

# Parent Participation

## Investing in valuable partnerships

Racheal Smith

Head of Parent-Friendly Schools



# The UK's biggest parent charity

## Our purpose

Empowering all with parental or educational responsibility to improve the life chances of children, young people and their communities.

We work with

**14,000**

**schools & parent groups**

Every single day to heal the harmony between schools and homes to raise educational outcomes.

We power

**350,000**

**volunteers**

Across our 13,000 PTAs working to engage the parent community and power progress for their schools.

Adding

**£50** million

**to the UK economy**

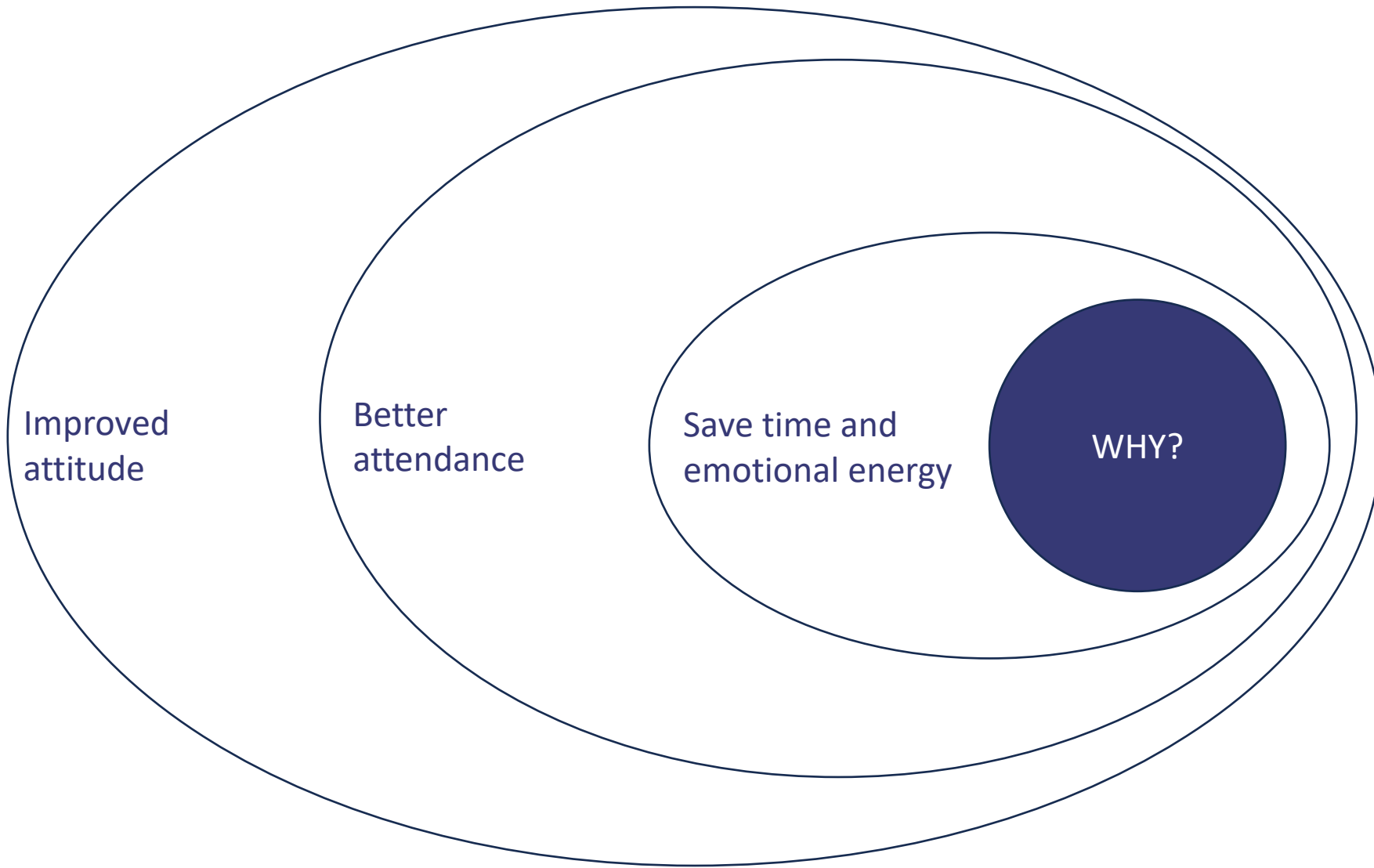
We estimate that parents volunteered 4 million hours to support Parentkind member PTAs in 2025.

**“We will set a  
minimum  
expectation  
for parent  
engagement.”**

School's White Paper 2026

**“Let's get  
back to our  
core business  
of teaching  
children.”**

Most teachers  
almost everywhere



**Always  
start  
with  
why**  
Simon Sinek

**Parents are demanding more from schools because of a loss of trust**

**25%**

increase in formal parent complaints year on year, now 15k annually.

**16%**

of formal complaints had any action and just 1% led to an inspection.

**52%**

of parents have no faith schools will take action on their feedback

**1/2**

of parents believe they have no say in their child's education

**44%**

is the falling parent satisfaction rate for secondary school education

**50%**

of parents do not believe daily attendance is essential

# Build trust to save time and emotional energy

**82%**

of school leaders  
have been abused  
by parents in the  
last year.

**68%**

of school leaders  
have experienced  
threatening  
behaviour.

**1/10**

of school leaders  
have been physically  
assaulted.

**1/2**

of teachers are  
considering leaving  
due to stress and  
conflict.

**1/5**

of school leaders  
have banned a  
parent from school  
grounds.

**34%**

of school leaders say  
parent abuse is  
becoming 'endemic'.

# Parents are the gatekeepers of attendance

**86%** of parents say their *child's school takes attendance very seriously.*

**76%** of parents *agree* that **every school day matters.**

**57%** of parents say **their child does not miss school unless it's unavoidable.**

**57%** said the **risk of a fine for taking a child out of school in term time has *no impact* on their decision.**

**33% of secondary parents** say they are *more relaxed about attendance compared with before the pandemic.*

**Trust will  
encourage  
parents to  
spend  
emotional  
capital**



# Parents and children's attitude to school

**“The way we talk to  
our children becomes  
their inner voice.”**

Peggy O Mara, Editor of Mothering Magazine 1980 - 2011

# Some simple maths

Teachers with more time and energy +  
Children who attend school often + Children  
with a strong inner voice supportive of  
learning =

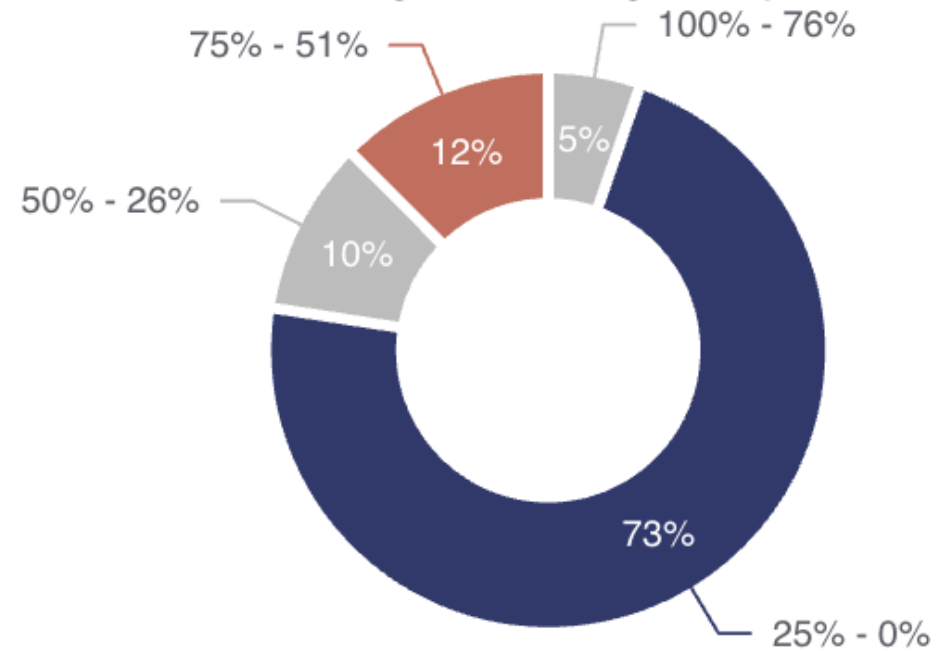
**“4 MONTHS ADDITIONAL ACADEMIC  
PROGRESS EVERY YEAR”**

**Education Endowment Foundation**

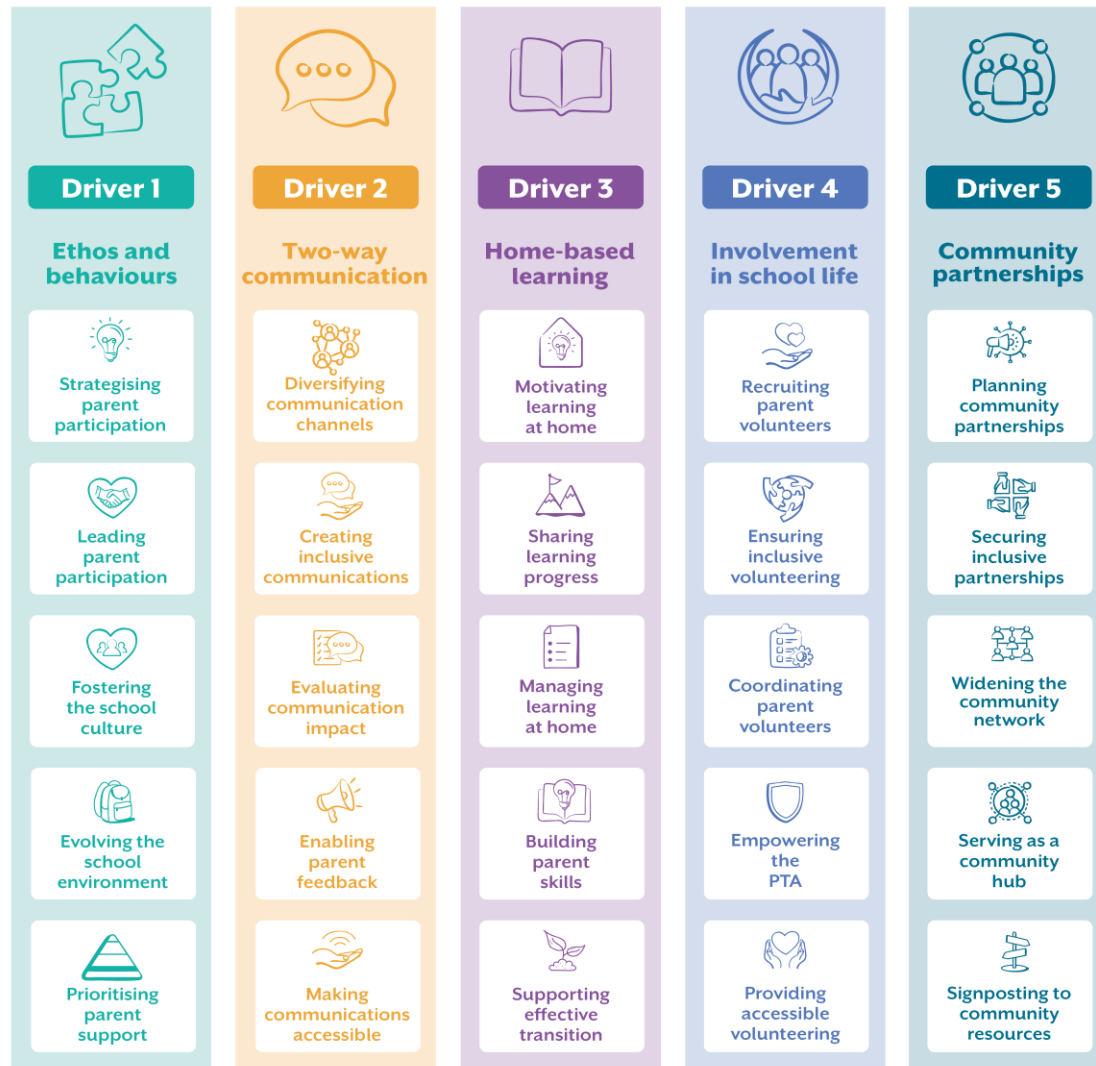
**Over half of primary and secondary school teachers in England have not been trained in how to support parents' involvement in children's learning and education at home and at school.**

That's according to peer-reviewed research published in [Educational Review](#)

**1.3.3 - What percentage of your staff (not including SLT) have had formal training in working with parents?**



Based on 5  
years of  
research in  
partnership  
with Canterbury  
Christ Church  
University



## Introducing the UK's most comprehensive parent participation accreditation Parent-Friendly Schools to power purpose and progress.

After five years of evidence-based practice with the Research Centre for Children, Families and Communities – we have developed three tiers of parent policy and experience at schools. Every school moves through each our accreditation stages, from the Standard Award to Silver Award and onto our Gold Award. Each stage has its own measures of best practice parent participation.



Our self-accredited award that defines good practice in a school, with up to 325 survey measures and unlimited uses and reports.



Our video-assessed award that defines great practice in a school, with offline video interviews with one of our expert assessors.



Our in-person assessed award that defines exceptional practice in a school, verified by one of our expert Assessors.

## Following successful accreditation each school gains a myriad of benefits

After every award is earned and certified for the school, they can several packs that support them to understand, share and celebrate their new accredited status.

Throughout the year, each school has access to our CPD training, our resources portal and our community to ensure they can access and implement assets. We have done the heavy lifting on so may toolkits that can advance a school to Gold Award practice.

### Reporting pack

including our shareable summary results page with key analytics of your accreditation and a personalised action plan report for your SLT, governors, and school team.

### Digital pack

including a printable certificate for the school and our digital kitemark to apply to your website, email signatures, school reports and other parent communications.

### Physical pack

including a school gate banner to welcome parents daily, roller banner for parents evening and other school events and other merchandise to share with the school team.



## Any questions or concerns?

Contact your associate:  
[racheal.smith@parentkiind.org](mailto:racheal.smith@parentkiind.org)



Parentkind

