only 2% of parents have never heard of Ofsted, but a third (35%) say they know just a little about them.

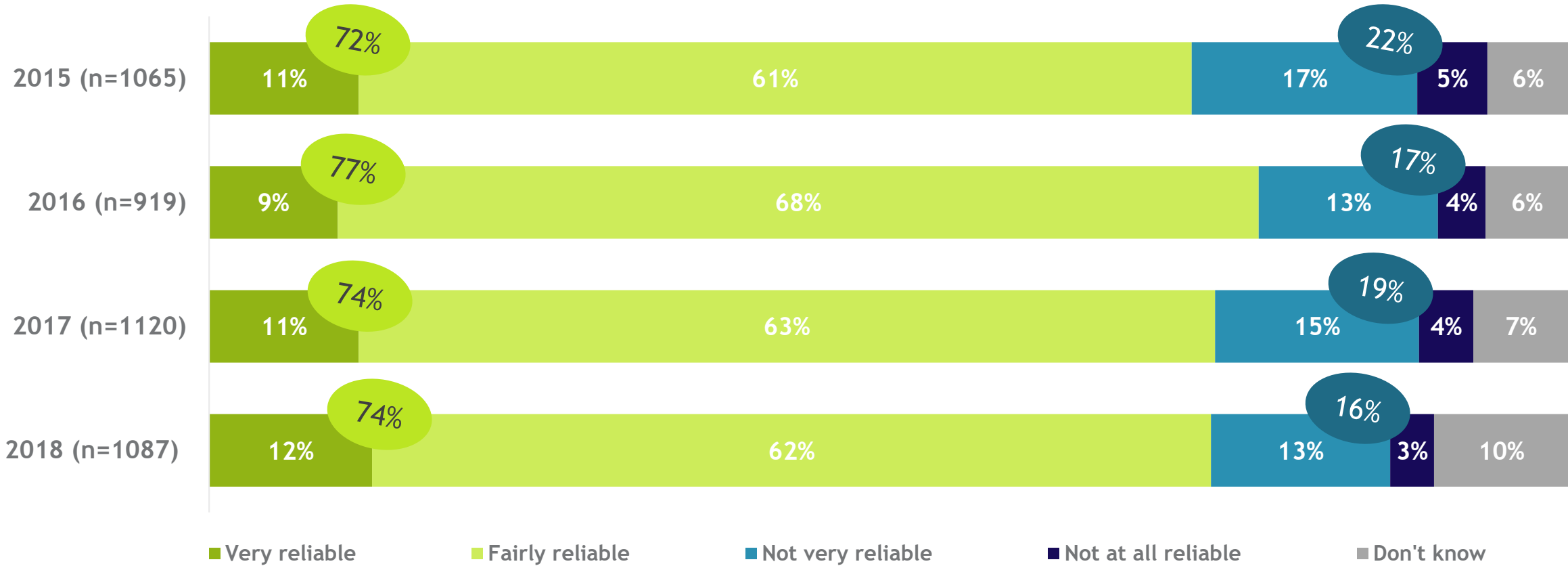
Parents in a lower social grade (C2DE) are significantly more likely to have not have heard of Ofsted (4% compared with 1% of ABC1s).



Since 2017, there has been a fall in parents recognising Ofsted as responsible for inspecting further education colleges and checking and approving new nurseries/ childminders

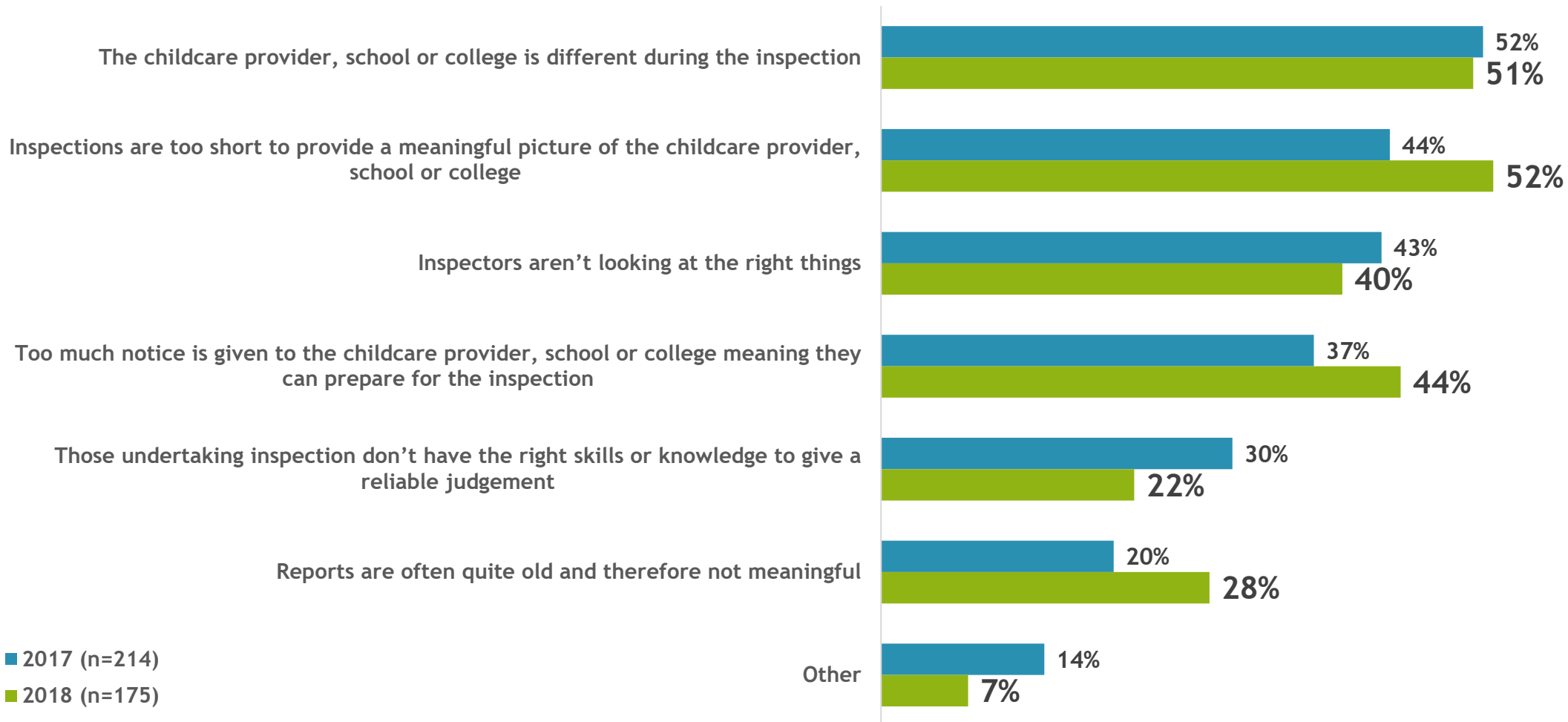


There has been a small fall in parents feeling that information from Ofsted is unreliable whilst perceptions of reliability remains unchanged



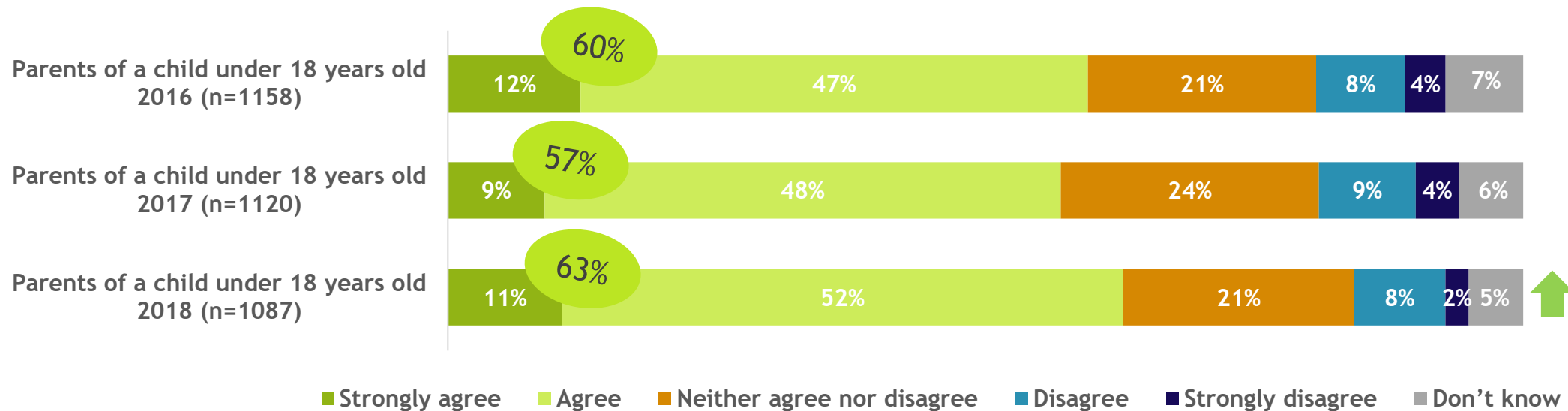


Of those who do feel that information is unreliable, the most cited reasons for this are that the provider is different during Ofsted inspections and that the inspections are too short to be meaningful



There has been a significant rise in parents who feel Ofsted is a reliable arbiter of the quality of childcare providers

Ofsted provides a reliable measure of a childcare provider's quality

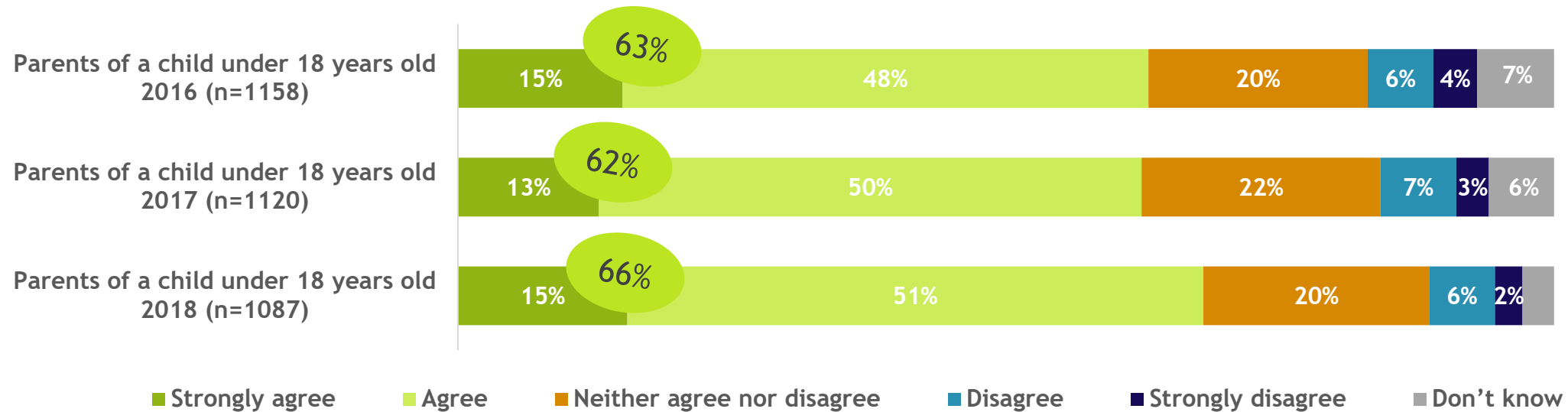


Younger parents (18-34) are significantly more likely to agree than those 35 and over (70% compared with 61%)

Familiarity also leads to favourability with those who are aware of their child's providers last inspection grade significantly more likely to agree (66% compared with 37%).

Two thirds of parents agree that Ofsted is a valuable source of information about childcare locally

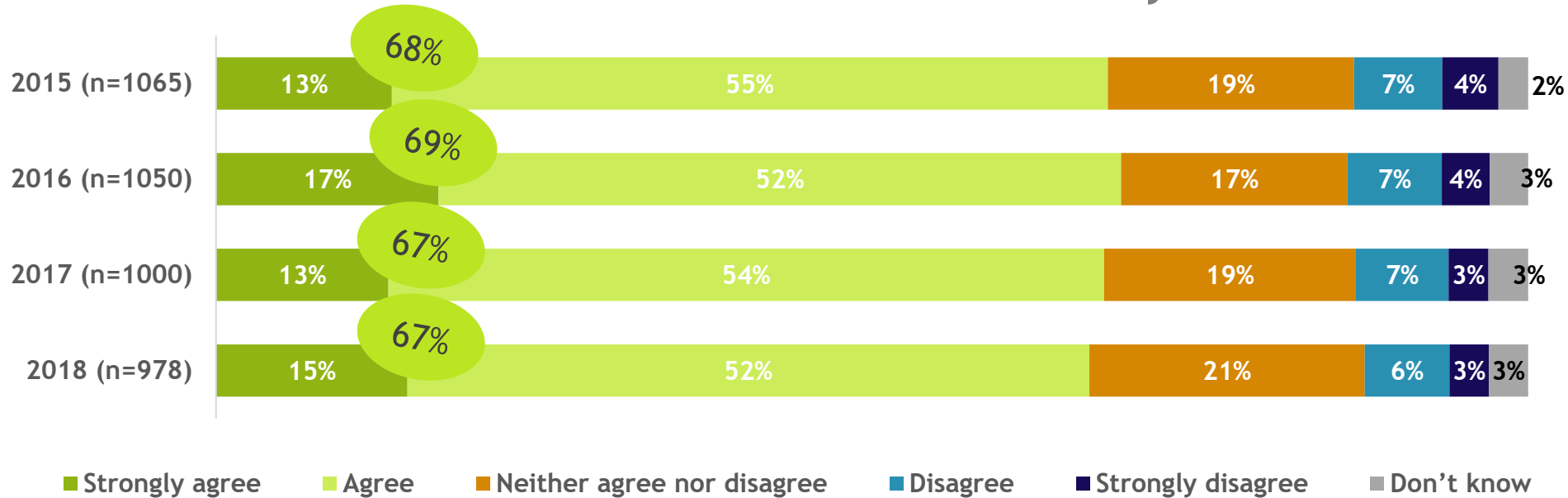
Ofsted is a valuable source of information about childcare in your local area



Parents of nursery aged children are significantly more likely to agree than those with older children (79% compared to 64%).
Parents in a relationship are also more likely to be positive about Ofsted being a valuable source of information (68% compared with 60% of single parent families).

Agreement that Ofsted is a valuable source on education remains unchanged since 2015

Ofsted is a valuable source of information about education in your local area

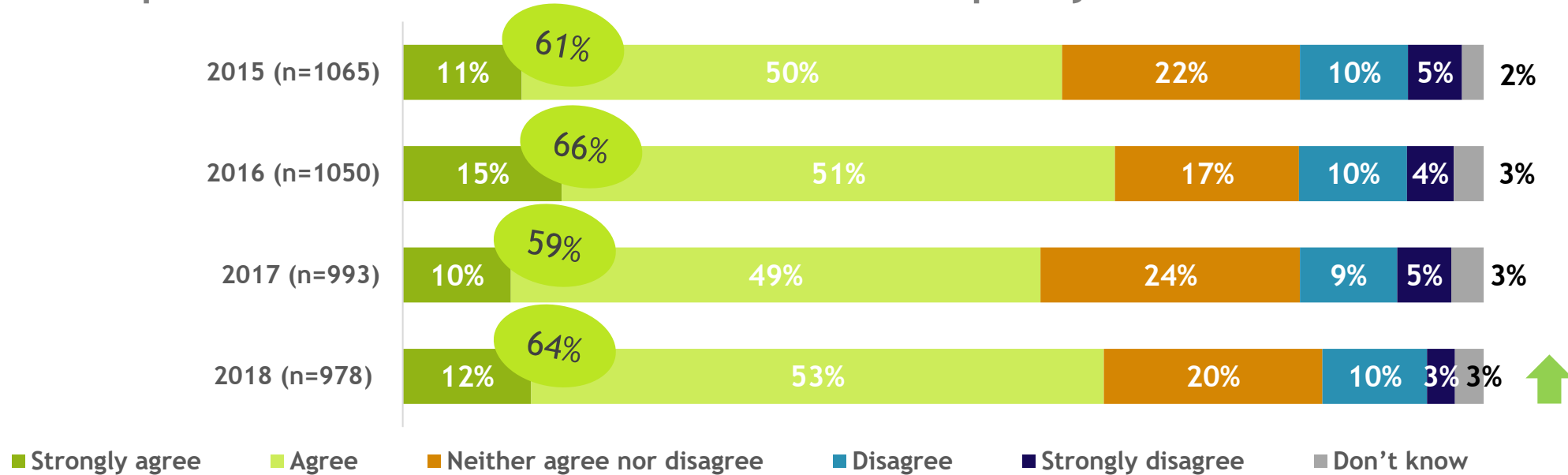


Those whose children attend state primary schools are significantly more likely to agree than those with children attending state secondary schools (71% compared to 64%).

As before, lone parent families are significantly less likely to agree than those in relationships (64% compared with 70%).

After a fall in 2017, agreement has risen to match parental opinion in 2016 on whether Ofsted provides a reliable measure of a school's quality

Ofsted provides a reliable measure of a school's quality



Confidence in Ofsted is lowest in parents who live in the east of England, and highest amongst those who live in the Midlands (55% compared with 68%).

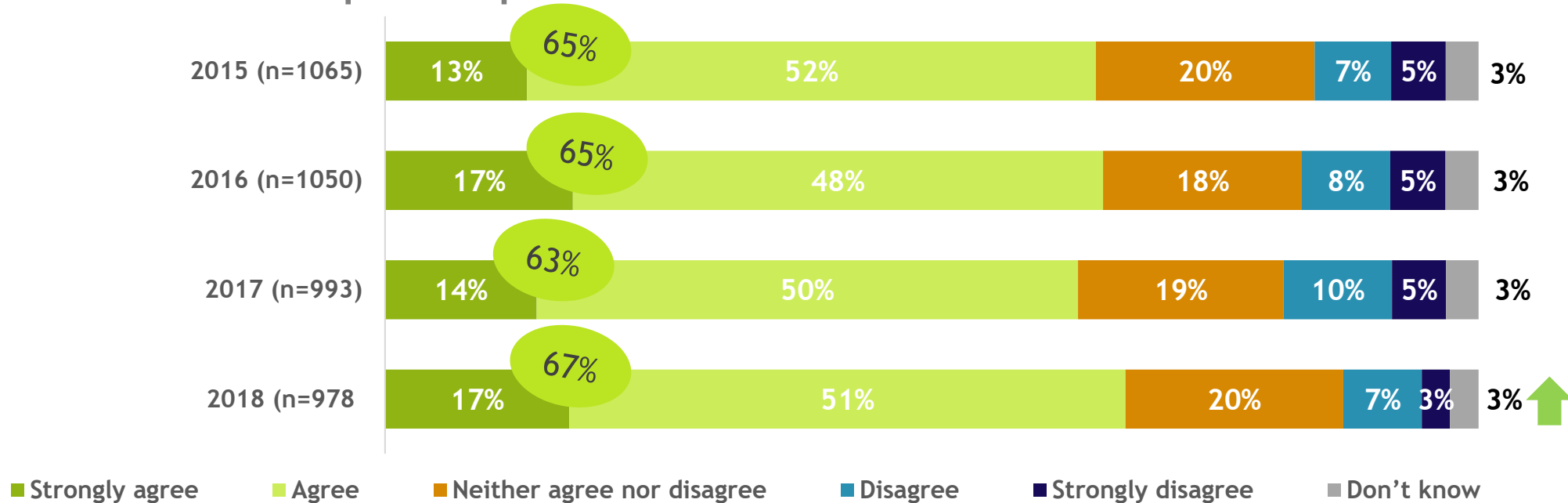
Agreement is highest among younger parents (18 to 34) and lowest in those aged 35-54 (72% and 63% respectively).

Parents with a child in a free school (77%) are much more likely to agree compared with those parents with a child at an LA maintained (64%) or Academy school (60%).



Agreement in Ofsted's ability to help improve standards of education has risen since 2017

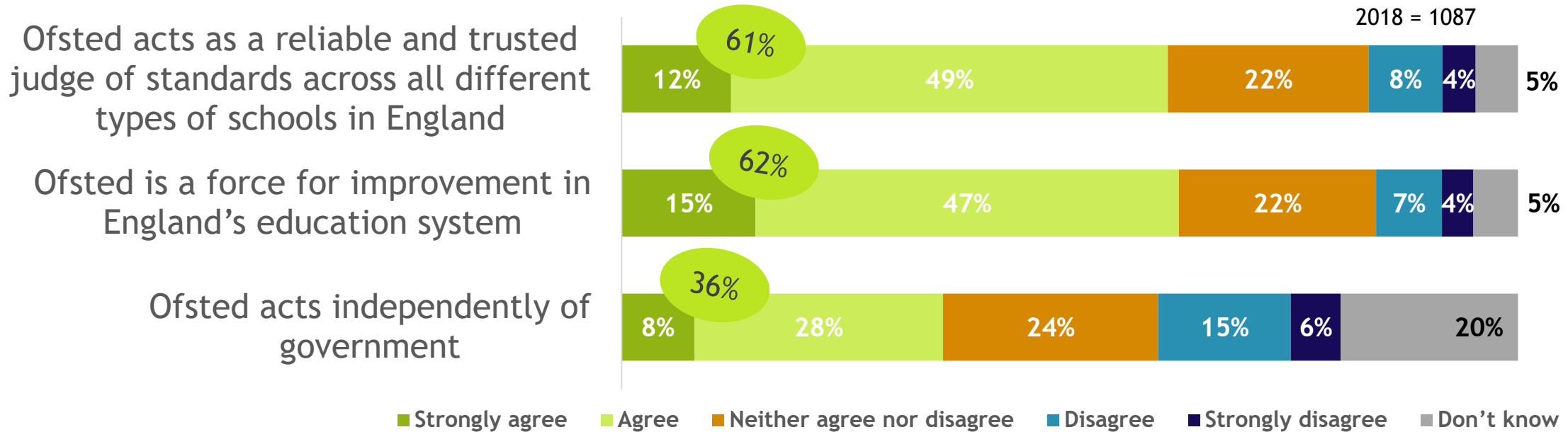
Ofsted's work helps to improve standards of education



Agreement is higher amongst those with a child in primary school compared to those with a child at secondary school (70% v 64%).

Confidence in Ofsted's ability to improve standards is also significantly higher amongst parents from a BAME background (77% compared with 67% who are white).

Six in ten parents feel Ofsted is a force for improvement and is a reliable and trusted judge of standards - but only 36% agree that Ofsted acts independently from Government

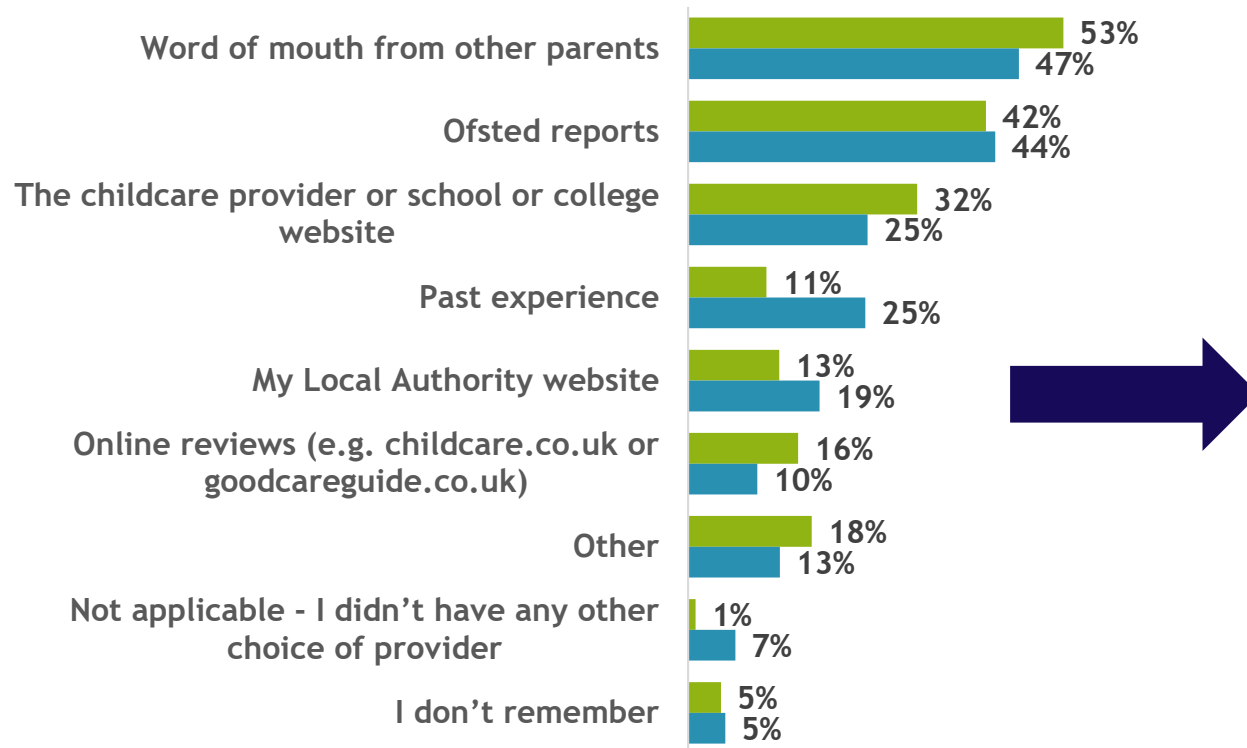


- Agreement in whether Ofsted is a reliable judge of standards is fairly level across different demographics of parents, however it is a little higher in younger parents (68% of 18 to 34 year olds compared with 59% of those aged 35 to 54).
- BAME parents are significantly more likely to agree than parents from a white background that Ofsted is a force for improvement in education (76% compared with 61%).
- Over half (54%) of parents who send their children to private schools agree that Ofsted acts independently of government. Private school parents are also less likely than other parents to answer don't know here (10% compared to 20%) which may account for a higher level of awareness of how Ofsted works.

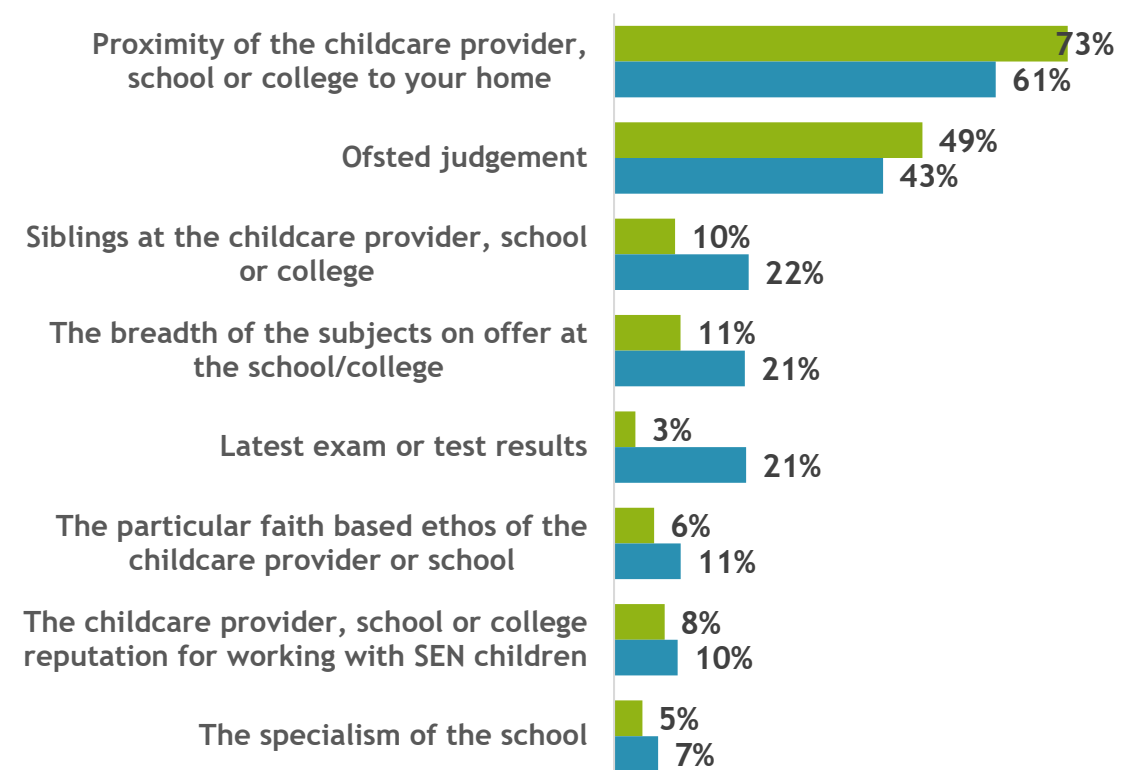
— Choosing a provider

Talking with other parents and Ofsted reports are the two main sources that parents use when choosing a childcare provider, school or college. Location of the provider and the Ofsted judgement remain the most important factors in choosing a provider

Go to information on childcare provider



Decisive factor for childcare

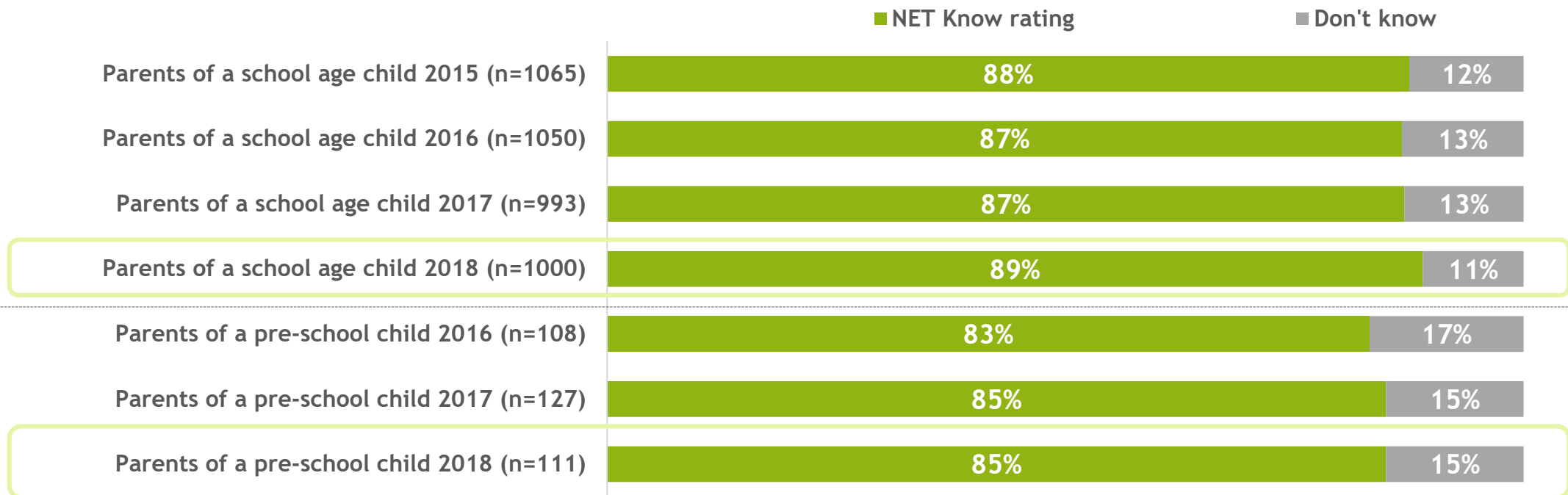


■ Parents of children of pre-school age (n=111)

■ Parents of children of school age (n=1000)

— Ofsted ratings and inspection reports

Overall 89% of all parents are aware of Ofsted's rating at their last inspection

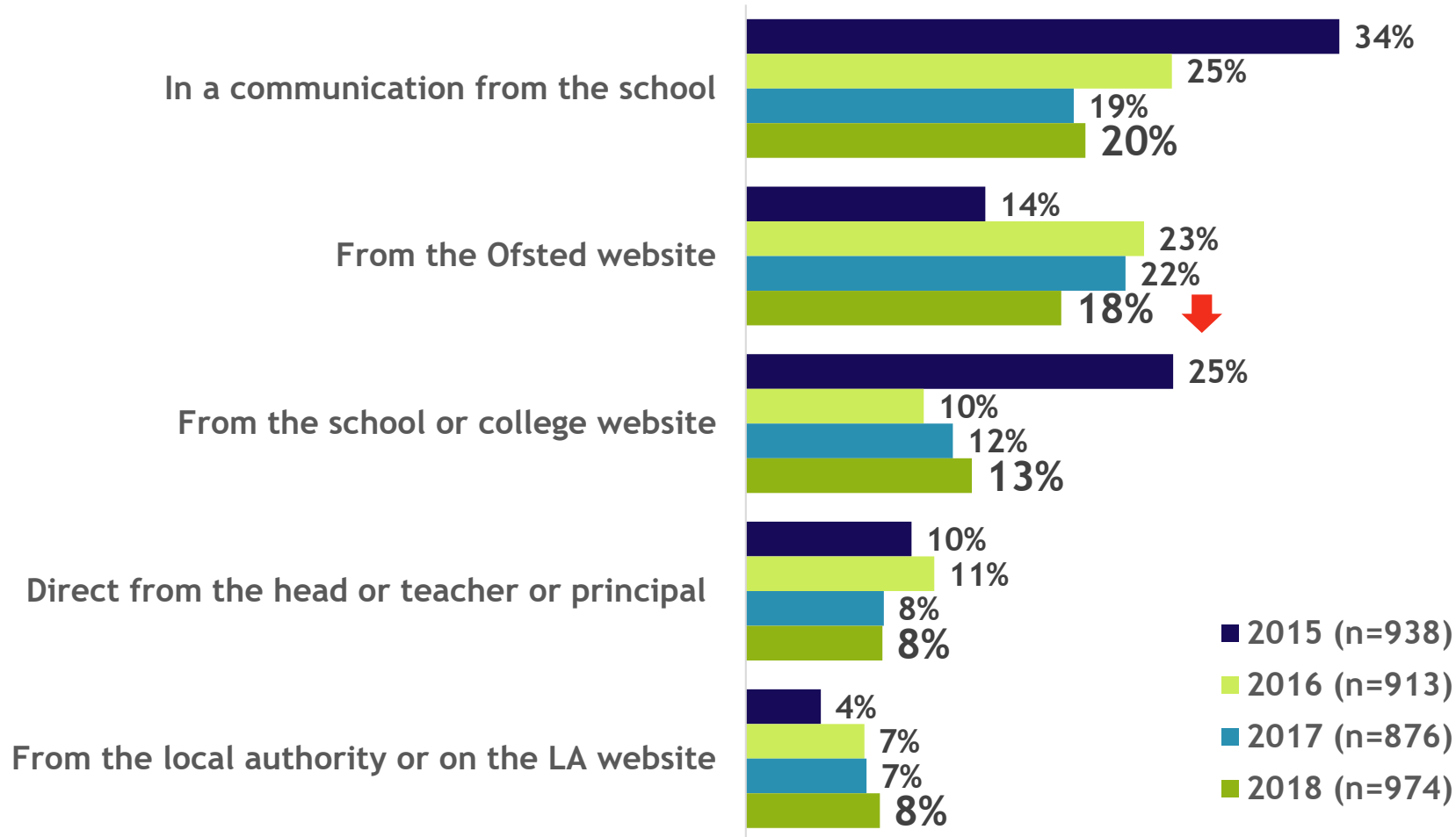


Parents who do not know the rating at the last inspection are more likely to be:

- Those with children at secondary school
- Those who live in London
- Those that do not have a university degree
- From a lone parent household

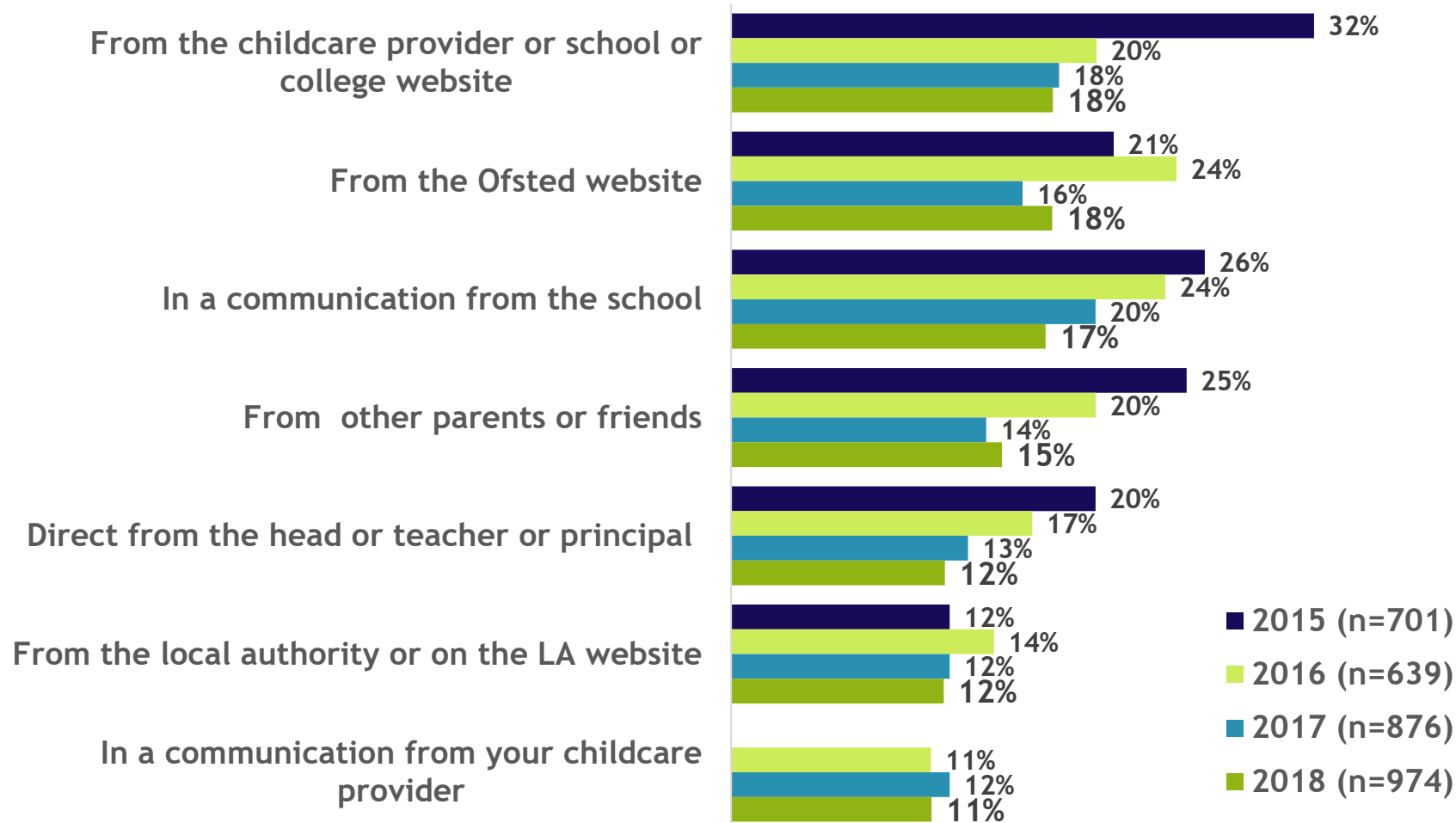


In 2018 there has been a drop in parents who use the Ofsted website to *first* find out school or childcare provider's rating



26 Q7. How did you first find out about which rating your child's childcare provider, school or college has? (Base: parents of a school age child who are aware of the school Ofsted rating) Note only responses with over 10% shown

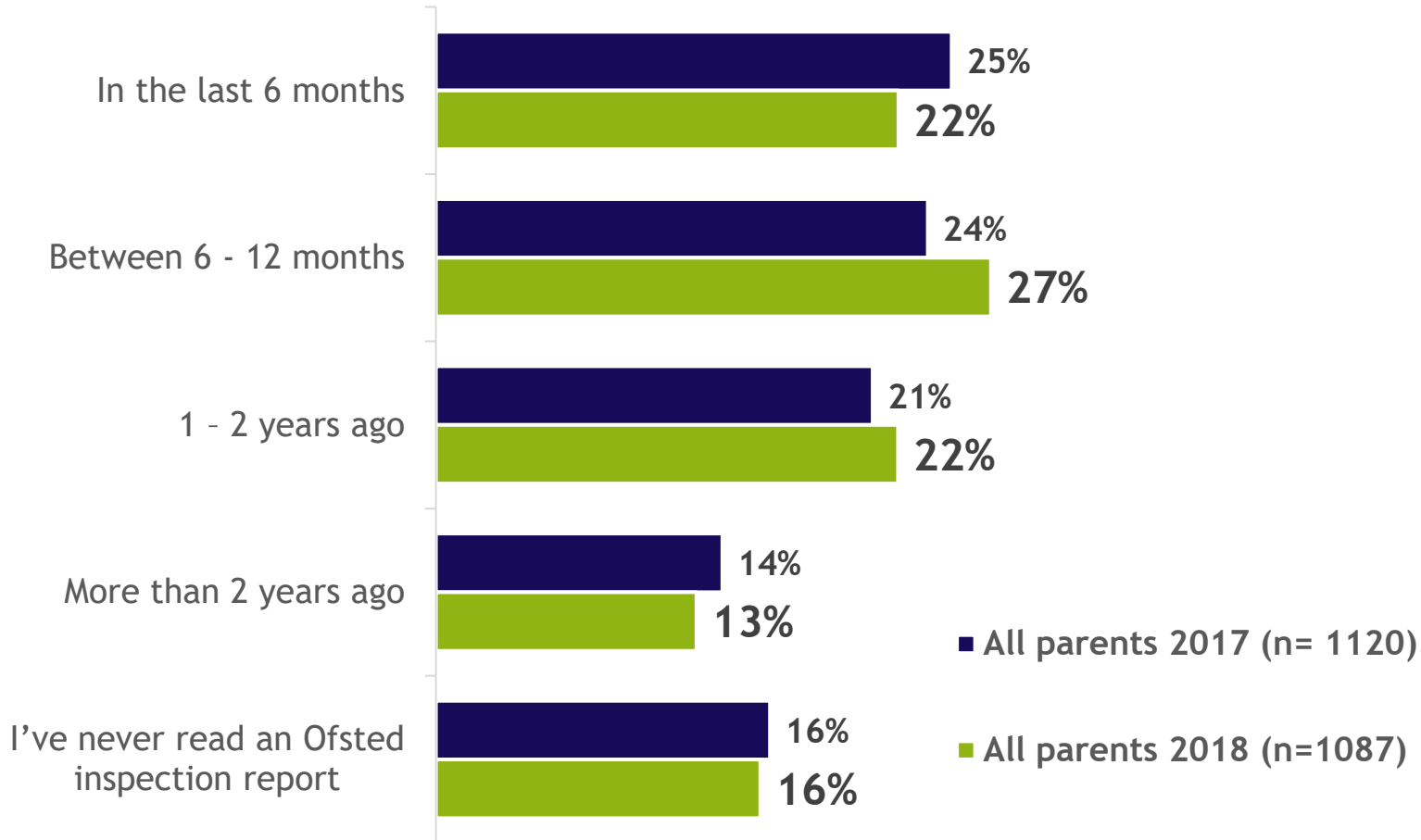
Parents continue to look on either the school or Ofsted website to discover the Ofsted ratings



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Q8. How else did you find out about the Ofsted rating? (Please select all that apply)
 (Base: parents of a school age child who found out about the Ofsted rating) Note: Only responses with a value over 10% shown

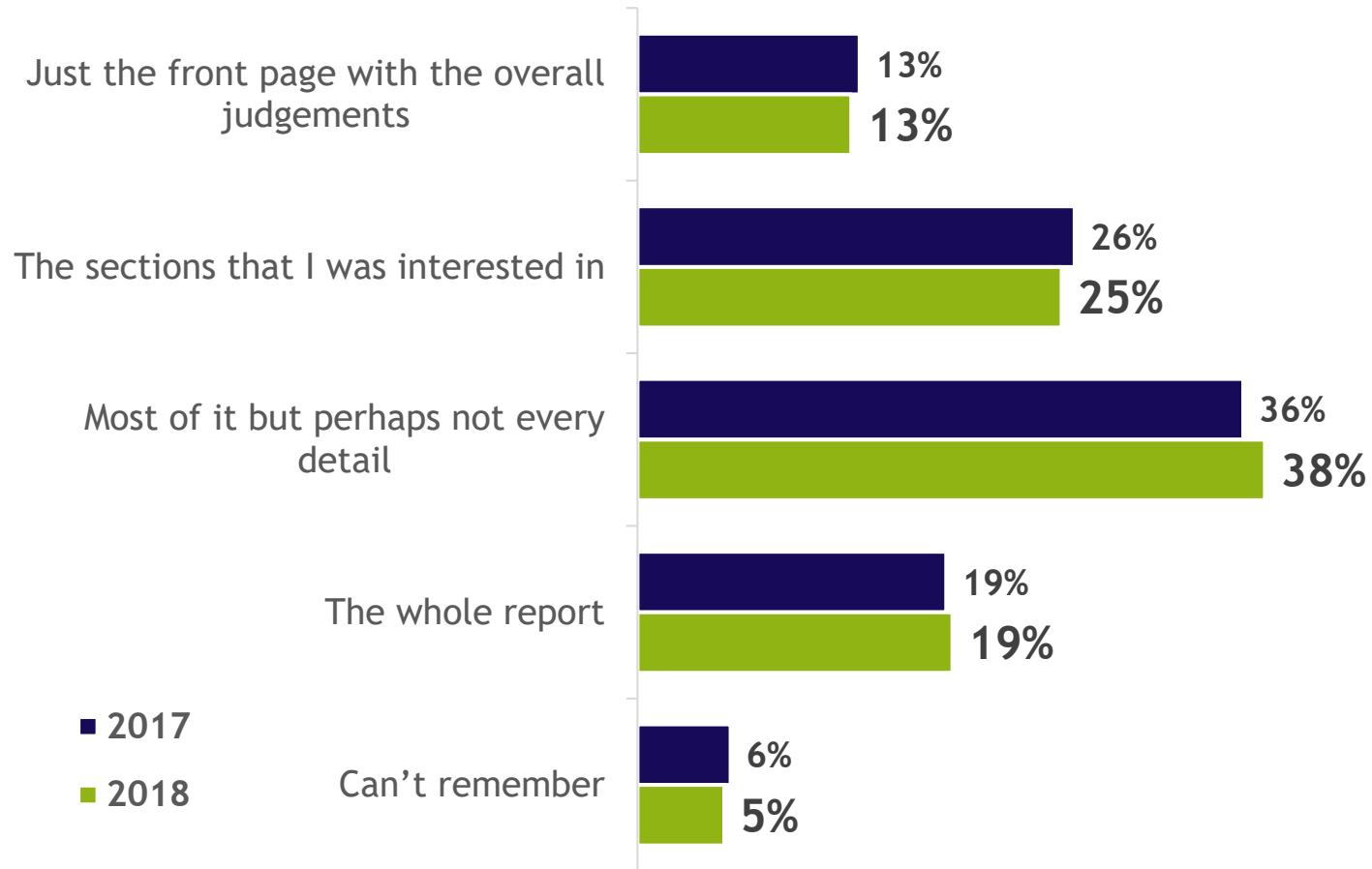
It remains that 84% of parents have read an Ofsted report at some point



Close to a fifth of all parents (16%) have never read an Ofsted report. These parents are more likely to:

- Those with children in nursery or early years childcare
- Parents without a university degree (18% compared with 10%)
- Those who live in the North and East of England (19% and 21% respectively)
- Dads (23% compared with 12% of mums)

A fifth of parents (19%) continue to read the whole Ofsted report, whilst close to two fifths read most of it



Parents most likely to read the whole report:

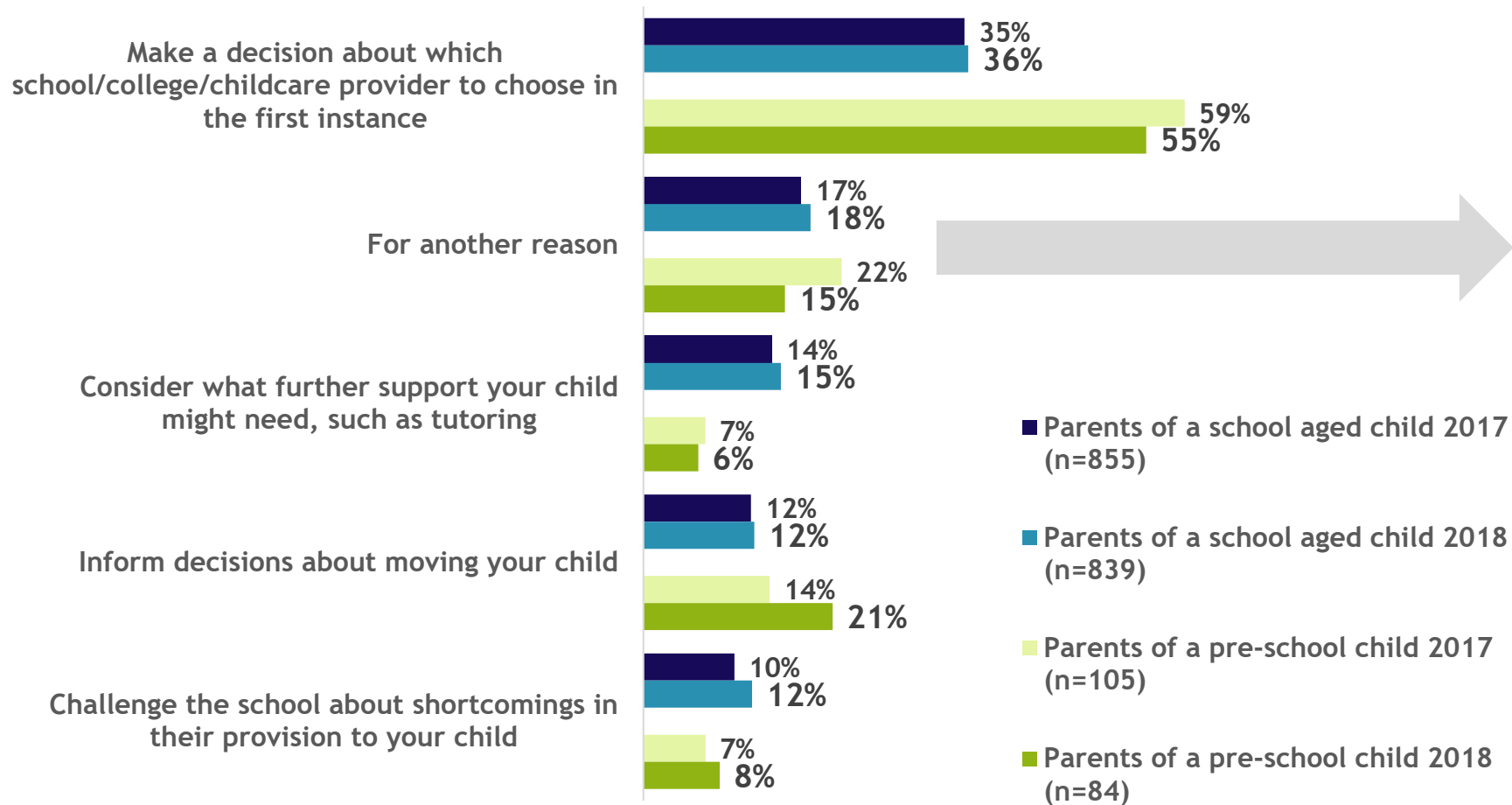
- Parents of primary aged children (23%)
- Mums (21% compared with 14% of dads)



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Q10. Thinking about the last Ofsted report you read, what proportion of the report did you read?
(Base: parents who have read an Ofsted report n=960)

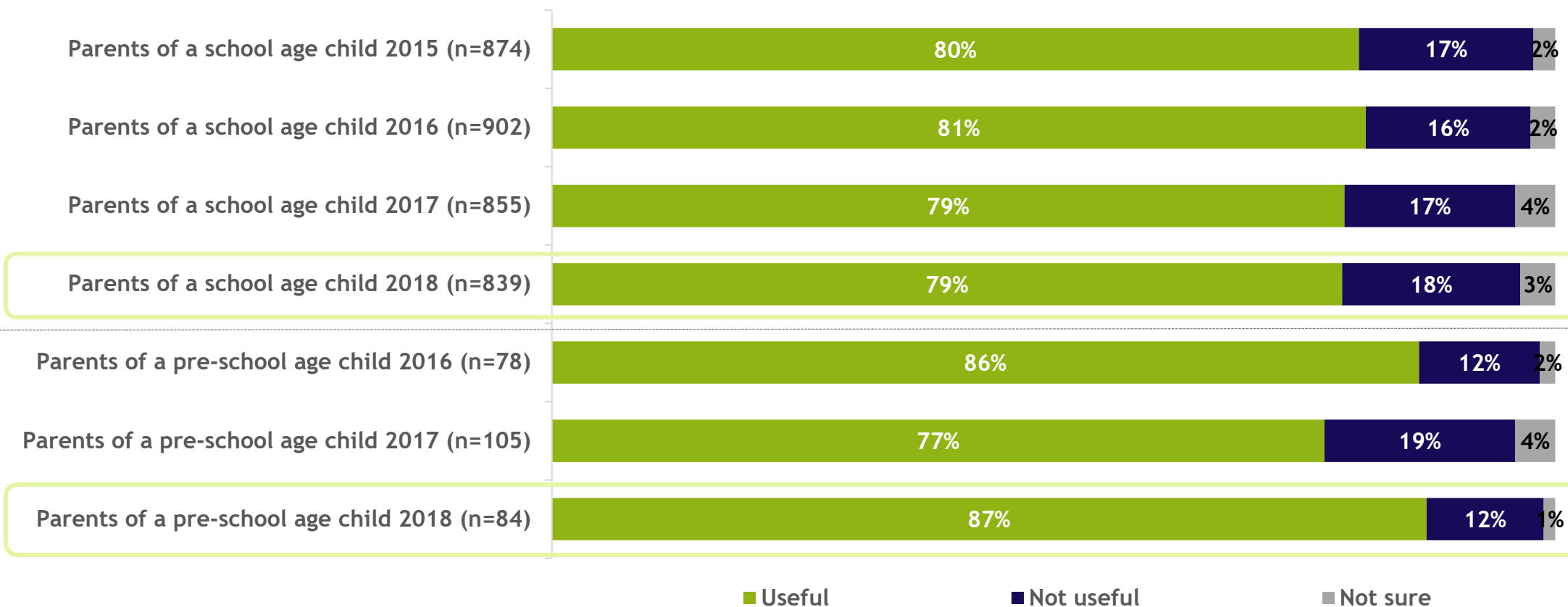
Parents of a pre-school child are more likely to use an Ofsted report to make a decision about which provider to choose - although this is the most common use of Ofsted reports for all parents



Other reasons parents read an Ofsted report:

- Curiosity/ interested
- Check on school improvement/ performance
- Research for a job/ work related
- Helping out family members

8 in 10 parents of school aged children continue to find the Ofsted report they read useful



Why was the Ofsted inspection report not useful?

Although Ofsted inspections keep schools on their toes, I don't necessarily agree with the way they measure schools and am quite capable of making my own mind up on how well the school is doing given that I have much more contact with the school.

The statements were the same sorts of things that have been spouting for years, such as 'not challenging more able children' and I find that there are pre-determined ratings that exist to be disproved

I was still going to send my child to the school regardless

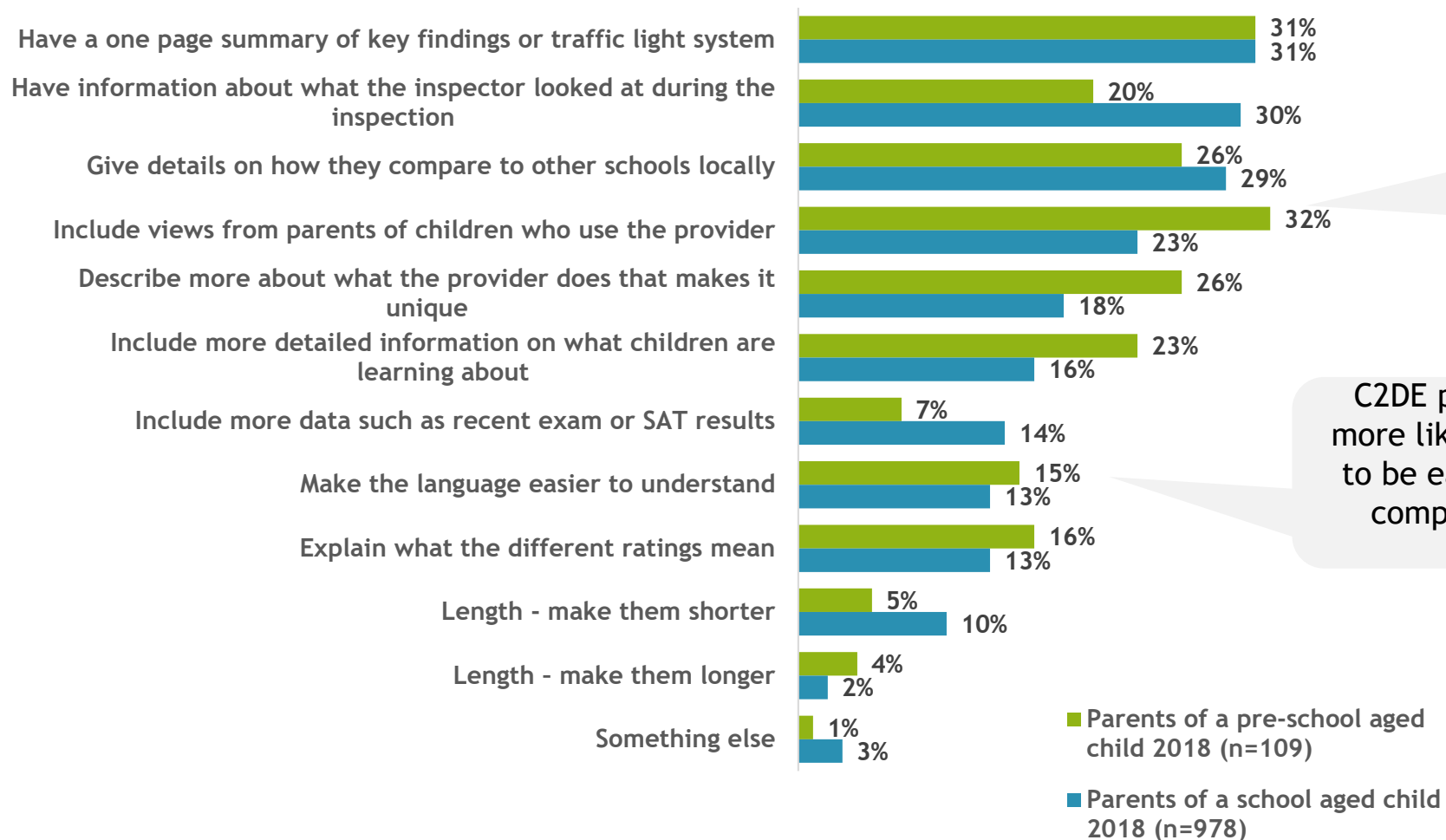
Staff change and the quality of education very much depends on the teacher. Great teachers work in failing schools, and bad teachers work in outstanding schools.

I don't really think that they are that helpful. They give an indication of what is going on but they don't give real insight into what's going on in the school.

It didn't really tell me anything that I didn't already know.



Having a one page summary of key findings or traffic light system and comparisons with other schools are the top two things parents think would make Ofsted reports more useful



Parents of pre-school children are significantly more likely to want Ofsted to include more views from other parents and information on what makes the provider unique

C2DE parents are significantly more likely to want the language to be easier to understand (18% compared with 10% of ABC1 parents)

Many parents would like to see more about teacher and student well-being in the Ofsted reports

I would like to see more information about how schools support children with their well-being. It's very obvious that situations occur at school which children don't always feel resolved so it would be nice to see how school deal with social situations.

Detailed exam results for children from different class, race and socioeconomic backgrounds. This would allow precise targeting of resources to improve and inform teaching styles ultimately looking for improved exam performance.

To talk about the more arty/sporty/non-curricular specific things that school does to make it unique

How happy are the staff. This would help me understand how the school is managed and potential staff turnover. I also believe that if staff are happy this will have a positive impact on how my child is taught and how happy they will be in school.

How they deal with children that are more able and show that they are gifted and talented but are being held back because of the curriculum which is set out by the government.

More about pastoral care and how the school supports students who need more support or are perhaps having problems at home or in the family. Also how they deal with bullying.



For many parents, they are looking for judgement on pastoral care, wellbeing and what creative extras are being offered to the students

Commuting to and from schools, costs and additional costs requested by schools to support day trips and events

More interaction with parents is needed to get a more accurate idea of the school

More detail on pastoral and SEN support. Very high achieving pupils are healed with praise, those failing get attention but there are swathes in the middle that are getting by, but don't feel supported and are not fulfilling their potential

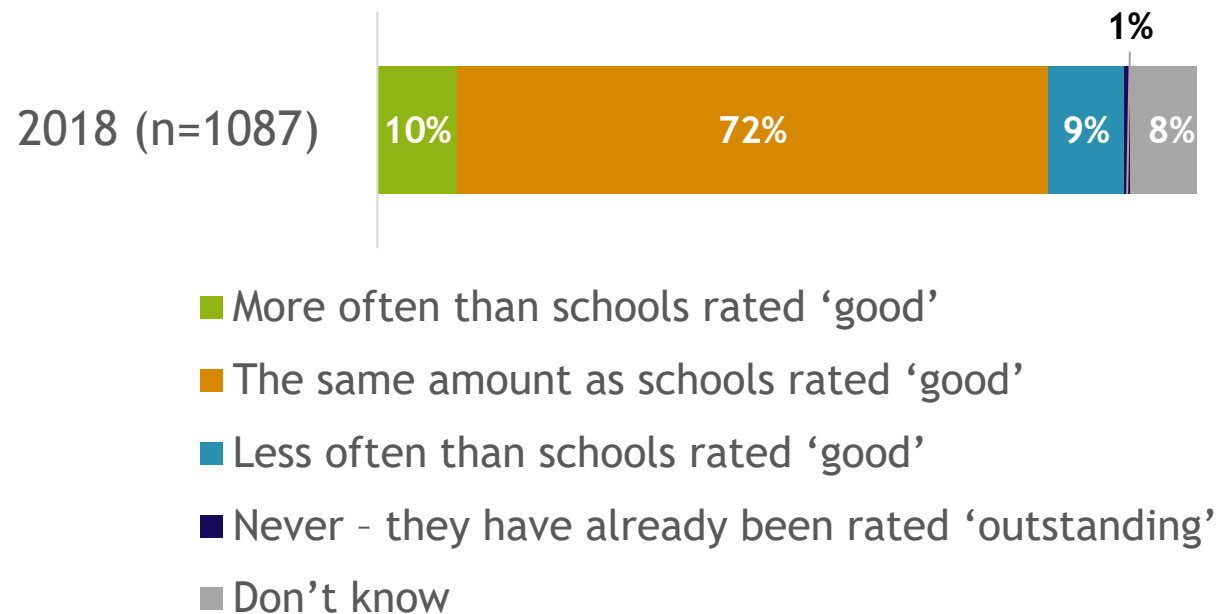
The wider life of school, if they give the pupils opportunities to take part in extra curricular activities, outside of school. Sports competitions, craft clubs, language clubs. Anything that strengthens the team spirit between the children

Gender bias in teaching, looking at other aspects of discrimination. I would like to see particularly primary schools and childcare are settings challenged on the quality and quantity of inclusion of SEN children and complex SEN children.



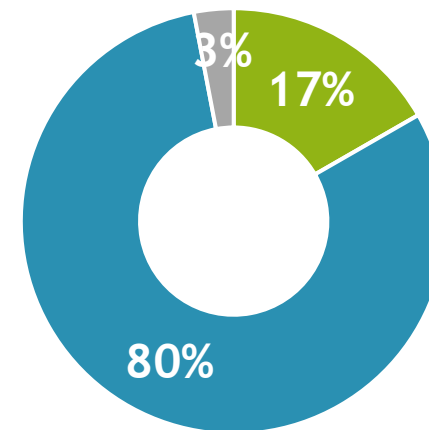
A large majority think schools rated 'outstanding' should be inspected with the same frequency as 'good' schools

Frequency that 'outstanding' schools should be inspected



Awareness of the exemption for 'outstanding' schools

Eight in 10 parents were not aware that schools rated as 'outstanding' are free from future inspections

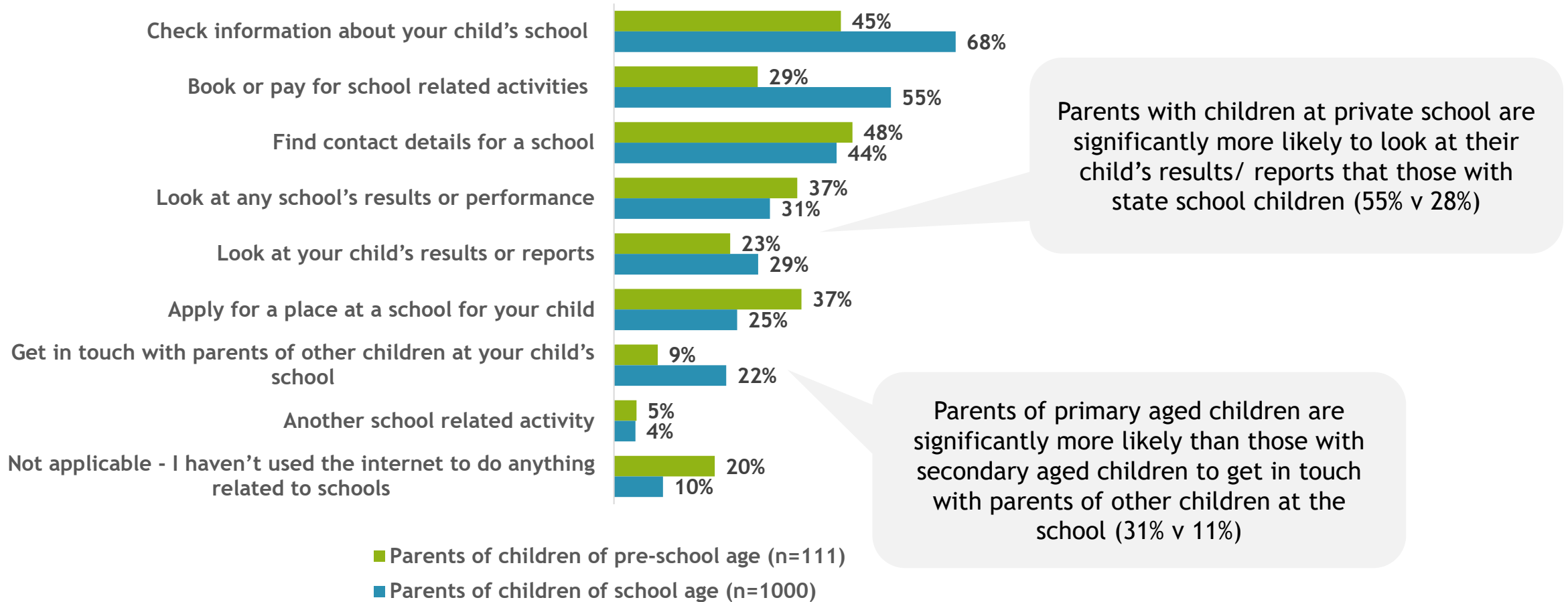


■ Yes ■ No ■ Don't know

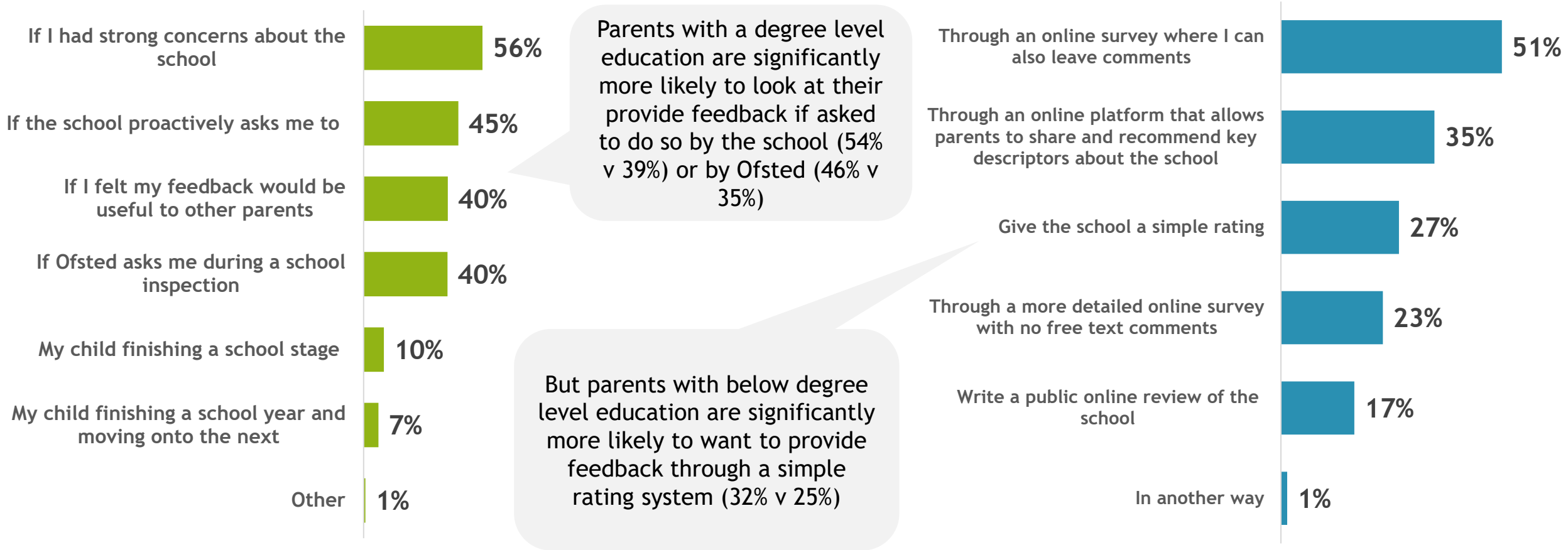
Parents who are educated to degree level or higher are more likely to be aware of the exemption for outstanding schools (21% v 13%)

— Sharing Views and sources of information

A third (32%) of parents have used the internet to look at a school's performance or results



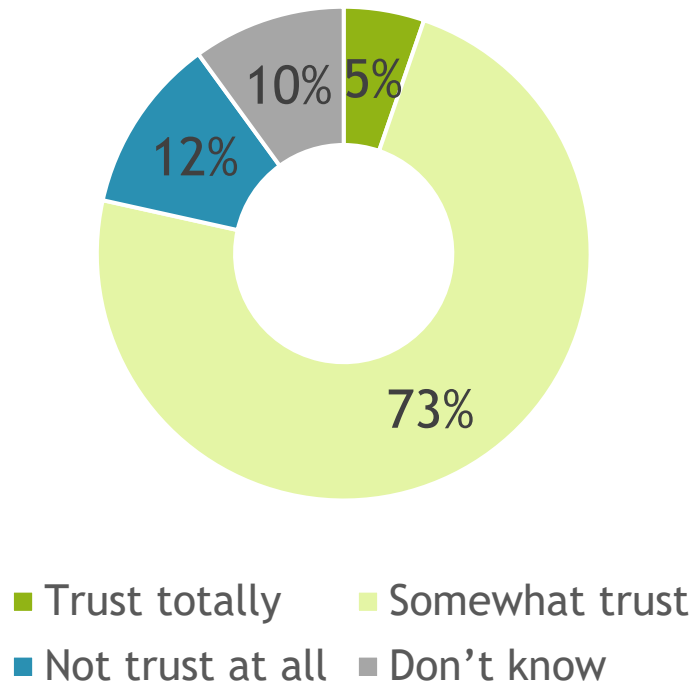
Parents are most likely to give their feedback on a school if asked or if they had strong concerns about the school. An online survey (with the ability to provide comments) is the most preferred medium for providing feedback. There is also appetite for an online platform for parents to share views.



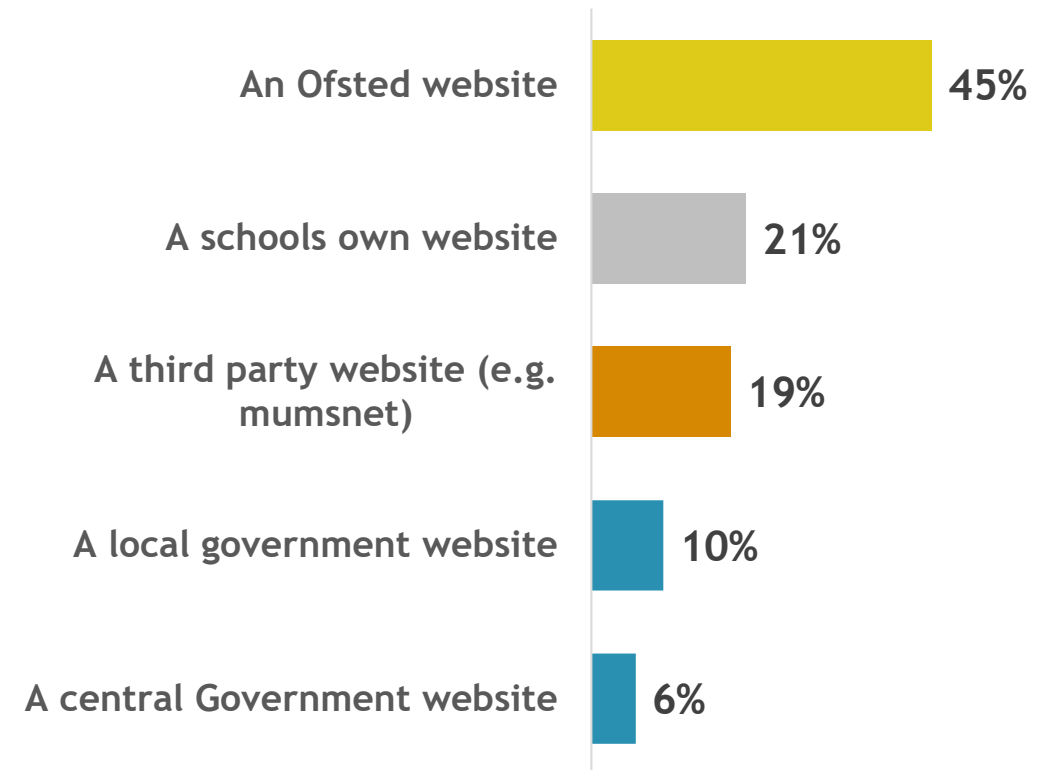
QSV2. Which, if any, of the following would most motivate you to share your views about your child's school? (Please choose up to three options) Base: Parents of school children (n=1000)/ QSV3. If you were to share your views on a school, how would you like to do this? (Please select all that apply)

Three quarters of parents would trust online reviews written by other parents. With reviews being hosted on an Ofsted website most commonly cited as being trusted the most

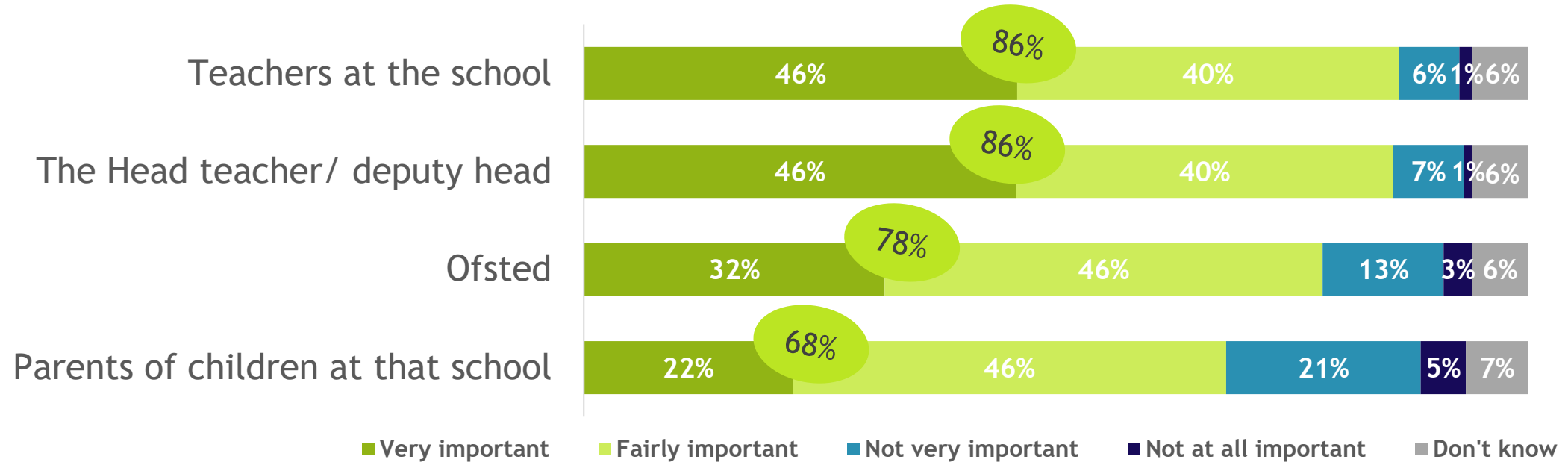
Trust levels of online reviews from other parents



Platforms trusted for reviews about schools



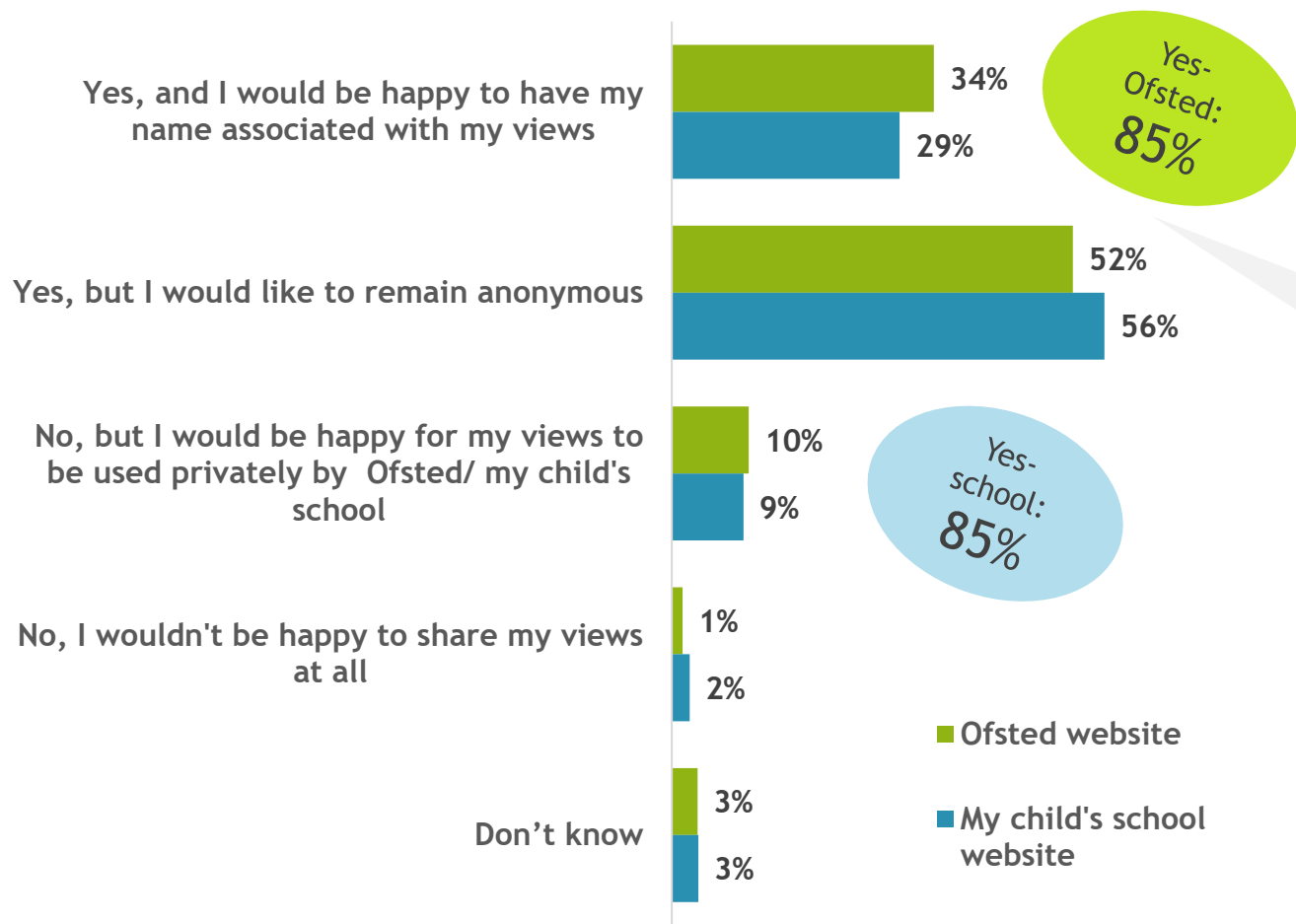
Over three quarters of parents think it is important to share their views with Ofsted, although direct feedback to the school is more likely to be considered important



- Those with a degree level education are significantly more likely to think it is important to share with the teachers (90% compared with 85%).
- Those who are aware of their child's schools last inspection grade are significantly more likely to think it is important to share their views to all parties.
- BAME parents are significantly more likely than white British parents to see it as important to share your views with other parents (78% compared with 67%).



Parents are equally happy to share their views on an Ofsted run site as they are a school run website. Anonymity is valued when sharing views

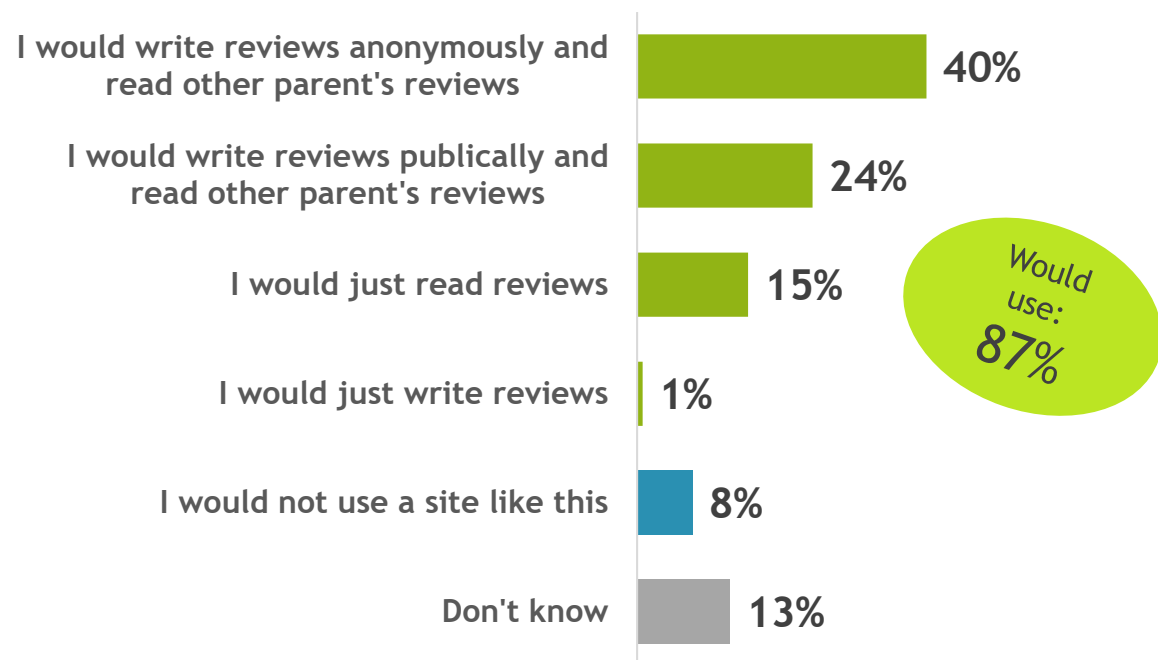


Parents with degree of higher level qualifications are more likely to want to remain anonymous on an Ofsted website (58% v 47%) whilst those with below degree level qualifications are more likely to be happy to have their name associated with their views (40% v 28%)

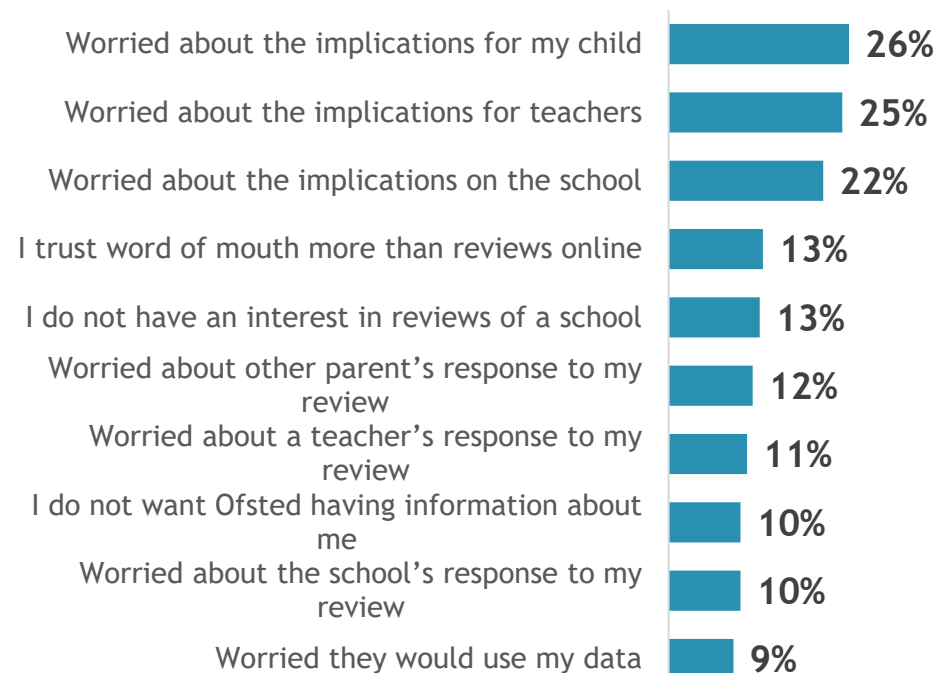


Almost 9 in 10 parents would use an Ofsted run online review platform, with 64% likely to contribute reviews

Attitudes towards an Ofsted online platform for parents views on a school



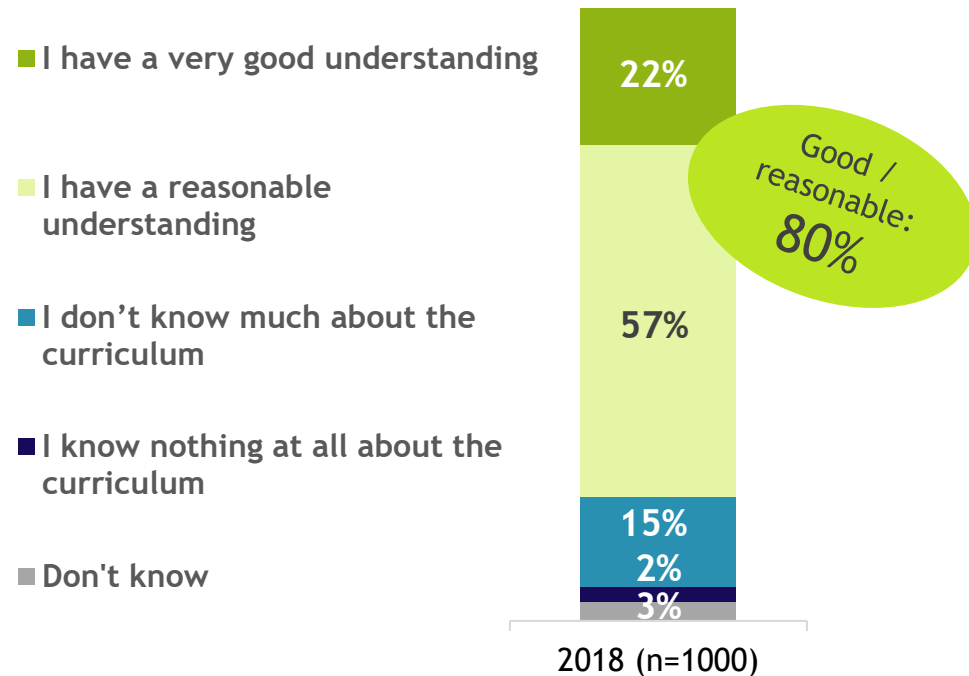
The most common reason for not wanting to use an Ofsted online platform are worries about the implications of that information for children, teachers and the wider school



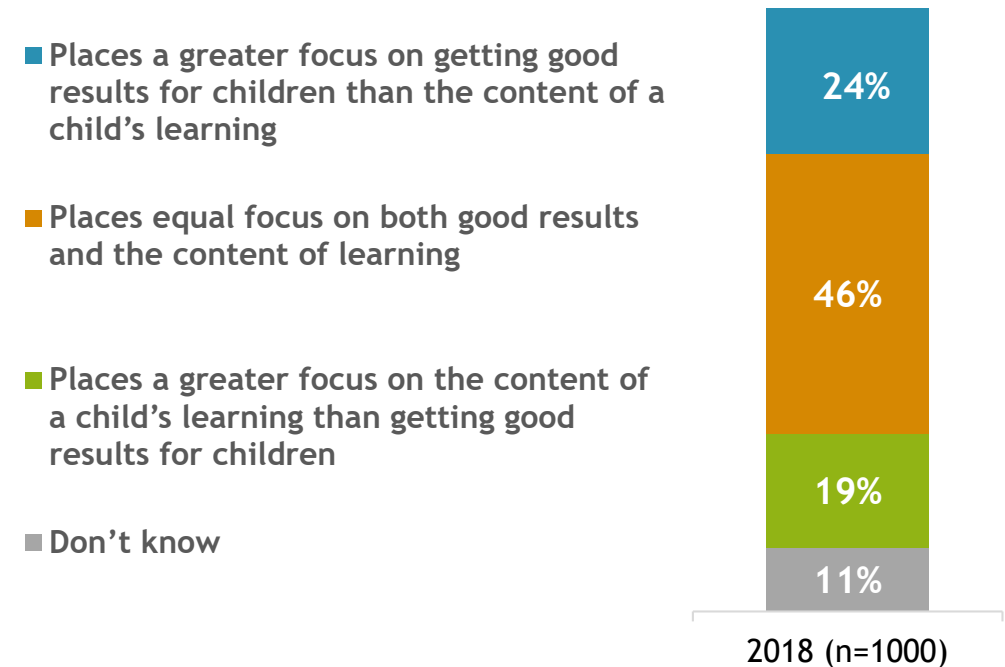
— Perceptions towards the curriculum

A quarter of parents feel their child's school places a greater focus on getting good results than the content of their children's learning

Parents level of understanding of their child's curriculum



Parental opinion on the content of their child's learning



- Parents with children at Academy or free schools are significantly more likely to think the school places a greater focus on good results than those at maintained schools (27% compared with 21%).
- Parents in the East of England were most likely to think schools place more emphasis on good results over learning (33%).

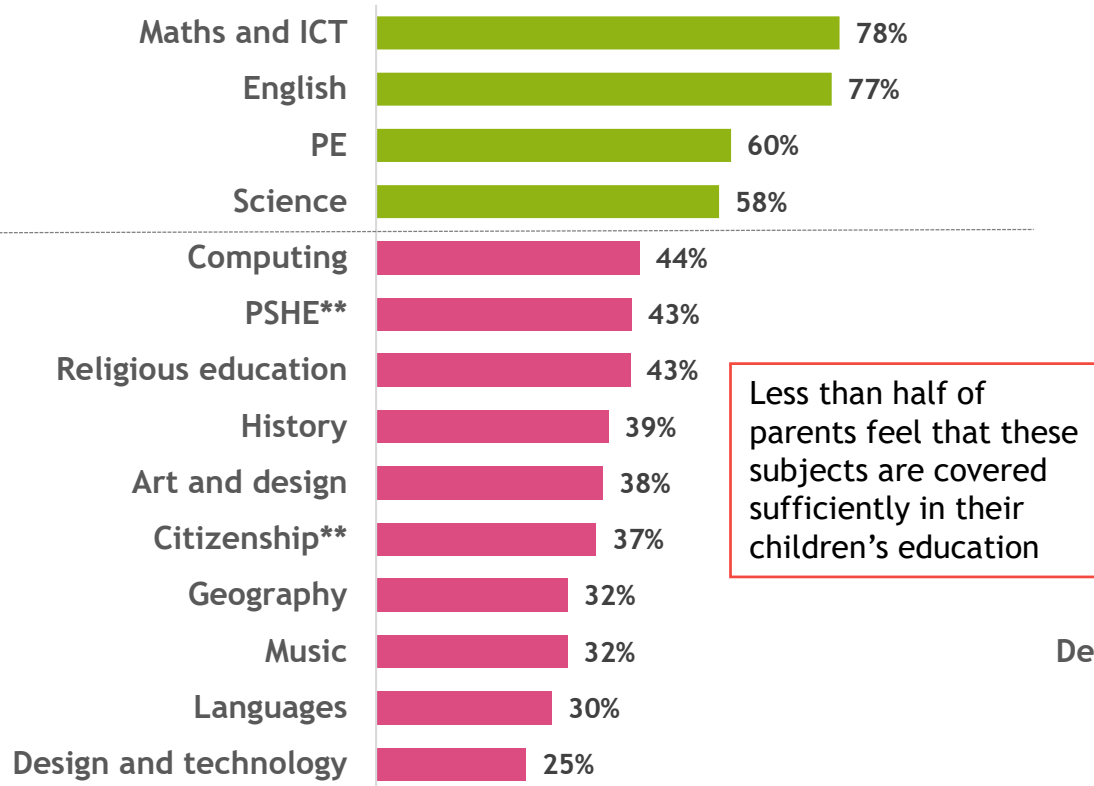


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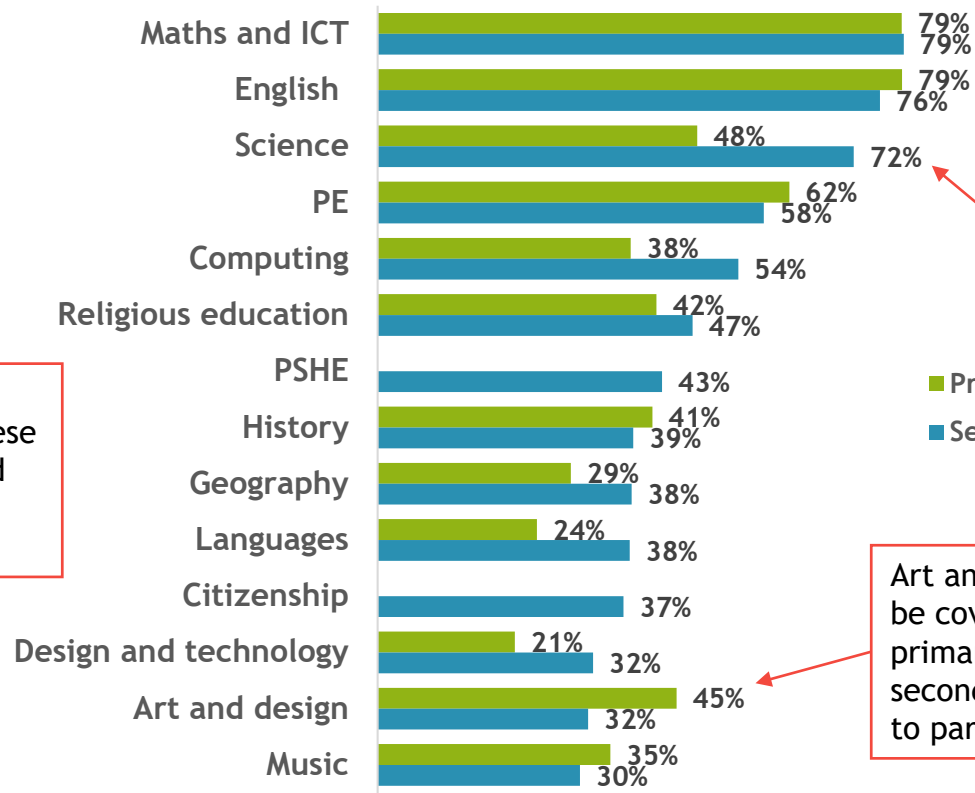
QC1. How well, if at all, do you feel you understand the curriculum your child is being taught? / QC2. In your opinion, do you think your child's school... Base: parents of school children

For many subjects, only a minority of parents feel they are sufficiently covered in their child's education

Parents are most likely to feel 'core' subjects of Maths, English and Science are sufficiently covered in their child's education. However, four in ten parents or less feel that subjects such as Art, Music, Languages and D&T are sufficiently covered



Less than half of parents feel that these subjects are covered sufficiently in their children's education

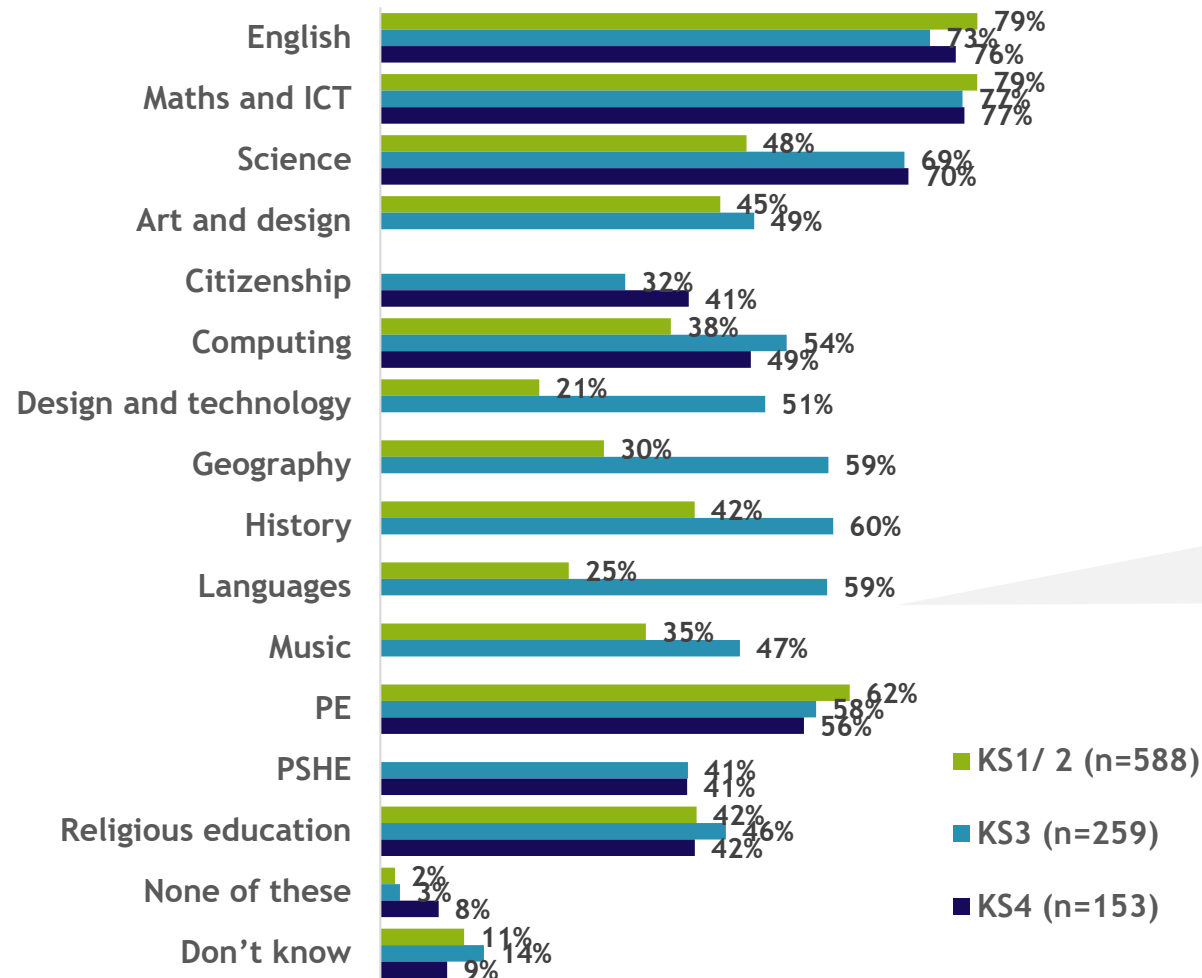


Only half of parents of primary aged children feel that science is sufficiently covered in school

Art and design more likely to be covered sufficiently in primary schools than secondary schools - according to parents

Note: **only asked to parents of secondary school students

Parents of KS1 and KS2 children are less likely to feel that science and computing are sufficiently covered

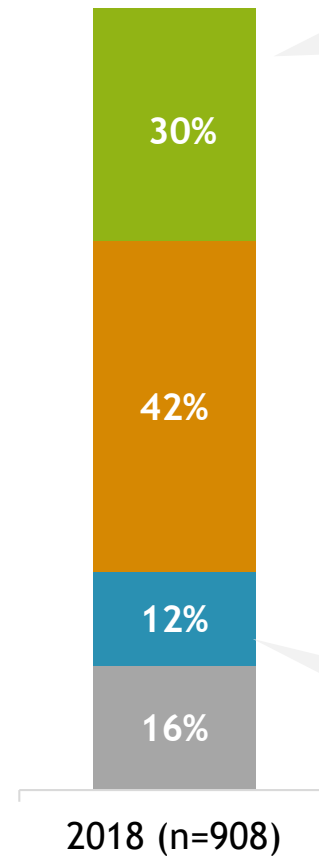


For the core subjects across all key stages, parents of secondary aged children feel there is little difference in the coverage between key stages 3 and 4.

Parents of primary aged children are significantly less likely to feel the school sufficiently covers languages than those at key stage 3.

Three in ten parents feel that their children have been taught a broader range of subjects this year

- My child seems to have more teaching time on a wide range of subjects than last year
- My child seems to have about the same amount of teaching time on a wide range of subjects than last year
- My child seems to have less teaching time on a wide range of subjects than last year
- Don't know



Parents in London are significantly more likely to feel their child is being taught a broader range of subjects (38%)

Parents of secondary school level children are significantly more likely to feel the teaching is more diverse than last year (34% v 27%)

Those with children in exam years (years 6 and 11) are more likely to feel the teaching is on a smaller range of subjects (19% in year 11 compared with 8% in year 10)

