

DfE Free Breakfast Clubs: National Evaluation



ECORYS



Department
for Education

Parent survey communication pack

Draft materials for project leads

How to use this pack (for project leads)

Thank you for helping with the national evaluation of free breakfast clubs. This pack contains ready-to-use messages inviting the parents and carers at your school to take part in a short survey about morning routines, breakfast, and before school childcare.

Please use whichever channels suit your school; you do not need to use them all. The shaded boxes are the words to send; the text above each box explains how to use it.

At a glance:

- About 5-10 minutes to complete, on any phone or computer.
- Everyone who takes part is entered into a free prize draw for a £100 voucher.
- Open to all parents and carers, whatever their mornings look like.
- Run by Ipsos, independent researchers, for the Department for Education.

1. Text message (SMS)

Best for a quick, high-open-rate nudge. Keep it short; most schools send this once, with a reminder later.

You could win a £100 voucher by telling us about your family's morning routine. Designed by parents, for parents, this survey takes about 5-10 minutes:
[ipsos.uk/NC35F3](https://www.ipsos.uk/NC35F3)

Lyngford Park Primary School

2. Newsletter / email

Best for your main parent newsletter or a stand-alone email. You can trim it to fit.

Subject: Your voice matters, and you could win £100 by telling us about your family's morning routines

Lyngford Park Primary School is taking part in a national study about morning routines, breakfast, and before school childcare.

To take the 5-10-minute survey [click here](#).

We need your help. Independent researchers at Ipsos want to hear from parents and carers about what your family's mornings look like.

Researchers worked closely with parents to make sure this survey asks the right questions and doesn't take up too much of your time.

- **The ask:** complete a 5-10-minute survey [here](#)*
- **The thank you:** a chance to win a £100 voucher.
- **Who:** everyone! We'd like to hear from you whatever your mornings look like.

Please complete the survey by 23rd October 2026. Your answers will help inform the national rollout of free breakfast clubs.

*If completing the survey online does not work for you, please email UK-PA-BreakfastClubs@ipsosresearch.com.

3. School app / parent app / WhatsApp group

Best for your school app (e.g. ClassDojo, Arbor, ParentMail) or a parent WhatsApp group.

You could win £100 for up to 10 minutes of your time

Parents and carers are invited to take part in a short survey about your family's morning routine.

It's parent-approved: researchers at Ipsos worked with parents to make sure it's quick, relevant and easy to complete.

What to do:

- Complete the 5-10-minute survey: [Click here](#)
- Be in with a chance of a £100 voucher as a thank you.

Please complete by 23rd October 2026. Every response helps.

4. Reminders

Send up to two reminders through any of the channels above. A further reminder from Ipsos may follow for schools with a low response. Reminders make a big difference, so please do use them.

Reminder 1: gentle nudge

Have you had your say yet? There's still time to tell us about your morning routines and before school childcare to be in with a chance of winning £100. The survey takes about 10 minutes: [click here](#) to take part. Thank you to everyone who has already taken part!

Reminder 2: deadline emphasis

Last chance: the survey closes on 23rd October 2026. Please spare up to 10 minutes to share your views and enter the free prize draw, you could win £100: Complete it [here](#). Your voice matters!

Reminder 3: Department for Education reminder (optional, DfE-endorsed)

Add DfE branding if used. Best sent by the school on the DfE's behalf near the deadline.

The Department for Education is supporting this national study of morning routines and before school childcare, and Lyngford Park Primary School is one of the schools taking part. There's still time to share your views, it takes about 5-10 minutes: Complete it [here](#). Closes 23rd October 2026.

5. Poster

A designed poster is provided as an attachment alongside this document.

Display it at the school gate, at reception and in printed newsletters. If you would like to make your own, suggested copy is below.

Win £100. Tell us about your morning routines and before school childcare.

Parents & carers at Lyngford Park Primary School: take our 5-10-minute survey.

Scan the QR code to take part. Closes 23rd October 2026.



A free prize draw for a £100 voucher. Designed by parents, for parents. Run by Ipsos for the Department for Education.

Support and free prize draw

- **Support:** if parents have questions or cannot complete the survey online, they can email UK-PA-BreakfastClubsResearch@ipsos.com.
- **Free prize draw:** completing the survey enters the respondent into a free prize draw for a £100 voucher for each wave. Read full terms and conditions [here](#). The free prize draw is run by Ipsos.