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**YOUTH  
ENDOWMENT  
FUND**

**BITUP: Updating Parents on Number of  
School Days Missed, a two-armed  
cluster randomised trial**

Further Appendices

October 2025

Prof. Natalie Gold, Dr Sarah Bowen, Dr Michael Ratajczak, Dr Shi Zhuo, Dr Olivia Sexton, Penny Stothard, Helen Doran, Louise Skowron, Dr Oriol Bosch and Pieter Cornel

**verian** 



Education  
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This project is part of a joint funding round with the Education Endowment Foundation (EEF). The YEF and the EEF are partnering to find, fund, and evaluate programmes and practices in England and Wales that could keep children safe from involvement in violence and/or improve academic attainment, by increasing school presence.

YEF and EEF have independently followed their internal review process for the projects they manage in this joint funding partnership.



The Education Endowment Foundation is an independent charity dedicated to breaking the link between family income and education achievement. We support schools, nurseries and colleges to improve teaching and learning for 2 - 19-year-olds through better use of evidence.

We do this by:

- **Summarising evidence.** Reviewing the best available evidence on teaching and learning and presenting in an accessible way.
- **Finding new evidence.** Funding independent evaluations of programmes and approaches that aim to raise the attainment of children and young people from socio-economically disadvantaged backgrounds.
- **Putting evidence to use.** Supporting education practitioners, as well as policymakers and other organisations, to use evidence in ways that improve teaching and learning.

We were set-up in 2011 by the Sutton Trust partnership with Impetus with a founding £125m grant from the Department for Education. In 2022, we were re-endowed with an additional £137m, allowing us to continue our work until at least 2032.

For more information about the EEF or this report please contact:

- 📍 **Education Endowment Foundation**  
5th Floor, Millbank Tower  
21-24 Millbank  
SW1P 4QP
- ☎ 0207 802 1653
- ✉ [info@eefoundation.org.uk](mailto:info@eefoundation.org.uk)
- 🌐 [www.educationendowmentfoundation.org.uk](http://www.educationendowmentfoundation.org.uk)




The Youth Endowment Fund (YEF) is a charity with a mission that matters. We exist to prevent children and young people becoming involved in violence. We do this by finding out what works and building a movement to put this knowledge into practice.

Children and young people at risk of becoming involved in violence deserve services that give them the best chance of a positive future. To make sure that happens, we'll fund promising projects and then use the very best evaluation to find out what works. Just as we benefit from robust trials in medicine, young people deserve support grounded in the evidence. We'll build that knowledge through our various grant rounds and funding activity.

And just as important is understanding children and young people's lives. Through our Youth Advisory Board and national network of peer researchers, we'll ensure they influence our work and we understand and are addressing their needs. But none of this will make a difference if all we do is produce reports that stay on a shelf.

Together we need to look at the evidence and agree what works, then build a movement to make sure that young people get the very best support possible. Our strategy sets out how we'll do it. At its heart it says that we will fund good work, find what works and work for change. You can read it **here**.

For more information about the YEF or this report please contact:

 **Youth Endowment Fund**  
C/O Impetus  
10 Queen Street Place  
London  
EC4R 1AG

 [hello@youthendowmentfund.org.uk](mailto:hello@youthendowmentfund.org.uk)

 [www.youthendowmentfund.org.uk](http://www.youthendowmentfund.org.uk)

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## Appendix H: The School Information Sheet



### Updating parents on days of school missed

*This project is a collaboration between the Education Endowment Foundation (EEF), the Youth Endowment Fund (YEF), Kantar Public (KP) and the Behavioural Insights Team (BIT)*

#### Summary

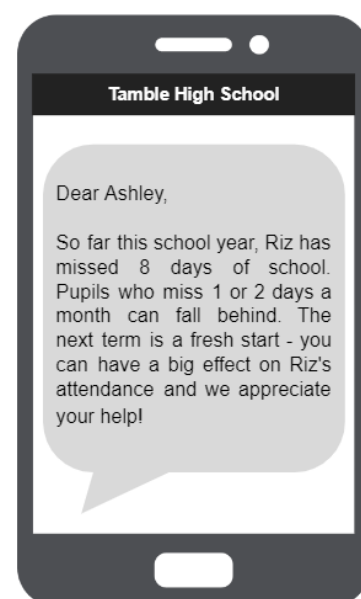
- We invite state secondary schools (Year 7-11) to take part in 'BITUP', a project testing whether updating parents on the number of days of school their child has missed improves school attendance.
- BITUP involves schools sending out text messages to parents of pupils whose attendance has fallen below 95% in the previous half term. The message will include the number of days the child has missed that half term and emphasise that parents can support their child's attendance.
- The programme has been trialled in the UK where exploratory outcomes indicated that it increased the proportion of pupils achieving a 'good' level of attendance (above 95%) by 4 percentage points.
- The EEF and YEF are now funding an evaluation of the BITUP programme to assess whether BITUP improves pupils' school attendance.
- **Taking part in BITUP is low-cost for participating schools.** We are limited to 115 spots for this project. **If you are interested in participating or finding out more, please email: [BITUP@bi.team](mailto:BITUP@bi.team)** (or scan the QR code).

#### What?

'BITUP' is a programme designed to improve school attendance by updating parents on the number of days of school their child has missed.

At the start of each half term, we, the delivery team, will identify the pupils whose attendance fell below 95% in the previous half term. We will send schools the list of pupils whose parents are eligible to receive an attendance message and the message to be sent. Schools will then send out personalised messages to parents, excluding those where the school feels sending a message would be inappropriate. This process allows the intervention to be dynamic and personalised, as well as giving pupils a fresh start each half term. An example text message is shown in the image on the right.

A Bristol-based trial has already tested the impact of this programme with promising results – exploratory outcomes showed that the messages boosted the proportion of students keeping good attendance records (over 95%) by 4 percentage points (59.5% to 63.3%). Across the 22 schools taking part, this would have been equivalent to 350 more pupils having good attendance, as a result of the messages. In a large-scale trial in the US, sending parents messages to update them on the number of days of school missed led to a 10% reduction in chronic absence; this effect was particularly strong for disadvantaged pupils.



## How?

We are testing the impact of BITUP on pupil attendance using a randomised controlled trial (RCT). This means that half of the households in participating schools will be eligible to receive attendance text messages (the 'treatment' group) and half will not (the 'control' group). All schools will continue with their normal practices to support attendance during the trial.

## Who?

BITUP is designed to be delivered to all pupils in years 7-11. All state funded mainstream secondary schools in England could be eligible for this programme. If your school already updates parents on the number of days of school their child has missed, you may not be eligible to take part in the trial.

## When?

Schools won't be required to start sending text messages until October 2023 but the number of school places is limited so sign up today!

## What are the benefits to my school?

By participating in this study your school will receive:

- **Potential improvements in pupil attendance**
- **Support in how to send out personalised messages to parents:** the delivery team will provide step-by-step instructions;
- **Attendance message templates** which can be used to update parents on the number of days of school their child has missed - schools can continue to use these after the trial has finished;
- The opportunity for your school to **work with the EEF and YEF to build cutting-edge evidence** on what works to improve school attendance.

## What will it cost my school?

Schools will be required to cover the cost of sending the text messages and the associated administrative time (estimated cost: £266). Your school will need to set up a text messaging system, if you do not already have one.

## How much time will be required?

Schools will be required to:

- Send out a parent information letter explaining what the intervention is about and allowing parents to withdraw their children from the evaluation;
- Securely track and record any parent withdrawals;
- Provide pupil and parent level data through a secure online platform (Wonde), excluding pupils who have been withdrawn;
- Review the list of pupil names to ensure it is appropriate for those parents to receive the text messages;
- Send the messages to the identified parents (we think this will take at most 4 hours each half term);
- Record message recipients, dates, and recipients excluded from receiving a message and share information with Kantar Public;
- Complete a short online survey at the start and end of the research project.

A subsample of schools will be invited to act as case study schools and take part in interviews:

- These interviews will be with staff who sent out the text messages, and a small number of parents and their children.

Parents will be invited to:

- Complete a short, optional survey, at the end of the research project.

### How will the programme be evaluated?

Attendance data that is routinely gathered by the school will be used to compare the attendance of the 'treatment group' (whose parents were eligible to receive the messages) and the 'control' group (whose parents did not receive the messages). Kantar Public will analyse this attendance data to understand if the text messages had an effect on absence rates, and whether this effect differed depending on a pupil's initial absence rate, gender, year group, FSM status, or EAL status.

Alongside the evaluation of the impact of the messages, Kantar Public will also investigate how the messages were rolled out and how this impacted on schools, parents, and pupils, under what we call an Implementation and Process Evaluation. This will involve voluntary interviews with schools, parents, and pupils, as well as short surveys which schools and parents will be invited to complete. Participation in the Implementation and Process Evaluation is entirely voluntary, and potential participants will receive more information about what it would entail, what data would be collected, and how this would be used closer to the time (in Spring and/or Summer 2024).

### How will data sharing work?

Participating schools will be required to share with BIT and Kantar Public pupil data through a secure online platform (including pupil name, school name, date of birth, unique pupil number, attendance register data including authorised and unauthorised absences, exclusions, whether the pupil has siblings in the school, FSM eligibility, EAL status, gender, year group, ethnicity, enrolment status, admission date, SEN status, Public Care status and, pupil sibling name(s), sibling date(s) of birth, and sibling student ID(s)). Any parents who do not want their child's data to be used will be able to withdraw their child from taking part in the trial.

All personal data collected as part of the study will be treated with the strictest confidence by the delivery and evaluation teams and processed only in accordance with the requirements of the UK GDPR and the Data Protection Act 2018. BIT has run research studies in more than 400 schools nationwide since the introduction of UK GDPR in May 2018.

Data gathered by BIT will be securely stored until its deletion in approximately February 2025. Data gathered by Kantar Public will be securely stored until its deletion in approximately June 2026. Once the trial is finished, pseudo anonymised data (data from which it's not possible to directly identify any young person from the study) will be added to the EEF archive which is stored in the Office for National Statistics' Secure Research Service. The EEF will keep information in the EEF archive for as long as it is needed for research purposes. It will be possible to link the records held in the EEF archive to other public datasets such as education and criminal justice datasets for future research.

Further details about the precise roles of each organisation in relation to the processing of personal data will be included in a Memorandum of Understanding and information sheet for parents which we will share in due course. Please follow these links to view the privacy notices. BIT privacy notice; Kantar Public privacy notice; EEF privacy notice.

### Project team

This is a major study and several different organisations are collaborating on it. They are:

- Behavioural Insights Team (BIT) - The main organisation your school will have contact with during this study - BIT is a social purpose company that creates and applies behavioural insights to drive positive change and help people, communities and organisations thrive.

- Kantar Public - The independent evaluators - Kantar Public is an independent specialist research, evidence and advisory business with expertise in educational policy evidence.
- Education Endowment Foundation (EEF) - Funding the study - The EEF is an independent charity dedicated to breaking the link between family income and educational achievement.
- Youth Endowment Fund (YEF) - Funding the study - The YEF is a charity dedicated to preventing children and young people from becoming involved in violence.

### Key dates

Month	Activity
Feb '23 - 30 July '23	Schools sign up to the project (first come, first served!)
June '23 – July '23	[Subsample of case study schools] Kantar Public interviews teachers and administrators involved in attendance communications at schools
Sept '23	Schools send the information sheet to parents, set up Wonde and submit pupil and parent data School project lead completes a short survey about the usual approach to supporting attendance
At the start of each half term (excluding Autumn 1) in '23-'24	Schools send out text messages to parents of identified pupils (messages and recipient lists provided by BIT)
Throughout the '23-'24 school year	[Subsample of case study schools] Kantar Public shares invitations to interview parents and pupils out to schools, for schools to distribute [Subsample of case study schools] Kantar Public interviews teachers and administrators involved in the project at schools
Summer '24	Schools complete a short survey about the project and how it went Kantar Public provides schools with a short survey for parents, for schools to circulate to parents of the pupils who are in Years 7-11 in the 2023/24 school year. The survey will be voluntary, and will ask parents about their experiences with and responses to the messages.
Summer '25	Results of project published (EEF)

**Next steps:** If you're interested in participating or finding out more, [email BITUP@bi.team](mailto:BITUP@bi.team) or [scan the QR code](#).



## Appendix I: Project Memorandum of Understanding (MOU)

### BITUP: Updating Parents on days of school missed - Memorandum of Understanding

*Please submit your electronic signature via DocuSign.*

School Name: \_\_\_\_\_

School Address: \_\_\_\_\_

Thank you for expressing an interest in participating in this study. BITUP is a programme which aims to improve communications between schools and parents/carers regarding school attendance. It involves sending parents regular updates about their children's recent attendance if it falls below 95%. The Education Endowment Foundation (EEF) and the Youth Endowment Fund (YEF) are funding an evaluation of the programme to assess whether BITUP improves pupils' school attendance.

This Memorandum of Understanding (MOU) sets out the roles and responsibilities of schools participating in, and the parties involved in delivering and evaluating, the *BITUP: Updating Parents* project.

For any questions about this project or what participation entails, please contact [BITUP@bi.team](mailto:BITUP@bi.team).

#### 1. **The project team, participating schools and their roles**

The *BITUP: Updating Parents* project is a collaboration between the Behavioural Insights Team (BIT) and Kantar Public. BIT is referred to as the “**delivery team**” and Kantar Public is referred to as the “**evaluation team**” in this MOU. This MOU will refer to the attendance-related messaging to be sent to parents as the “**intervention**”. The delivery team and evaluation team will be working with approximately 100 schools across England who will help to implement and deliver the intervention.

- The **Youth Endowment Fund (YEF)** and the **Education Endowment Foundation (EEF)** are the funders of the project.
- **BIT** will be responsible for designing attendance-related messaging and identifying parents whose children have an attendance rate of below 95% (these parents will receive the messaging) based on data provided by participating schools. You can contact the BIT delivery team at [BITUP@bi.team](mailto:BITUP@bi.team).
- **Kantar Public** will serve as an independent evaluator and will be responsible for evaluating the programme's impact on pupil attendance. You can contact the Kantar Public evaluation team at [BITUP@kantar.com](mailto:BITUP@kantar.com).
- **The school** will be responsible for sending the attendance-related communications designed by BIT out to the parents specified by BIT (although schools can exclude any pupils it feels would be inappropriate to contact in this way), and sharing data required by a) Kantar Public for evaluation purposes and b) BIT for delivery of the intervention.

#### 1. **School Eligibility**

This programme is open to English publicly funded secondary schools (offering Years 7-11). We may prioritise schools using one of the following Management Information Systems (MIS): SIMS, Arbor, Bromcom, RM Integrus, Scholarpack REST, School Pod, Engage, or Schoolbase. Participating schools will be asked to set up the Wonde platform to allow data sharing, and schools will have to provide necessary information prior to commencement of the project. Schools may become ineligible if they fail to do so.

All parents and pupils at participating schools are eligible to be included in the project, but they will only be contacted by the schools and with schools' express permission. Parents who withdraw from the project before it starts, or while it is ongoing, will be excluded from the (remainder of) the project.

The following schools are ineligible:

- Private schools,
- Special Education schools,
- Primary schools (i.e. not offering Year 7 – Year 11),
- Schools that are unwilling or unable to use the Wonde platform and/or to share the data set out below
- Schools that already text parents about their child's absence at the start of the half-term **and** that include the number of days their child has missed in the previous term are unfortunately not eligible to participate in this project.

### **3. Communication with parents**

All participating schools will be required to distribute a letter to all parents of pupils who will be in Years 7-11 at the school in the academic year 2023/24. This letter will be provided by BIT and shared with schools in September 2023. It will include links to the Privacy Notices relevant to the project (downloadable [here](#) (BIT) and [here](#) (Kantar Public)), and will offer parents the opportunity to opt out of participating in the Project.

The information sheet & withdrawal form and privacy notices will inform parents of the nature of the project, the personal data that will be collected about their child and how this data will be processed. It will also give them the opportunity to withdraw from the project if they wish. Providing parents/carers with the opportunity to withdraw their data and the data of their child from the project if they so wish will provide due consideration for their privacy and rights in relation to their data.

Schools should allow parents an initial two weeks to respond if they wish to withdraw from the study.

Beyond the initial two-week period, parents/carers will be able to withdraw from receiving the text messages by contacting the delivery team directly at BITUP@bi.team.

Parents/carers will be provided with full details on their rights under data protection laws and contact details for the delivery team in the information letter and privacy notices (which BIT will provide to schools).

### **4. The evaluation**

The evaluation of the project is being conducted by Kantar Public. We anticipate about 100 schools will participate in the project. The project involves the evaluation of the impact of parent messaging on pupil attendance through a randomised controlled trial (RCT). Parents of pupils will be randomly chosen to either receive or not receive the attendance-related messaging (roughly a 50:50 split). Using randomly assigned groups is the best way of evaluating if a programme has an impact on pupil outcomes, as the two groups can then be assumed to be the same, therefore any differences in absences found can be attributed to the programme. The project will take place during the '23/'24 school year, with messages being sent by schools at the start of each half term (except the first half term of the year). For more details on timings, see the table below.

We will also conduct an Implementation and Process Evaluation, which will seek to understand how the project was implemented, what the impact was on schools, parents, and pupils, and through what mechanisms any changes in absence rates might have come about.

By participating in this study your school will receive:

- Potential improvements in pupil attendance
- Support in how to send out personalised messages to parents: the delivery team will provide step-by-step instructions;
- Attendance message templates which can be used to update parents on the number of days of school their child has missed – schools can continue to use these after the trial has finished;

- The opportunity for your school to work with the EEF and YEF to build cutting-edge evidence on what works to improve school attendance.

##### 5. **Data sharing and data protection**

- Your school's data will be accessed securely via the Wonde platform, and treated with the strictest confidence by both BIT and Kantar Public, and will be transferred securely and saved in secure locations only accessible by project personnel from each respective organisation in line with UK General Data Protection Regulation (UK GDPR) (2018) and the Data Protection Act (2018).
- All child data and any other personal data used for the project will be treated with the strictest confidence and will be used and stored in accordance with the UK GDPR and the Data Protection Act (2018).
- All results will be anonymised so that no setting or individual child will be identifiable in the report or dissemination of any results.
- BIT will become a data controller for the pupil data they will collect in order to deliver the intervention. This personal data will be obtained from schools. Please review [BIT's privacy notice](#) for full details.
  - BIT's lawful basis for processing your child's personal data is legitimate interests (as per Article 6 (1) (f) of the UK GDPR) and we have considered that your interests and fundamental rights do not override those legitimate interests). It is necessary in BIT's 'legitimate interests' to process the personal data identified above in order to conduct the BITUP programme that has been commissioned by the Education Endowment Foundation and the Youth Endowment Fund. The research project fulfils BIT's core business aims including undertaking research and delivering low cost interventions that will deliver social impact.
  - The option for parents to withdraw their child from taking part is for ethical reasons, not data protection reasons, as consent is not the legal basis for data processing
- For the purposes of identifying parents and conducting the evaluation to assess the impact of the *BITUP: Updating Parents* project, Kantar Public will become a data controller of personal data required for the purpose of evaluating the impact of the intervention on attendance, which will be obtained from schools. Please review [Kantar Public's privacy notice](#) for full details.
  - Kantar Public's lawful basis for processing personal data provided by schools about parents, pupils, and schools staff is legitimate interests (as per Article 6(1) (f) of the UK GDPR) and we have considered that your interests and fundamental rights do not override those legitimate interests). This is based on a legitimate interest assessment, which concluded it is necessary in Kantar Public's 'legitimate interests' to process the personal data identified above in order to deliver a meaningful randomised controlled trial (RCT) that has been commissioned by Education Endowment Foundation and the Youth Endowment Fund. It also supports equity of educational outcomes, in the public interest, by allowing for the recruitment of representative participants for supplementary primary research. The research project fulfils Kantar Public's core business aims including undertaking research, evaluation and information activities in sectors that will deliver social impact. For more information about what that means, please see [here](#).
  - For all information collected via schools about school procedures and operations, e.g. via the short survey for schools, Kantar Public is relying on the lawful basis of consent as per Article 6 (1) (a) of the UK GDPR. Schools' data will be processed only if an appropriate signatory consents to such processing in accordance with the terms set out in the Project's Memorandum of Understanding.
- BIT and Kantar Public may securely share data with each other for the purpose of delivering this project and evaluation, such as contact information for recruited schools and the allocation of parents and pupils into the treatment or control arms.
- For the purpose of research and archiving, the child data will be shared with the Department for Education (DfE), the EEF, the EEF's archive manager, the Office for National Statistics (ONS) and potentially other research teams. At this point, EEF and DfE will be data controllers and contractors appointed to manage the Data Archive. Matching to the National Pupil Database and other administrative data may take place during subsequent research, and it may possibly be linked with other datasets after archiving. Data in the EEF's

archive in the Office for National Statistics (ONS) Secure Research Service will include data only individually identifiable to the DfE, the government department responsible for children's services and education, and is kept indefinitely for the purposes of future research. For more information about the EEF Data Archive, please see [here](#).

- BIT and Kantar Public will each securely delete all personal data on the following timeframes:
  - In BIT's case, by approximately February 2025
  - In Kantar Public's case, one year after the evaluation of the intervention is completed and published, or upon transferring the data to the EEF data archive (whichever is sooner). We anticipate data will be deleted by approximately June 2026.

## 6. **Responsibilities**

### a. **BIT will:**

- Recruit schools to participate in this project
- Produce an Information sheet & withdrawal form and privacy notice for parents, which schools will distribute to parents. This will set out the full details of the project and the anticipated personal data processing
- Ensure that any parental withdrawals (once the programme is live) are attended to as quickly as possible
- Act as the main point of contact for schools and parents regarding project delivery, via BITUP@bi.team
- Prepare the messages for schools to send, to parents of pre-specified pupils, during the first week of each half-term, and provide guidance to schools on how to deliver the messages
- Ensure the delivery of the project is conducted to high ethical standards, and that data used for the delivery of the project is stored and processed securely.

### b. **Kantar Public will:**

- Keep a log of parents who withdraw from the study
- Conduct the randomisation of parents to the treatment (eligible to receive texts) and control arms (not eligible to receive texts)
- Act as the main point of contact for schools regarding data collection for both the impact evaluation and the impact and process evaluation, via BITUP@kantar.com
- Collect and analyse the data from the project for both the quantitative impact evaluation (using school data provided via Wonde) and the impact and process evaluation (using survey and interview data), and write up the findings.
  - This will include a short online survey to be completed by a member of the school's staff at the beginning and at the end of the project, as well as interviews with a small group of pupils and parents, and with a selection of school staff involved in delivery of the project. Kantar Public's lawful basis for processing this survey data is consent (as per Article 6(1) (a) of the UK GDPR). Participation in the survey is voluntary and data provided through this survey will be covered by a separate Privacy Notice (which will be provided to respondents alongside the survey invitation).
- Ensure the research is conducted to high ethical standards, and that data used for the evaluation of the project is stored and processed securely.

### c. **The schools will:**

- Name a Project Lead to serve as the main point of contact for the school with the delivery team and the evaluation team. This person should arrange for the messages to be sent to the parents identified by BIT at the start of each half term, and record which pupils were excluded from receiving a message by the school. We anticipate this would require about four hours of administrative time at the start of each half-term.

- Ensure they have a messaging service and maintain up to date records of contact numbers to contact parents by the start of the second half term of the '23/'24 school year.
- Send parents of all pupils in Years 7-11 at the school in September 2023 the parent Information sheet & withdrawal form and privacy notices at the start of the 2023/24 school year
- If it is not already installed, schools will install Wonde (a data sharing tool) and approve access for BIT and Kantar Public to access data required for the *BITUP: Updating Parents* Project to improve ease of transfer of data by October 6<sup>th</sup> 2023 Through Wonde, schools will provide BIT access to the data required to implement the project, and Kantar Public access to the data required to evaluate the project (ensuring accuracy of the data). The data required by each party can be found in the Privacy Notices for this project
- Keep a log of parents who withdraw from the study, and remove access to their and their children's data for BIT and Kantar Public (in the Wonde platform).
- In the first week of each half term (starting October 2023) send the attendance messages prepared by BIT to parents in the 'intervention' group whose child's attendance has dipped below 95% in the previous half term.
- Across the '23/'24 academic year, carry on with usual school practice on attendance with all parents and pupils including parents in the treatment group (who may receive texts in addition to the usual school practice).
- Identify any pupils with extenuating circumstances and ensure that parents of these pupils are not sent any communications relating to attendance. Schools can use their discretion on which circumstances should be considered extenuating: this might include factors such as family bereavements or serious illness.
- Record which pupils were excluded from receiving the messages by the school (e.g. due to extenuating circumstances) and other information relating to the messages sent after each send-out
- Ensure the shared understanding and support of all staff for the project and personnel involved
- Participate in data collection for the implementation and process evaluation, including:
  - The Project Lead completing a short survey before the project starts about the school's approach to supporting attendance, and again after the project ends;
  - Disseminating invitations to partake in voluntary interviews and/or surveys to parents, and
  - Ensuring staff involved in the project can be made available for a voluntary interview if requested.

d. **All parties will:**

- Provide such assistance to each other as is reasonably required to enable all parties to comply with requests from parents and pupils who are involved in the project to exercise their rights under data protection legislation
- Comply with EU data protection laws including the General Data Protection Regulation and the data protection laws of the UK including the Data Protection Act 2018
- Use all reasonable endeavours to work together collaboratively and productively

7. **Key dates**

Month	Activity
Feb '23 - 30 July '23	Schools sign up to the project (first come, first served!)
June '23 – July '23	[Subsample of case study schools] Kantar Public interviews teachers and administrators involved attendance communications at schools

Sept '23	Schools send the information sheet to parents, set up Wonde and submit pupil and parent data  School project lead completes a short survey about the usual approach to supporting attendance
At the start of each half term (excluding Autumn 1) in '23-'24	Schools send out text messages to parents of identified pupils (messages and recipient lists provided by BIT)
Throughout the '23-'24 school year	[Subsample of case study schools] Kantar Public shares invitations to interview parents and pupils out to schools, for schools to distribute  [Subsample of case study schools] Kantar Public interviews teachers and administrators involved in the project at schools
Summer '24	Schools complete a short survey about the project and how it went.  Kantar Public provides schools with a short survey for parents, for schools to circulate to parents of the pupils who are in Years 7-11 in the 2023/24 school year. The survey will be voluntary and will ask parents about their experiences with and responses to the messages.
Summer '25	Results of project published (EEF)

### **8. Funding and costs**

Schools will be required to cover the cost of sending the text messages and associated administrative time, which BIT estimate to be £266 per school (with most of the cost reflecting admin time). BIT estimate sending out the messages will take at most 4 hours each half term. Your school will need to set up a text messaging system, if you do not already have one.

### **9. No partnership or agency**

Nothing in this agreement is intended to, or shall be deemed to, establish any legal partnership or joint venture between any of the parties, constitute any party the agent of another party, or authorise any party to make or enter into any commitments for or on behalf of any other party.

### **10. Binding Terms**

Nothing in this document will constitute or evidence a legally binding contract to create legal relations between the Parties.

**We commit to participating in the *BITUP* study as detailed above.**

- We understand that participation in this project is voluntary**
- We understand that schools choosing to participate in this project are expected to abide by the terms and commitments in this Memorandum of Understanding.**
- We know who to contact with any questions or concerns about this project**
- We agree to take part in this project.** If you would like to withdraw from the project at any point, please contact [BITUP@bi.team](mailto:BITUP@bi.team) and [BITUP@kantar.com](mailto:BITUP@kantar.com).



## Appendix J: Privacy Notice: School administrative data – Verian

# Verian Research Project Privacy Notice - Evaluating BITUP Pupil Data shared by Schools

2<sup>nd</sup> May 2024

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## Introduction

Your school is participating in a research project testing the impact of sending parents text messages relating to your child’s attendance (the “Project”). This privacy notice sets out how we collect and use your (if you are a parent, or employed at the school) and/or your child’s personal data (“your/your child’s data”) if you are a participant in this research project.

BITUP is a programme which aims to improve communications between schools and parents/carers regarding school attendance. It involves sending parents regular updates about their children’s recent attendance if it falls below 95%. Verian Group UK Ltd. (formerly known as Kantar Public) is conducting an evaluation of the programme to assess whether BITUP improves pupils’ school attendance.

This Privacy Notice sets out how Verian will use data to evaluate the impact of this project. Verian will collect data separately from the Behavioural Insights Team (BIT) who will deliver the project, and each organisation will need different data for a different purpose. For more information about the data BIT would receive and how they will keep it secure, please see BIT’s Privacy Notice for this project [here](#).

## Contact details

Verian are data controllers in relation to your/your child’s personal data as set out in this notice and are responsible for your/your child’s personal data as set out herein. This notice applies to the personal data which is provided to Verian about you and your child by schools participating in the Project. Please make sure that any personal details held by your child’s (or children’s) school(s) are accurate and up to date, and let the school(s) know about any changes as soon as possible.

Note that another company, Behavioural Insights Ltd (as the legal name of the Behavioural Insights Team, or BIT) are data controllers for the purpose of delivering this project. Their use of data is separate from that of Verian. Please [see the link to the BIT Privacy Notice above](#) for more information about data sharing with them. The BIT delivery team can be contacted at [BITUP@bi.team](mailto:BITUP@bi.team).

Our research is being funded by and conducted in collaboration with the Education Endowment Foundation (EEF) and the Youth Endowment Fund (YEF). Data used for this project will, following the project, be shared with the EEF for the purpose of their data archive, and the EEF will become Controllers of this data submitted in the EEF archive. For more information about the EEF’s data archive and what this means for you, please see the section on this below.

Verian have appointed a Data Protection Officer (DPO) who is responsible for overseeing questions in relation to this privacy notice. If you have any questions about this privacy notice, including any requests to exercise your legal rights in relation to your/your child's personal data, please contact the Data Protection Department:

Post: Data Protection Officer, Verian, 4 Millbank, London SW1P 3JA

Email: [compliance@veriangroup.com](mailto:compliance@veriangroup.com)

You also have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

## What personal data will we collect?

Your school will share the following information about your child with Verian:

- Unique pupil number (UPN)
- Full Name
- Primary parent phone number
- Student sibling name(s), date(s) of birth, and student ID(s)
- Attendance register data (information on pupil absences for the full academic year, including authorised and unauthorised absences)
- Enrolment status
- Admission date
- Exclusion status
- English as an additional language (EAL) status
- Free school meal (FSM) eligibility
- Gender
- Date of birth
- Year group
- Ethnicity [*sensitive category data*]
- Special educational needs (SEN) status [*sensitive category data*]
- Public care status [*sensitive category data*]

Schools will also share information about school processes related to attendance, as well as possibly contact information of school staff (including name, email, and/or phone number)

## What do we do with the information we collect?

The purpose for which Verian is processing your/your child's personal data is:

- To conduct the randomisation (i.e. to randomly allocate families to either an intervention or control arm)

- Parents in the intervention arm will be eligible to receive text messages if their child's attendance drops below 95% in any given half term.
- Parents in the control arm will not be sent any text messages as part of the programme.
- To evaluate the impact and effectiveness of the programme and prepare a report about the project. This includes monitoring participation by pupils from different ethnicity groups, pupils with special educational needs, and pupils in care to ensure these pupils are appropriately represented in our research and to monitor for potential adverse effects of the intervention on these potentially vulnerable groups.

## **What is our lawful basis for processing your/your child's personal data?**

Data protection laws require us to meet certain conditions before we are allowed to use your/your child's data in the manner described in this notice, including having a lawful basis for the processing.

### **For all information collected via schools about parents, pupils, and school staff:**

Verian is relying on the lawful basis of:

**LEGITIMATE INTERESTS:** Our lawful basis for processing parents' and pupils' personal data is legitimate interests (as per Article 6 (1) (f) of the UK GDPR) and we have considered that your interests and fundamental rights do not override those legitimate interests). It is necessary in Verian's 'legitimate interests' to process the personal data identified above in order to deliver a meaningful randomised controlled trial (RCT) that has been commissioned by Education Endowment Foundation and the Youth Endowment Fund. It also supports equity of educational outcomes, in the public interest, by allowing for the recruitment of representative participants for supplementary primary research. The research project fulfils Verian's core business aims including undertaking research, evaluation and information activities in sectors that will deliver social impact.

### **For all information collected via schools about school procedures and operations:**

Verian is relying on the lawful basis of:

**CONSENT:** As per Article 6 (1) (a) of the UK GDPR, schools' data will be processed only if an appropriate signatory consents to such processing in accordance with the terms set out in the Project's Memorandum of Understanding.

Parents can withdraw from the project by emailing [BITUP@veriangroup.com](mailto:BITUP@veriangroup.com) at any time.

## **Who has access to your/your child's information?**

Your/your child's information will be accessed by a limited number of researchers and advisors in Verian's project team working on this project. Verian may disclose your/your child's information to third parties in connection with the purposes of processing your/your child's personal data set out in this notice. These third parties may include:

- regulators, law enforcement bodies and the courts, in order to comply with applicable laws and regulations, assist with regulatory enquiries, and cooperate with court mandated processes, including the conduct of litigation;
- suppliers, research assistants and sub-contractors who may process information on behalf of Verian. In particular, [Wonde](#) will be used to securely transfer data, and Verian will securely store all data. We may also use a recruitment agency to invite you to participate in qualitative research, such as interviews, in relation to this project. These third parties are known as data processors and when we use them we have contractual terms and policies and procedures in place to ensure that your/your child's personal data is protected. This does not always mean that they will have access to information that will directly identify you as we will share anonymised or pseudonymised data only wherever possible. We remain responsible for your/your child's personal information as the controller; and
- We may also disclose your/your child's personal information if required by law, or to protect or defend ourselves or others (including your child) against illegal or harmful activities, or as part of a reorganisation or restructuring of our organisations.

BIT (the delivery team) and Verian (the evaluation team) may deal with and share your/your child's personal data in accordance with a data sharing agreement between the two organisations. The agreement sets out the purposes for which we may process and share your/your child's personal data and our agreement to cooperate to protect your/your child's personal data and deal with any requests you may have.

Finally, following the completion of the project, the data you share with us as part of this project will be provided to the EEF to be stored in their data archive in an anonymised form. The EEF will then become data controller for this data. You can find more information on the EEF data archive below, as well as [here](#).

## **Is personal data being transferred internationally?**

Your/your child's personal information will not be transferred outside of the European Economic Area ("EEA") by Verian. References in this notice to the EEA include the UK, even where the UK is no longer a member of the European Union / European Economic Area.

## **How will we keep your/your child's data secure?**

We take reasonable steps to protect your/your child's personal information and follow procedures designed to minimise unauthorised access, alteration, loss or disclosure of your/your child's information.

Taking into account the technological developments, the costs of implementation and the nature, scope, context and purposes of processing as well as the risk of varying likelihood and severity for the rights and freedoms of natural persons, we implement appropriate technical and organisational measures to ensure a level of security appropriate to the risk of processing.

We ensure that those who have permanent or regular access to personal data, or that are involved in the processing of personal data, are trained and informed of their rights and responsibilities when processing personal data. We provide such access on a need-to-know basis, and have measures in place which are designed to remove that access once it is no longer required.

Physical personal devices used by Verian are encrypted to protect your/your child's data, and confidential hard copy data (including special category data) is kept in locked rooms or cabinets.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

## **How long will your and your child's data be kept?**

We will only retain your/your child's personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. When it is no longer necessary to retain your/your child's personal data, it will be securely deleted.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your/your child's personal data, the purposes for which we process your/your child's personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

Taking the above factors into consideration, our anticipated date of deletion for your/your child's personal data is February 2026. Note that the EEF will store your/your child's data in its secure data archive even after Verian has deleted your/your child's data (see below). You can find more information on the EEF data archive [here](#).

In some circumstances, we will retain an anonymised dataset (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

## **What will the EEF and the YEF do with your and your child's data?**

Once we have finished our study, we will share all of the information we have gathered about everyone who has taken part with the Department for Education (DfE), the EEF, the EEF's archive manager FFT Education (FFT), and the Office for National Statistics. The DfE will replace all identifying information about the young people who have taken part in the study (their name, gender, date of birth, Unique Pupil Number) with the young person's unique Pupil Matching Reference number in the DfE's National Pupil Database. All other personal data that can identify an individual will be deleted prior to archiving. Once this has been done, it is no longer possible to directly identify any individual young person from the study data. This process is called pseudonymisation.

Once information is pseudonymised, it is added to the EEF data archive, which is stored in the Office for National Statistics' Secure Research Service and managed by the EEF's archive manager (currently, FFT), and we hand over control to the EEF for protecting your/your child's personal information. The EEF is the 'data controller' of the information in the EEF archive.

Using the unique Pupil Matching Reference numbers added to the data by the DfE, it will be possible to link the records held in the EEF archive to other public datasets such as education and criminal justice datasets for future research. This will, for example, help approved researchers to find out the long-term impact of the projects funded by EEF such as whether being part of a project reduces a child's likelihood of being excluded from school or becoming involved in criminal activity.

The EEF will keep information in the EEF archive for as long as it is needed for research purposes.

You may also contact the Education Endowment Foundation with any questions about the EEF Archive at [info@eefoundation.org.uk](mailto:info@eefoundation.org.uk), or telephone 0204 536 3999, or in writing to: Education Endowment Foundation, 5<sup>th</sup> Floor, Millbank Tower, 21-14 Millbank, London, SW1P 4QP.

## What are your legal rights?

Under certain circumstances, you have rights under data protection laws in relation to your/your child's personal data, including rights to:

- Request access to your/your child's personal data: this enables you to receive a copy of the personal data we hold about you and to check we are lawfully processing it.
- Request correction of your/your child's personal data: this enables you to have any incomplete or inaccurate data we hold about you corrected.
- Request erasure of your/your child's personal data: this enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it.
- Object to processing of your/your child's personal data: for example, you can object where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms.
- Request restriction of processing your/your child's personal data: This enables you to ask us to suspend the processing of your/your child's personal data.
- Right to withdraw consent to the processing of your/your child's personal data: This applies where we have relied on consent to process personal data. Please note that withdrawal of consent will not affect the lawfulness of any processing carried out before withdrawing your consent.
- Right not to be subject to decisions based purely on automated processing where it produces a legal or similarly significant effect on you. Please note that Verian does not engage in automated decision making without manual intervention in its research projects.

If you wish to exercise any of the rights set out above, please contact the Data Protection Department with your specific request by email to: [compliance@veriangroup.com](mailto:compliance@veriangroup.com).

It is important to understand that the extent to which these rights apply to research will vary and that in some circumstances your rights may be restricted.

Ordinarily, you will not have to pay a fee to access your/your child's personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your/your child's personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

Please also note that we can only comply with a request to exercise your rights during the period for which we hold personal information that directly identifies you. If we have only collected pseudonymised information (e.g. where we have not collected any names or contact details) or personal data has been irreversibly anonymised and has become part of the research data set, it will not be possible for us to comply.

## **What happens if Verian makes changes to this Notice?**

We may change this Privacy Notice from time to time. If we make any significant changes in the way we treat your/your child's personal information we will make this clear by contacting schools and ensuring they provide you with an updated version of this Privacy Notice or by contacting you directly.

## Appendix K: Privacy Notice: IPE participants – Verian

# Verian Research Project Privacy Notice - Evaluating BITUP Interview and Survey Data

31<sup>st</sup> May 2023

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## Introduction

Your school is participating in a research project testing the impact of sending parents text messages relating to your child's attendance (the "Project"). This privacy notice sets out how we collect and use your (if you are a parent, or employed at the school) and/or your child's personal data ("your/your child's data") relating to survey and interview responses if you are a participant in this research project.

BITUP is a programme which aims to improve communications between schools and parents/carers regarding school attendance. It involves sending parents regular updates about their children's recent attendance if it falls below 95%. Verian is conducting an evaluation of the programme to assess whether BITUP improves pupils' school attendance.

This Privacy Notice sets out how Verian will use data to evaluate the impact of this project. Verian will collect data separately from the Behavioural Insights Team (BIT) who will deliver the project, and each organisation will need different data for a different purpose. For more information about the data BIT would receive and how they will keep it secure, please see BIT's Privacy Notice for this project [here](#).

## Contact details

Verian Group UK Ltd (Verian's legal name) are data controllers in relation to your/your child's personal data as set out in this notice and are responsible for your/your child's personal data as set out herein. This notice applies to the personal data which is provided to Verian about you and your child through your and/or your child's participation in surveys or interviews related to the BITUP project.

Note that another company, Behavioural Insights Ltd (as the legal name of the Behavioural Insights Team, or BIT) are data controllers for the purpose of delivering this project. Their use of data is separate from that of Verian. Please [see the link to the BIT Privacy Notice above](#) for more information about data sharing with them. The BIT delivery team can be contacted at [BITUP@bi.team](mailto:BITUP@bi.team).

Our research is being funded by and conducted in collaboration with the Education Endowment Foundation (EEF) and the Youth Endowment Fund (YEF). Interview and survey data used for this project **will not be shared** with the EEF, the YEF, or BIT. Data provided through surveys and/or interviews is confidential and will not be shared beyond the Verian project team.

Verian have appointed a Data Protection Officer (DPO) who is responsible for overseeing questions in relation to this privacy notice. If you have any questions about this privacy notice, including any

requests to exercise your legal rights in relation to your/your child's personal data, please contact the Data Protection Department:

Post: Data Protection Officer, Verian Group, 4 Millbank, London SW1P 3JA

Email: [Compliance@veriangroup.com](mailto:Compliance@veriangroup.com)

You also have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

## What personal data will we collect?

Your or your child's participation in interviews may include sharing of the following types of (personal) data:

- Full Name
- Email Address
- Telephone number
- Child year group
- Number of text messages received
- Number of days child missed off school and possible reasons why
- Perceptions of your child's school attendance record, their school and education in general
- Your experience of the text messages delivered by your child's school as part of this project and any change made as a result of the message.
- 

Your participation in surveys may include sharing of the following types of (personal) data:

- Full name of your child(ren)
- Year group of your child(ren)
- Email address
- Telephone number if you wish to participate in further research (optional)
- Number of messages you received about the number of days your child(ren) had missed school
- Number of days your child(ren) missed off school

## What do we do with the information we collect?

The purpose for which Verian is processing your/your child's personal data collected via surveys and interviews is to evaluate the impact and effectiveness of the programme and the quality of its implementation, and prepare a report about the project.

## **What is our lawful basis for processing your/your child's personal data?**

Data protection laws require us to meet certain conditions before we are allowed to use your/your child's data in the manner described in this notice, including having a lawful basis for the processing.

### **For all information collected via surveys and/or interviews:**

Verian is relying on the lawful basis of:

**CONSENT:** As per Article 6 (1) (a) of the UK GDPR, your/your child's data will be processed only if an appropriate signatory consents to such processing. In the case of children, the appropriate signatory required for consent under this project must be a parent or guardian/carer.

Parents can withdraw from the project by emailing [BITUP@veriangroup.com](mailto:BITUP@veriangroup.com) at any time.

## **Who has access to your/your child's information?**

Your/your child's information will be accessed by a limited number of researchers and advisors in Verian's project team working on this project. Verian may disclose your/your child's information to third parties in connection with the purposes of processing your/your child's personal data set out in this notice. These third parties may include:

- regulators, law enforcement bodies and the courts, in order to comply with applicable laws and regulations, assist with regulatory enquiries, and cooperate with court mandated processes, including the conduct of litigation;
- We may also disclose your/your child's personal information if required by law, or to protect or defend ourselves or others (including your child) against illegal or harmful activities.
- Contractually bound service providers for survey-related purposes, such as data processing, and fulfilment of prize draws or other incentives.

## **Is personal data being transferred internationally?**

Your/your child's personal information will not be transferred outside of the European Economic Area ("EEA") by Verian. References in this notice to the EEA include the UK, even where the UK is no longer a member of the European Union / European Economic Area.

## **How will we keep your/your child's data secure?**

We take reasonable steps to protect your/your child's personal information and follow procedures designed to minimise unauthorised access, alteration, loss or disclosure of your/your child's information.

Taking into account the technological developments, the costs of implementation and the nature, scope, context and purposes of processing as well as the risk of varying likelihood and severity for the

rights and freedoms of natural persons, we implement appropriate technical and organisational measures to ensure a level of security appropriate to the risk of processing.

We ensure that those who have permanent or regular access to personal data, or that are involved in the processing of personal data, are trained and informed of their rights and responsibilities when processing personal data. We provide such access on a need-to-know basis, and have measures in place which are designed to remove that access once it is no longer required.

Physical devices used by Verian are encrypted to protect your/your child's data, and confidential hard copy data (including special category data) is kept in locked rooms or cabinets.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

## **How long will your and your child's data be kept?**

We will only retain your/your child's personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. When it is no longer necessary to retain your/your child's personal data, it will be securely deleted.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your/your child's personal data, the purposes for which we process your/your child's personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

Taking the above factors into consideration, our anticipated date of deletion for your/your child's personal data is February 2026.

In some circumstances, we will retain an anonymised dataset (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

## **What are your legal rights?**

Under certain circumstances, you have rights under data protection laws in relation to your/your child's personal data, including rights to:

- Request access to your/your child's personal data: this enables you to receive a copy of the personal data we hold about you and to check we are lawfully processing it.
- Request correction of your/your child's personal data: this enables you to have any incomplete or inaccurate data we hold about you corrected.
- Request erasure of your/your child's personal data: this enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it.
- Request restriction of processing your/your child's personal data: This enables you to ask us to suspend the processing of your/your child's personal data.
- Right to withdraw consent to the processing of your/your child's personal data. Please note that withdrawal of consent will not affect the lawfulness of any processing carried out before withdrawing your consent.

- Right not to be subject to decisions based purely on automated processing where it produces a legal or similarly significant effect on you. Please note that Verian does not engage in automated decision making without manual intervention in its research projects.
- Right to not be discriminated against for exercising any of the rights available to you under applicable data protection laws

If you wish to exercise any of the rights set out above, please contact the Data Protection Department with your specific request by email to: [UK-Compliance@veriangroup.com](mailto:UK-Compliance@veriangroup.com)

It is important to understand that the extent to which these rights apply to research will vary and that in some circumstances your rights may be restricted.

Ordinarily, you will not have to pay a fee to access your/your child's personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your/your child's personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

Please also note that we can only comply with a request to exercise your rights during the period for which we hold personal data that directly identifies you. If we have only collected pseudonymised information (e.g. where we have not collected any names or contact details) or personal data has been irreversibly anonymised and has become part of the research data set, it will not be possible for us to comply.

## **What happens if Verian makes changes to this Notice?**

We may change this Privacy Notice from time to time. If we make any significant changes in the way we treat your/your child's personal information we will make this clear by contacting schools and ensuring they provide you with an updated version of this Privacy Notice or by contacting you directly.

## Appendix L: Privacy Notice: Behavioural Insights Team

# BITUP Programme Privacy notice - Behavioural Insights Team delivery

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## Introduction

The headteacher of your/your child's school has agreed that the school will take part in an evaluation of the BITUP programme.

BITUP is a programme which aims to improve communications between schools and parents/carers regarding school attendance. It involves sending parents regular updates about their children's recent attendance if it falls below 95%. The Education Endowment Foundation (EEF) and Youth Endowment Fund (YEF) are funding an evaluation of the programme to assess whether BITUP improves pupils' school attendance.

Behavioural Insights Ltd (commonly known as 'The Behavioural Insights Team') (BIT) will be delivering the BITUP programme. Kantar Public (KP), will be evaluating the impact of BITUP on pupil attendance. As part of this programme, households will be split randomly into two groups; one group will receive the BITUP programme while the other will not.

This privacy notice sets out how BIT, as a data controller, will collect and use the personal data of the pupils, parents/carers and school staff that participate in the BITUP programme in order to deliver BITUP.

Kantar Public has a separate privacy notice, available [here](#). This sets out how Kantar Public will collect and use the personal data of pupils, parents/carers and school staff in order to evaluate the BITUP programme.

BIT and Kantar Public are sharing separate privacy notices, as the different organisations are collecting different data, and for different purposes.

## Contact details

BIT's Data Protection Officer (DPO) is responsible for overseeing questions in relation to this privacy notice. If you have any questions about this privacy notice, including any requests to exercise your legal rights in relation to your personal data or your child's data, please contact the DPO: **DPO Email:** [dpo@bi.team](mailto:dpo@bi.team)

**Delivery team email:** [BITUP@bi.team](mailto:BITUP@bi.team)

**Post:** Data Protection Officer, Behavioural Insights Ltd, 58 Victoria Embankment, London, EC4Y 0DS

You also have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

## What personal data will we collect and what do we do with information we collect?

### If you are a parent/carers or pupil

For the delivery of the BITUP programme, we will ask the school to share the following personal data about you and your child securely with BIT:

- Pupil full name
- Unique Pupil Number (UPN)
- Pupil Year group
- Pupil attendance data (number of days absent in previous half term)
- School name
- Parent/carers (main contact) first name

BIT will use the pupil full names, UPN, pupil year group, pupil attendance data, school name and parent/carers (main contact) first name to deliver the BITUP programme by creating:

- a) A list of pupils whose parents/carers could be sent a message by the school about the pupil's attendance. This list will be shared with your child's school and with the relevant research team at Kantar Public; and
- b) pre-populated text messages which include a parent's/carers first name and the number of days of school their child has missed in the previous half term.

Pre-populated text messages which include a parent's /carers first name and the number of days of school their child has missed in the previous half term.

### Withdrawing your / your child(ren)'s data from the study

In the letter you received from your child's school you have been given the opportunity to withdraw from participating in the research. If you withdraw, the school will not share data about you or your child with BIT. This means that you will not receive any BITUP attendance messages from your child's school and your child will not be included in the evaluation of the BITUP programme.

If you are a member of school staff

For the delivery of the BITUP programme, BIT will collect from your school:

- Headteacher name
- Headteacher email address

- Project lead name
- Project lead job title
- Project lead email address

This data will be used to deliver the programme, as described below.

BIT will use school staff data to:

- a) Communicate directly with the school staff to facilitate delivery of the BITUP programme.
- b) Share relevant contact information with Wonde so that they can ensure that your school is set up on their platform to facilitate data sharing between your school and BIT.
- c) Share this information with Kantar Public, the evaluation team, so that they can contact school staff to set up evaluation activities.
- d) Share this information with the project funders, EEF, who will use it to monitor the recruitment of schools to the project.
- e) Enable BIT to recontact school staff to invite them to take part in future research projects.

When we share school staff data with Wonde, Kantar Public or EEF, they will process it as data controllers in accordance with their own privacy notices. Please refer to their websites and/or contact them for further details.

## What is our lawful basis for processing your personal data?

Data protection laws require us to meet certain conditions before we are allowed to use your data/ your child's data in the manner described in this notice, including having a lawful basis for the processing.

### **For all personal data collected:**

BIT is relying on the lawful basis of:

**LEGITIMATE INTERESTS:** Our lawful basis for processing your/your child's personal data is legitimate interests (as per Article 6 (1) (f) of the GDPR) and we have considered that your interests and fundamental rights do not override those legitimate interests). It is necessary in BIT's 'legitimate interests' to process the personal data identified above in order to conduct the BITUP programme that has been commissioned by the Education Endowment Foundation and the Youth Endowment Fund. The research project fulfils BIT's core business aims including undertaking research and delivering low cost interventions that will deliver social impact.

## Who has access to your information?

Your/your child's information will be accessed only by the BIT team working on this project (and, where information is shared with KP and/or EEF in the manner described above, by the relevant teams in those organisations).

BIT may disclose your information to third parties in connection with the purposes of processing your/your child's personal data set out in this notice. These third parties may include:

- regulators, law enforcement bodies and the courts, in order to comply with applicable laws and regulations, assist with regulatory enquiries, and cooperate with court mandated processes, including the conduct of litigation;
- suppliers, research assistants and sub-contractors who may process information on behalf of BIT. These third parties are known as data processors and when we use them we have contractual terms and policies and

procedures in place to ensure that your personal data is protected. This does not always mean that they will have access to information that will directly identify you as we will share anonymised or pseudonymised data only wherever possible. We remain responsible for your personal information as the controller; and

- any third party to whom we are proposing to sell or transfer some or all of our business or assets.

We may also disclose your personal information if required by law, or to protect or defend ourselves or others against illegal or harmful activities, or as part of a reorganisation or restructuring of our organisations.

BIT (the delivery team) and KP (the evaluation team) will share some personal data in accordance with a data sharing agreement between the organisations. BIT will share the names and email addresses of school staff in order that KP know who to contact within participating schools in order to set up their evaluation activities. BIT will also share the lists of pupils whose households meet the eligibility criteria for receiving text messages. KP will share with BIT the UPNs of those pupils who are in the intervention arm of the BITUP programme.

Where necessary, BIT will also share school email addresses with Wonde in order that Wonde can contact schools directly to set up the sharing of pupil data that will be required for the trial.

## Is personal data being transferred internationally?

Your personal information will not be transferred outside of the European Economic Area (“EEA”). References in this notice to the EEA include the UK, even where the UK is no longer a member of the European Union / European Economic Area.

## How will we keep your data secure?

We take reasonable steps to protect your and your child’s personal information and follow procedures designed to minimise unauthorised access, alteration, loss or disclosure of your information.

Taking into account the state of the art, the costs of implementation and the nature, scope, context and purposes of processing as well as the risk of varying likelihood and severity for the rights and freedoms of natural persons, we implement appropriate technical and organisational measures to ensure a level of security appropriate to the risk of processing.

We ensure that those who have permanent or regular access to personal data, or that are involved in the processing of personal data, are trained and informed of their rights and responsibilities when processing personal data. We provide such access on a need-to-know basis, and have measures in place which are designed to remove that access once it is no longer required.

Physical personal devices used by BIT are encrypted to protect your data and your child’s data.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

## How long will your/your child’s data be kept?

We will only retain your/your child’s personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. When it is no longer necessary to retain your/your child’s personal data, it will be securely deleted.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your/your child’s personal data, the

purposes for which we process your / your child's personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

Taking the above factors into consideration, our date of deletion for parent/carer and pupil personal data is by the end of February 2025. In approximately February 2025, we will delete all personal data from our GDrive.

In some circumstances, we will retain an anonymised dataset (so that it can no longer be associated with you/your child) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

For school staff data, at the end of the project, we will contact the school staff and give them the opportunity to notify us if they would like their personal data to be deleted. If school staff do not notify us that they would like their personal data to be deleted, the person's name, job title and email address will be retained on our secure CRM, so that we can contact school staff about future opportunities to work with us.

## What are your legal rights?

Under certain circumstances, you have rights under data protection laws in relation to your/your child's personal data, including rights to:

- Request access to your/your child's personal data: this enables you to receive a copy of the personal data we hold about you or your child and to check we are lawfully processing it.
- Request correction of your/your child's personal data: this enables you to have any incomplete or inaccurate data we hold about you corrected.
- Request erasure of your/your child's personal data: this enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it.
- Object to processing of your/your child's personal data: for example, you can object where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms.
- Request restriction of processing your/your child's personal data: This enables you to ask us to suspend the processing of your personal data.
- Data portability: Where the processing takes place on the basis of your consent or contract, and is carried out by automated means, you have the right to request that we provide your/your child's personal data to you in a machine-readable format, or transmit it to a third party data controller, where technically feasible.
- Right not to be subject to decisions based purely on automated processing where it produces a legal or similarly significant effect on you. Please note that BIT does not engage in automated decision making without manual intervention in its research projects.

If you wish to exercise any of the rights set out above, please contact the Data Protection Officer with your specific request by email to: [dpo@bi.team](mailto:dpo@bi.team)

It is important to understand that the extent to which these rights apply to research will vary and that in some circumstances your rights may be restricted.

Ordinarily, you will not have to pay a fee to access you or your child's personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your or your child's personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

Please also note that we can only comply with a request to exercise your rights during the period for which we hold personal information that directly identifies you or your child. If we have only collected pseudonymised information (e.g. where we have not collected any names or contact details) or personal data has been irreversibly anonymised and has become part of the research data set, it will not be possible for us to comply.

## What happens if BIT make changes to this Notice?

We may change this Privacy Notice from time to time. If we make any significant changes in the way we treat your personal information we will make this clear by contacting schools and ensuring they provide you with an updated version of this Privacy Notice or by contacting you directly.

## Appendix M: The Parent Information Sheet and Withdrawal Form.



### Research Project Information Sheet

Dear Parent/Carer,

Over the coming year, [School Name] is taking part in a research project called 'BITUP'. Below, we describe why we are doing this research project, and what is involved for you and your child.

Please read the information carefully and keep this sheet for future reference. If you decide that you do NOT want to be involved in this project or for your child to be involved in the research, then please complete and return the slip at the end of this letter to your child's school by [DATE - two weeks after the information sheet is distributed].

**If you are happy to be involved in the project and for your child to be involved in the associated research, you do not have to do anything.**

If you change your mind later, you are free to withdraw yourself and your child from this project at any time by using the contact details at the end of this letter.

BITUP is a programme which aims to **improve communications between schools and parents/carers** regarding school attendance. It involves **sending parents regular updates about their children's recent attendance** if it falls below 95%. The EEF and YEF are funding an evaluation of the programme to assess whether BITUP improves pupils' school attendance.

#### What does this project involve?

The purpose of this research is to help **improve communications between schools and parents/carers regarding school attendance**. In this project, participating schools will be delivering a programme of half-termly text messages to parents/carers who have children with attendance below 95%. The messages were designed based on academic research and feedback from parents and schools.

A Bristol based trial has already tested the impact of this programme with promising results – exploratory outcomes showed that the messages boosted the proportion of students keeping good attendance records (over 95%) by 4 percentage points. In a large-scale trial in the US, similar messages led to a 10% reduction in chronic absence.

We are conducting this study across around 100 schools in England as a randomised controlled trial (RCT). This means at each school half of the participating parents/carers will be randomly chosen to be eligible to receive the text messages. These parents/carers belong to the **'intervention' group**.

The other half of the participating parents/carers will not be eligible to receive the text messages. These parents/carers belong to the **'control' group**.

The random allocation of parents/carers is essential to the evaluation as it is the best way to evaluate the effects of the programme. At this stage we do not know whether you will or will not receive the half-termly text messages, however, we will be collecting data on the pupils from all schools in the research project, regardless of whether the pupils are in the intervention or control arms.

### **Who is undertaking the research?**

The Behavioural Insights Team (BIT – a social purpose company) is delivering this programme with [School name] in partnership with The Education Endowment Foundation (charity) and Youth Endowment Fund (charity). Kantar Public (research business) are the independent evaluators who will determine whether the BITUP programme improves school attendance. [School name] will send out the half-termly text messages.

### **What is involved if my child takes part?**

If you and your child are happy to take part, [School name] will provide BIT and Kantar Public with data about your child (as detailed below).

All participating families (defined as having siblings within the same school) will be randomly allocated to either be in the 'intervention arm' or the 'control arm' for the 2023-2024 school year. For parents/carers in the intervention arm, [School name] will send half-termly attendance communications to you directly if your child has attendance below 95% in the previous half-term. Parents/carers in the control arm will not be sent any messages as part of the trial. Pupils' attendance data will be used to measure the impact of the programme on attendance.

Parents of pupils in participating schools will be invited to take part in a short online survey at the end of the school year, and a small number of parents and their children will be invited to take part in interviews to discuss their experience of the BITUP programme. Participation in the online survey and interviews will be voluntary.

### **What data will be gathered?**

If you are happy to take part, the BIT delivery team will request the following data about your child from [School name]: full name, school, parent/carer first name, attendance, year group, Unique Pupil Reference Number (UPN).

[School name] will then send the half-termly attendance communications to you directly if you are part of the intervention arm and have a child with attendance below 95% in the previous half term. [School name] may use your personal information (e.g. address, mobile phone number) to communicate with you - BIT will not have access to this data. Kantar Public, the evaluation team, will request the following data about your child from [School name] to evaluate the programme: UPN, DoB, pupil full name, pupil school, primary parent phone number, enrolment status, year group, admission date, attendance register data (including authorised and unauthorised absences) for the full year, Free School Meal eligibility, English as an Additional Language status, exclusion status, gender, ethnicity, special educational need (SEN) status, Public Care status, pupils' sibling name(s), sibling date(s) of birth, and sibling student ID(s).

Responses to the voluntary parent survey, and information shared during the voluntary parent and pupil interviews Kantar Public will conduct with a small number of parents, will all be collected and stored securely by Kantar Public. This information will not be shared with schools.

Neither Kantar Public or BIT will use your name, your child's name or the name of the school in any report arising from the research. All personal data will be treated with strictest confidence in accordance with the requirements of the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

Data gathered by BIT will be securely stored on BIT's GDrive until its deletion in approximately February 2025. Data gathered by Kantar Public will be stored on Kantar Public's secure server in a password protected folder only accessible to the immediate evaluation team until its deletion in approximately June 2026. Once the trial is finished, pseudo anonymised data (data from which it's not possible to directly identify any young person from the study) will be added to the EEF archive which is stored in the Office for National Statistics' Secure Research Service. The EEF will keep information in the EEF archive for as long as it is needed for research purposes. It will be possible to link the records held in the EEF archive to other public datasets such as education and criminal justice datasets for future research.

Please see the [BIT privacy notice](#), [Kantar Public privacy notice](#) and [EEF privacy notice](#) for more details about how your personal data will be processed.

### **What will happen to the results of the research project?**

The results of this project will be reported by the Education Endowment Foundation and Youth Endowment Fund in 2025. The report will be freely available and will be shared with your child's school. Results in this report or any other future reported findings will be anonymous – no pupils, parents or schools will be identifiable from any reports.

### **Contact for further information**

If you have any questions about how we will use your data or your child's data or about the way the study is conducted, **please email us on BITUP@bi.team.**

You can also contact the data protection officer [or equivalent title] at [School name], [Name] at [DPO email address]

**Thank you very much for your time!**

If you DO NOT want to take part, or you DO NOT want your child to take part, either complete the form below or **click here** to submit an online withdrawal form.

**If you are happy for your child to participate, you do not need to do anything but please keep this form for your information.**

I DO NOT wish for data about my child to be collected as part of this research.

Child's name: .....Date of birth: .....

Child's tutor: .....

Parent/carer name (BLOCK CAPITALS) .....

Parent/carer signature: .....

Date .....

(Please detach and return the completed form to your child's tutor by DATE - two weeks after the information sheet is distributed).

## Appendix N: IPE School Baseline survey

**B001 - School\_systems: School\_systems**

**Begin block**

**Q001 - INTRO:**

**Text**

### Not back

As a part of the BITUP trial, Kantar Public would like to ask you some questions about how your school communicates directly with parents and pupils to support attendance and the costs associated with sending text messages to parents.

This survey should take no more than 10 minutes to complete.

### **How will my data be used and stored?**

Your data will be accessed by a limited number of researchers and advisors in Kantar Public's project team. All data will be stored securely in accordance with UK data protection laws. Your response data will be retained only for as long as it is needed for the project. All data collected during the project will be securely deleted after 12 months when no longer needed.

More detail about how data will be collected and stored for the project can be found in the Kantar Public Research Project Privacy Notice.

### **Who is Kantar Public?**

Kantar Public is an independent specialist research, evidence, and advisory business with expertise in educational policy evidence. Kantar Public has been commissioned by the Education Endowment Fund and the Youth Endowment Fund to independently evaluate the BITUP intervention.

If you have any questions about this questionnaire, please contact us at: [BITUP@kantar.com](mailto:BITUP@kantar.com)

**Scripter notes:** Can 'Kantar Public Research Project Privacy Notice' be hyperlinked to <https://www.kantarpublic.com/UK/surveypolicy/BITUPschool>

Can the 'Kantar Public' (beneath the 'Who is Kantar Public?' subheading) be hyperlinked to <https://www.kantarpublic.com>

**Q002 - SCHOOL:**

Open

**Not back**

Please enter the name of your school.

**Q003 - URN:**

Numeric

**Not back | Min = 0 | Max = 0**

Please enter your School URN.

Your URN differs from your UKPRN or DFE number. URN number can be found at <https://www.get-information-schools.service.gov.uk>

**Scripter notes:** Please can <https://www.get-information-schools.service.gov.uk> be hyperlinked to <https://www.get-information-schools.service.gov.uk>

**Q004 - STAFFMON:**

Multi coded

**Not back | Min = 1**

Who is responsible for the day-to-day monitoring of pupil attendance within your school, for example monitoring low attendance?

Select all that apply.

**Normal**

- 1 Assistant Head
- 2 Attendance Officer
- 3 Deputy headteacher
- 4 Education Welfare Officer
- 5 Head of departments
- 6 Headteacher
- 7 Key stage leaders
- 8 Pastoral Lead
- 9 SENCo
- 10 Year group leaders
- 11 Someone else (please type in) \*Open

**Q005 - STAFFCOMM:**

Multi coded

**Not back | Min = 1**

Who is responsible for sending out communications about low attendance, for example deciding when parents need to be contacted about their child's low attendance?

Select all that apply.

**Normal**

- 1 Assistant Head
- 2 Attendance Officer
- 3 Deputy headteacher
- 4 Education Welfare Officer
- 5 Head of departments
- 6 Headteacher
- 7 Key stage leaders
- 8 Pastoral Lead
- 9 SENCo
- 10 Year group leaders
- 11 Someone else (please type in) \*Open

**Q006 - STAFF:**

Single coded

**Not back**

Who has **overall responsibility** for day-to-day pupil attendance within your school?

**Normal**

- 1 Assistant Head
- 2 Attendance Officer
- 3 Deputy headteacher
- 4 Education Welfare Officer
- 5 Head of departments
- 6 Headteacher
- 7 Key stage leaders
- 8 Pastoral Lead
- 9 SENCo
- 10 Year group leaders
- 11 Someone else (please type in) \*Open

**Q007 - MIS:**

Single coded

**Not back**

Does your school use a Management Information System (MIS) to track pupil attendance?

**Normal**

- |   |              |
|---|--------------|
| 1 | Yes          |
| 2 | No           |
| 3 | I don't know |

**Q008 - ATTENDREVIEW:**

Single coded

**Not back**

How often does your school review pupil attendance to identify pupils with low attendance?

**Normal**

- |   |  |
|---|--|
| 1 | Every day                                  |
| 2 | Every couple of days                       |
| 3 | About once a week                          |
| 4 | About once a fortnight                     |
| 5 | About once a month                         |
| 6 | About once a 6-8 week half term            |
| 7 | About once a term (Autumn, Spring, Summer) |
| 8 | About once a year                          |
| 9 | Less often than once a year                |

**B001 - School\_systems: School\_systems**

End block

**B002 - Parent\_Comms: Parent\_Comms**

Begin block

**Q009 - PARENTINTRO:**

Text

**Not back**

The next questions are about communications your school sends to **parents or guardians** about their child's attendance.

Questions about communication with pupils will be asked in a later section.

**Q010 - COMM\_PARENT:**

Single coded

**Not back**

Does your school send communications to **parents or guardians** about their child's attendance when it falls below a certain level?

For example, this could include text messages, emails or notifications through school Apps.

**Normal**

- |   |     |
|---|-----|
| 1 | Yes |
| 2 | No  |

Ask only if **Q010 - COMM\_PARENT,1**

**Q011 - FREQ\_PARENT:**

Single coded

**Not back**

Generally, how often does your school send these communications to parents or guardians?

**Normal**

- |   |  |
|---|--|
| 1 | Every day                                  |
| 2 | Every couple of days                       |
| 3 | About once a week                          |
| 4 | About once a fortnight                     |
| 5 | About once a month                         |
| 6 | About once a 6-8 week half term            |
| 7 | About once a term (Autumn, Spring, Summer) |
| 8 | About once a year                          |
| 9 | Less often than once a year                |

Ask only if **Q010 - COMM\_PARENT,1**

**Q012 - FRESHSTART\_PARENT\_1:**

Single coded

**Not back**

Are these communications scheduled to be sent out at set times?

**Normal**

- |   |     |
|---|-----|
| 1 | Yes |
| 2 | No  |

Ask only if **Q012 - FRESHSTART\_PARENT\_1,1** and **Q011 - FREQ\_PARENT,1,2,3,4,5,6,7,8**

**Q013 - FRESHSTART\_PARENT\_2:**

Single coded

**Not back**

You said your school sends communications to parents or guardians about their child's low attendance [TEXTFILL RESPONSE FROM FREQ\_PARENT].

When are these communications scheduled to be sent out?

**Normal**

- 1 At the beginning of the [FILL]
- 2 In the middle of the [FILL]
- 3 At the end of the [FILL]

**Scripter notes:** For the question text: Can the [TEXTFILL RESPONSE FROM FREQ\_PARENT] be in lowercase.

For the answer codes:

- If FREQ\_PARENT = 1 "Every day", replace "[FILL]" with "day"
- If FREQ\_PARENT = 2 "Every couple of days" replace "[FILL]" with "day"
- If FREQ\_PARENT = 3 "About once a week", replace "[FILL]" with "week"
- If FREQ\_PARENT = 4 "About once a fortnight", replace "[FILL]" with "fortnight"
- If FREQ\_PARENT = 5 "About once a month", replace "[FILL]" with "month"
- If FREQ\_PARENT = 6 "About once a 6-8 week half term", replace "[FILL]" with "half term"
- If FREQ\_PARENT = 7 "About once a term (Autumn, Spring, Summer)", replace "[FILL]" with "term"
- If FREQ\_PARENT = 8 "About once a year", replace "[FILL]" with "year"

Ask only if **Q010 - COMM\_PARENT,1**

**Q014 - DAYS\_PARENT:**

Multi coded

**Not back | Min = 1**

Which of the following are included in these communications to parents or guardians?

Select all that apply.

**Normal**

- 1 The number of days the pupil has been absent from school, or has attended school, within a specific time period
- 2 The pupil's absence or attendance rate as a percentage
- 3 Another type of information (please type in) \*Open
- 4 I don't know \*Exclusive

Ask only if **Q010 - COMM\_PARENT,1**

**Q015 - MODE\_PARENT:**

Multi coded

**Not back | Min = 1**

Which of these means of communication does your school use to send messages directly to parents or guardians about their child's low attendance?

Please select all that apply.

**Normal**

- 1 Face-to-face
- 2 Text message
- 3 Messages via school app or website
- 4 Phone call
- 5 Video call
- 6 Email
- 7 Post
- 8 Another means of communication (please type in) *\*Open*
- 9 I don't know *\*Exclusive*

**B002 - Parent\_Comms: Parent\_Comms**

End block

**B003 - Pupil\_Comms: Pupil\_Comms**

Begin block

**Q016 - PUPILINTRO:**

Text

**Not back**

The next questions are about communications your school sends to **pupils** about their attendance.

**Q017 - COMM\_PUPIL:**

Single coded

**Not back**

Does your school send communications to **pupils** about their attendance when it falls below a certain level?

For example, this could include text messages, emails or notifications through school Apps.

**Normal**

- 1 Yes
- 2 No

Ask only if Q017 - COMM\_PUPIL,1

Q018 - FREQ\_PUPIL:

Single coded

**Not back**

Generally, how often does your school send these communications?

**Normal**

- |   |  |
|---|--|
| 1 | Every day                                  |
| 2 | Every couple of days                       |
| 3 | About once a week                          |
| 4 | About once a fortnight                     |
| 5 | About once a month                         |
| 6 | About once a 6-8 week half term            |
| 7 | About once a term (Autumn, Spring, Summer) |
| 8 | About once a year                          |
| 9 | Less often than once a year                |

Ask only if Q017 - COMM\_PUPIL,1

Q019 - FRESHSTART\_PUPIL\_1:

Single coded

**Not back**

Are these communications scheduled to be sent out at set times?

**Normal**

- |   |     |
|---|-----|
| 1 | Yes |
| 2 | No  |

Ask only if **Q019 - FRESHSTART\_PUPIL\_1,1** and **Q018 - FREQ\_PUPIL,1,2,3,4,5,6,7,8**

**Q020 - FRESHSTART\_PUPIL\_2:**

Single coded

**Not back**

You said your school sends communications to pupils about their low attendance [TEXTFILL RESPONSE FROM FREQ\_PUPIL].

When are these communications scheduled to be sent out?

**Normal**

- 1 At the beginning of the [FILL]
- 2 In the middle of the [FILL]
- 3 At the end of the [FILL]

**Scripter notes:** For the question text: Can the [TEXTFILL RESPONSE FROM FREQ\_PUPIL] be in lowercase.

For the answer codes: If FREQ\_PUPIL = 1 “Every day”, replace “[FILL]” with “day”  
If FREQ\_PUPIL = 2 “Every couple of days”, replace “[FILL]” with “day”  
If FREQ\_PUPIL = 3 “About once a week”, replace “[FILL]” with “week”  
If FREQ\_PUPIL = 4 “About once a fortnight”, replace “[FILL]” with “fortnight”  
If FREQ\_PUPIL = 5 “About once a month”, replace “[FILL]” with “month”  
If FREQ\_PUPIL = 6 “About once a 6-8 week half term”, replace “[FILL]” with “half term”  
If FREQ\_PUPIL = 7 “About once a term (Autumn, Spring, Summer)”, replace “[FILL]” with “term”  
If FREQ\_PUPIL = 8 “About once a year”, replace “[FILL]” with “year”

Ask only if **Q017 - COMM\_PUPIL,1**

**Q021 - DAYS\_PUPIL:**

Multi coded

**Not back | Min = 1**

Which of the following are included in these communications?

Select all that apply.

**Normal**

- 1 The number of days the pupil has been absent from school, or has attended school, within a specific time period
- 2 The pupil’s absence or attendance rate as a percentage
- 3 Another type of information (please type in) *\*Open*
- 4 I don’t know *\*Exclusive*

**B003 - Pupil\_Comms: Pupil\_Comms**

End block

**B004 - SMS: SMS**

Begin block

**Q022 - AUTOTEXT:**

Single coded

**Not back**

Does your school use an automated text messaging service to communicate directly with parents and guardians?

**Normal**

- 1 Yes
- 2 No

Ask only if **Q022 - AUTOTEXT,1**

**Q023 - TEXTCOST:**

Multi coded

**Not back | Min = 1**

In which of these ways does your school pay for the automated text messaging service?

Select all that apply.

**Normal**

- 1 A license or subscription fee
- 2 A fee per text message
- 3 Another way (please type in) *\*Open*
- 4 None of these *\*Exclusive*

Ask only if **Q022 - AUTOTEXT,1** and **Q023 - TEXTCOST,1**

**Q024 - TEXTCOST\_LICENSE:**

Numeric

**Not back | Min = 0 | Max = 0**

How much does the subscription or licence fee cost per year? Do not include any costs you have to pay per message.

**Scripter notes:** Please can the numeric box have a £ to the left.

Ask only if **Q022 - AUTOTEXT,1** and **Q023 - TEXTCOST,2**

**Q025 - TEXTCOST\_MESSAGE:**

Numeric

**Not back | Min = 0 | Max = 0**

What is the fee per text message?

**Scripter notes:** Please can the numeric box have a £ to the left.

Ask only if **Q022 - AUTOTEXT,1**

**Q026 - TEXTCOST\_TIME:**

Numeric

**Not back | Min = 0 | Max = 0**

Please imagine a scenario where a colleague needs to be trained to use the schools automated text messaging service to send 100 text messages. Every message will contain personalised information, for example, name and attendance level. Roughly how many hours of training do you estimate the colleague would need to be trained for?

Please give your answer in hours and round to the nearest hour.

**B004 - SMS: SMS**

**End block**

## Appendix O: IPE School Endline survey - intervention

B001 - School\_info: School\_info

Begin block

Q001 - INTRO:

Single coded

### Not back

Thank you for taking the time to participate in our survey. The survey is being administered by Verian, an independent research agency formerly known as Kantar Public. We are helping evaluate a research project called 'BITUP' in which your school is taking part.

For the BITUP project, your school was asked by the Behavioural Insights Team (BIT) to send messages to parents/carers of pupils whose attendance was less than 95% in the previous (half) term (5–8-week period). These messages informed parents/carers about the number of days their child had been absent from school in the previous term. Now that the project is coming to an end, we are interested in understanding what it was like for your school to deliver the messages to parents/ carers about pupil attendance.

This survey is intended for the person(s) at your school responsible for sending the BITUP messages.

Your responses will remain confidential and the school will not receive a copy of your responses.

Please click here for a copy of our Privacy Policy, which sets out what will happen with your data and rights.

If you are happy to proceed with the survey, which should take about 10 minutes, please press 'yes' below. If you do not wish to participate, please opt out by selecting 'no' below or closing the browser tab.

### Normal

- |   |                 |
|---|-----------------|
| 1 | Yes             |
| 2 | No *SCREEN OUT* |

**Scripter notes:** Can 'Privacy Policy' be hyperlinked to <https://veriangroup.com/hubfs/Privacy-notice/Bitup/Updating-Parents-Interviews-Surveys.pdf>

Can the Verian' (1st paragraph) be hyperlinked to <http://www.veriangroup.com/>

Q002 – SCHOOL\_CONFIRM:

Single coded

Not back | Min = 0 | Max = 0

This survey is for [SCHOOL].

If you are completing the survey on behalf of [SCHOOL], please select yes and continue to the next page. If this is not your school, please can you select no and get in touch with the BITUP project team by contacting us at [bitup@veriangroup.com](mailto:bitup@veriangroup.com).

### Normal

- |   |                 |
|---|-----------------|
| 1 | Yes             |
| 2 | No *SCREEN OUT* |

**Scripter notes:**  
Can [SCHOOL] be filled with the closed link information.  
IF Q002 – SCHOOL\_Confirm , 2 -> Exit\_survey

Ask only IF Q002 – SCHOOL\_Confirm , 2

**Q026 – SCREEN\_OUT:**

Text

Thank you for accessing our survey about the BITUP project.

You have selected that your school is not [SCHOOL]. Please can you contact the BITUP project team to let us know by emailing us at [bitup@veriangroup.com](mailto:bitup@veriangroup.com). We will provide you with a new survey link to allow you to complete the survey for your school.

Thank you again for your time.

**Q003 – COMPLETER\_CONFIRM:**

Single coded

**Not back | Min = 0 | Max = 0**

Can we please just check that you were the person at your school responsible for sending the BITUP messages?

**Normal**

- 1 Yes, I was responsible for sending the BITUP messages
- 2 No, I was not responsible for sending the BITUP messages

**Scripter notes:** IF Q003 – COMPLETER\_CONFIRM , 2 -> DISPLAY MESSAGE:

To help us understand your school's experiences of the BITUP trial we would like the person who was responsible for sending the BITUP messages to complete this survey.

Please can you send the link for this survey to that member of staff. You can do this by either copying the link for the survey or by forwarding the email you received from us.

The member of staff responsible for sending the BITUP messages can complete the survey using the same link in the email.

**Q004 - COMPLETER:**

**Numeric**

**Not back | Min = 0 | Max = 0**

We would like to collect some information about your role at [SCHOOL]. Which of the following roles best describes you?

**Normal**

- 1 Assistant head
- 2 Attendance officer
- 3 Deputy headteacher
- 4 Education welfare officer
- 5 Head of department
- 6 Headteacher
- 7 Key stage leader
- 8 Pastoral lead
- 9 Special educational needs coordinator (SENCo)
- 10 Year group leader
- 11 Class teacher
- 12 School administrator
- 13 Another role (please type in) *\*Open*

**Scripter notes:** Can [SCHOOL] be filled with the closed link information.

**B001 – School\_info: School\_info**

**End block**

**B002 - Fidelity\_Dosage: Fidelity\_Dosage**

**Begin block**

**Q005 – FIDELITY\_INTRO:**

**Text**

**Not back**

The BITUP trial started in October 2023. Schools that took part sent messages to parents/carers about pupil's attendance by text, email, or through the school's message platform if applicable.

The next questions are about communications your school has sent since the beginning of the BITUP trial to parents or carers about their child's attendance. So the following questions are all about the 2023/2024 school year.

**Q006 - STAFF:**

Single coded

**Not back**

Who had overall responsibility for day-to-day pupil attendance within your school?

**Normal**

- |    |   |
|----|---|
| 1  | Assistant head                                |
| 2  | Attendance officer                            |
| 3  | Deputy headteacher                            |
| 4  | Education welfare officer                     |
| 5  | Head of departments                           |
| 6  | Headteacher                                   |
| 7  | Key stage leader                              |
| 8  | Pastoral lead                                 |
| 9  | Special educational needs coordinator (SENCo) |
| 10 | Year group leader                             |
| 11 | Class teacher                                 |
| 12 | School administrator                          |
| 13 | Another role (please type in) <i>*Open</i>    |

**Q007 – STAFF\_COMM:**

Single coded

**Not back | Min = 1**

Aside from yourself, were any other members of staff responsible for sending the parent communications about attendance as part of the BITUP project?

**Normal**

- |   |                                |
|---|--------------------------------|
| 1 | Yes                            |
| 2 | No                             |
| 3 | I don't know <i>*Exclusive</i> |

Ask only if **Q007 – STAFF\_COMM, 1**

**Q008 – STAFF\_COMM:**

Multi coded

**Not back | Min = 1**

Who else was/were responsible for sending the parent communications about attendance as part of the BITUP project?

**Normal**

- 1 Assistant head(s)
- 2 Attendance officer(s)
- 3 Deputy headteacher(s)
- 4 Education welfare officer(s)
- 5 Head(s) of departments
- 6 Headteacher(s)
- 7 Key stage leader(s)
- 8 Pastoral lead(s)
- 9 Special educational needs coordinator(s) (SENCo)
- 10 Year group leader(s)
- 11 Class teacher(s)
- 12 School administrator(s)
- 13 Another role (please type in) *\*Open*

**Q009 – ATTEND\_REVIEW:**

Single coded

**Not back**

How often did your school review pupil attendance to identify pupils with low attendance this past academic year ('23/'24)? Please consider all your school's attendance activities, including the BITUP trial.

**Normal**

- 1 Every day
- 2 Every couple of days
- 3 About once a week
- 4 About once a fortnight
- 5 About once a month
- 6 About once a 6-8 week half term
- 7 About once a term (Autumn, Spring, Summer)
- 8 About once a year
- 9 Less often than once a year

**Q010 – TEXT\_FREQ:**

Single coded

**Not back**

How often did your school send communications about pupil attendance to parents/carers? Please consider all your school's attendance activities, including the BITUP trial.

**Normal**

- |   |  |
|---|--|
| 1 | Every day                                  |
| 2 | Every couple of days                       |
| 3 | About once a week                          |
| 4 | About once a fortnight                     |
| 5 | About once a month                         |
| 6 | About once a 6-8 week half term            |
| 7 | About once a term (Autumn, Spring, Summer) |
| 8 | About once a year                          |
| 9 | Less often than once a year                |

**Q011 – TEXT\_BITUP:**

Single coded

**Not back**

How often did your school send the BITUP messages about pupil attendance to parents/carers? Please only consider communications related to the BITUP trial.

**Normal**

- |   |  |
|---|--|
| 1 | Every day                                  |
| 2 | Every couple of days                       |
| 3 | About once a week                          |
| 4 | About once a fortnight                     |
| 5 | About once a month                         |
| 6 | About once a 6-8 week half term            |
| 7 | About once a term (Autumn, Spring, Summer) |
| 8 | About once a year                          |
| 9 | Less often than once a year                |

**Q012 – TEXT\_TIMING:**

Single coded

**Not back**

During the BITUP trial, when did your school send the BITUP messages about pupil attendance to parents/carers?

**Normal**

- |   |                                |
|---|--------------------------------|
| 1 | At the beginning of the [FILL] |
| 2 | In the middle of the [FILL]    |
| 3 | At the end of the [FILL]       |
| 4 | The timing varied each [FILL]  |

**Scripter notes:** For the question text: Can the [TEXTFILL RESPONSE From TEXT\_FREQ] be in lowercase.

For the answer codes:

- If **TEXT\_BITUP** = 1 “Every day”, replace “[FILL]” with “day”
- If **TEXT\_BITUP** = 2 “Every couple of days” replace “[FILL]” with “day”
- If **TEXT\_BITUP** = 3 “About once a week”, replace “[FILL]” with “week”
- If **TEXT\_BITUP** = 4 “About once a fortnight”, replace “[FILL]” with “fortnight”
- If **TEXT\_BITUP** = 5 “About once a month”, replace “[FILL]” with “month”
- If **TEXT\_BITUP** = 6 “About once a 6-8 week half term”, replace “[FILL]” with “half term”
- If **TEXT\_BITUP** = 7 “About once a term (Autumn, Spring, Summer)”, replace “[FILL]” with “term”
- If **TEXT\_BITUP** = 8 “About once a year”, replace “[FILL]” with “year”

**Q013 – AltCommYN:**

Single coded

**Not back**

Outside of the messages sent as part of the BITUP trial, did your school communicate with parents/carers in any other ways about their children’s absences?

**Normal**

- |   |     |
|---|-----|
| 1 | Yes |
| 2 | No  |

Ask only if Q013 – AltCommYN, 1

**Q014 – AltComm:**

Multi coded

**Not back | Min = 1**

Which of these other means of communication did your school use to send messages directly to parents/carers about their child's low attendance?

Select all that apply.

**Normal**

- 1 Face-to-face
- 2 Text message
- 3 Messages via school app or website
- 4 Phone call
- 5 Video call
- 6 Email
- 7 Post
- 8 Another means of communication (please type in) *\*Open*
- 9 I don't know *\*Exclusive*

**B002 - Fidelity\_Dosage: Fidelity\_Dosage**

End block

**B003 – Fidelity\_Adaptation: Fidelity\_Adaptation**

Begin block

**Q015 – Comm\_OtherLangYN:**

Single coded

**Not back**

During the BITUP trial, did your school send communications about pupil attendance to parents/carers in a language other than English?

**Normal**

- 1 Yes
- 2 No
- 9 I don't know *\*Exclusive*

Ask only if **Q015 – Comm\_OtherLangYN, 1**

**Q016 – Comm\_Lang:**

Multi coded

**Not back**

Aside from English, what other language(s) did your school use to communicate with parents/careers about pupil attendance?

Select all that apply.

**Normal**

- |    |             |
|----|-------------|
| 1  | Ukrainian   |
| 2  | Polish      |
| 3  | Romanian    |
| 4  | Pubjabi     |
| 5  | Urdu        |
| 6  | Portuguese  |
| 7  | Spanish     |
| 8  | Arabic      |
| 9  | Bengali     |
| 10 | Gujarati    |
| 11 | Other *Open |

**Scripter notes:** Randomise order of list items 1-10

**Q017 – Amend\_messages:**

Single coded

**Not back**

During the BITUP trial, the Behavioural Insight Team (BIT) provided your school with templates for attendance messages.

Before sending these messages about pupil attendance to parents/carers, did your school make any amendments to the messages sent out in English?

**Normal**

- |   |                         |
|---|-------------------------|
| 1 | Yes                     |
| 2 | No                      |
| 9 | I don't know *Exclusive |

Ask only if Q017 – Amend\_messages, 1

**Q018 – Components\_Msg:**

Multi coded

**Not back**

Which of the following, if any, did your school amend in messages that were sent? Please select all changes that you made at least once during the trial. If you made other changes, please provide those in the open text field below.

**Normal**

- 1 Changed the number of days the pupil had been absent from school
- 2 Changed the pupil's absence or attendance rate to a percentage
- 3 Amended or provided more detail about the potential impact of the pupil missing school
- 4 Added parent's first name
- 5 Removed or amended pupil's first name
- 6 Removed mention of number of days the pupil had been absent from school
- 7 Softened the language and/or provided reassurance for parent
- 8 Another type of information (please type in) \*Open
- 9 I don't know \*Exclusive

**Scripter notes:** Randomise order of list items 1-7

**Q019 – Sending\_Ease:**

Single coded

**Not back**

How did you find sending the personalised messages to parents/carers?

**Normal**

- 1 Found it very easy
- 2 Found it easy
- 3 Found it neither easy nor difficult
- 4 Found it difficult
- 5 Found it very difficult
- 6 I don't know \*Exclusive

**Q020 – Exclude\_Send:**

Single coded

**Not back**

Each school was given a list of pupils eligible for a personalised attendance message by the Behavioural Insights Team at the start of each term. Schools were also permitted to remove pupil's names from this list, if they felt it would be inappropriate to send messages to their parents/carers about their child's attendance. When reviewing the list of eligible pupils, did your school choose to remove any pupils from this list?

**Normal**

- 1 Yes, my school chose to remove some pupils on these lists
- 2 No, my school chose to contact all pupils on these lists
- 6 I don't know \*Exclusive

Ask only if **Q020 – Exclude\_Send, 1**

**Q021 – Exclude\_Sendwhy:**

Multi coded

**Not back**

What were the reasons for your school removing some pupils names from the list of those who were eligible to receive personalised messages about their attendance?

Select all that apply.

**Normal**

- 1 Missed school due to a family bereavement
- 2 Short-term child illness
- 3 Long-term child illness
- 4 Short-term parent/carer illness
- 5 Long-term parent/carer illness
- 6 Parent/carer indicated that they did not want to receive message(s)
- 7 Cultural or religious reasons for missing school
- 8 Other *\*Open*

**B003 – Fidelity\_Adaptation: Fidelity\_Adaptation**

End block

**B004 – Usual\_Practice: Usual\_Practice**

Begin block

**Q022 – Future\_Implement:**

Single coded

**Not back**

Thinking about the next academic year, which begins in September 2024. Will your school continue to send personalised attendance messages to parents/carers about pupil attendance?

**Normal**

- 1 Yes
- 2 No
- 9 I don't know *\*Exclusive*

Ask only if **Q022 – Future\_Implement, 1**

**Q023 – Future\_Content:**

Multi coded

**Not back**

Thinking about the next academic year, which begins in 2024.

Which of the following, if any, would your school include in personalised attendance messages to parents/carers?

**Normal**

- 1 The number of days the pupil has been absent from school, or has attended school, within a specific time period
- 2 The pupil's absence or attendance rate as a percentage
- 3 A reminder of the potential impact of the pupil missing school
- 4 A reminder that the next half-term is a fresh start
- 5 Another type of information (please type in) *\*Open*
- 6 I don't know *\*Exclusive*
- 7 None of the above *\*Exclusive*

**Scripter notes:** Randomise order of list items 1-4

Ask only if **Q022 – Future\_Implement, 2,9**

**Q024 – Implement\_Barrier:**

Open text

**Not back**

Could you please briefly explain why your school [FILL] continue to send personalised attendance messages to parents/carers about pupil attendance.

**Scripter notes:** For [FILL]:  
If **Future\_Implement** = 2 “No”, replace “[FILL]” with “will not”  
If **Future\_Implement** = 9 “I don't know”, replace “[FILL]” with “may not”

**B004 – Usual\_Practice: Usual\_Practice**

End block

**Q025 – SURVEY END:**

Text

**NO INPUT**

You have now completed the survey, please click 'continue' to submit your answers.  
Thank you for taking the time to participate.

As a reminder, your responses will remain confidential, meaning your school will not receive a copy of your responses.

Please click here for a copy of our Privacy Policy, which sets out what will happen with your data and rights.

If you have any questions about the BITUP trial or this survey, please contact: [BITUP@veriangroup.com](mailto:BITUP@veriangroup.com)

**Scripter notes:** Can 'Privacy Policy' be hyperlinked to  
<https://veriangroup.com/hubfs/Privacy-notice/Bitup/Updating-Parents-Interviews-Surveys.pdf>

## Appendix P: IPE School Endline survey - costs

B001 - School\_systems: School\_systems

Begin block

Q001 - INTRO:

Single coded

### Not back

Thank you for taking the time to participate in our survey. The survey is being administered by Verian, an independent research agency formerly known as Kantar Public. We are helping evaluate a research project called 'BITUP' which your school is taking part in.

For the BITUP project, your school was asked by the Behavioural Insights Team (BIT) to send messages to parents/carers of pupils whose attendance was less than 95% in the previous (half) term (5–8-week period). These messages informed parents/carers about the number of days their child had been absent from school in the previous term. Now that the project is coming to an end, we are interested in understanding what it was like for your school to deliver the messages to parents/carers about pupil attendance.

To help us to evaluate the costs associated with BITUP project, this survey asks about the financial and time costs of running the BITUP program at your school during the 2023-24 academic year. This survey is intended for the person(s) at your school who was responsible for overseeing the financial costs associated with the BITUP messages, including the staff time involved in sending the messages.

Your responses will remain confidential and the school will not receive a copy of your responses.

Please click here for a copy of our Privacy Policy, which sets out what will happen with your data and rights.

If you are happy to proceed with the survey, which should take about 5 minutes, please press 'yes' below. If you do not wish to participate, please opt out by selecting 'no' below or closing the browser tab.

### Normal

- 1 Yes
- 2 No **\*SCREEN OUT\***

**Scripter notes:** Can 'Privacy Policy' be hyperlinked to <https://veriangroup.com/hubfs/Privacy-notice/Bitup/Updating-Parents-Interviews-Surveys.pdf>

Can the Verian' (1<sup>st</sup> paragraph) be hyperlinked to <http://www.veriangroup.com/>

**Q002 - SCHOOL:**

Single coded

**Not back | Min = 0 | Max = 0**

This survey is for [SCHOOL].

If you are completing the survey on behalf of [SCHOOL], please select yes and continue to the next page. If this is not your school, please can you select no and get in touch with the BITUP project team by contacting us at [bitup@veriangroup.com](mailto:bitup@veriangroup.com).

**Normal**

- |   |                        |
|---|------------------------|
| 1 | Yes                    |
| 2 | No <b>*SCREEN OUT*</b> |

**Scripter notes:** Can [SCHOOL] be filled with the closed link information.

Ask only if **Q002 – SCHOOL\_Confirm,2** -> Exit\_survey

**Q003 – COMPLETER\_CONFIRM:**

Multi coded

**Not back | Min = 0 | Max = 0**

Can we please just check that you were the person at your school responsible for overseeing the financial costs associated with the BITUP messages, including the staff time involved in sending the messages.

**Normal**

- |   |   |
|---|---|
| 1 | Yes, I was responsible for overseeing the financial costs associated with the BITUP messages, including the staff time involved in sending the messages.                        |
| 2 | No, I was not responsible for overseeing the financial costs associated with the BITUP messages, including the staff time involved in sending the messages. <b>*SCREEN OUT*</b> |

**Scripter notes:** IF Q003 – COMPLETER\_CONFIRM , 2 -> DISPLAY MESSAGE:

To help us understand your school's experiences of the BITUP trial we would like the person who was responsible for overseeing the financial costs associated with the BITUP messages, including the staff time involved in sending the messages to complete this survey.

Please can you send the link for this survey to this member of staff. You can do this by either copying the link for the survey or by forwarding the email you received from us.

The member of staff responsible for overseeing the financial costs and staff time associated with sending the BITUP messages can complete the survey using the same link in the email.

**B001 - School\_systems: School\_systems**

End block

**B002 – Staff\_Cost: Staff\_Cost**

Begin block

**Q004 – Cost\_involve:**

Multi coded

**Not back**

At your school, which staff members were involved in the BITUP trial?

These staff may have monitored and reviewed pupil attendance or sent personalised attendance messages to parents/carers.

**Normal**

- 1 Assistant head
- 2 Attendance officer
- 3 Deputy headteacher
- 4 Education welfare officer
- 5 Head of departments
- 6 Headteacher
- 7 Key stage leader
- 8 Pastoral lead
- 9 Special educational needs coordinator (SENCo)
- 10 Year group leader
- 11 Class teacher
- 12 School administrator
- 13 Another role (please type in) *\*Open*

**Q005 – Cost\_EligibilityPT:**

Multi coded

**Not back**

For the next few questions, we would like you to think about an average half term (5-8 week period) in the 2023-2024 academic year.

During the BITUP trial, how much staff time did your school spend on determining whether a pupil's parent/carer was eligible to receive a BITUP attendance message? Please include any time reviewing and discussing whether any pupils' families should not be contacted despite being eligible to receive a BITUP message.

Please provide the (estimated) number of hours spent for everyone that helped deliver the project. If a member of staff spent 30 minutes on this activity, please record this as 0.5 hours.

	Time (hours)
1	Assistant head
2	Attendance officer
3	Deputy headteacher
4	Education welfare officer
5	Head of departments
6	Headteacher
7	Key stage leader
8	Pastoral lead
9	Special educational needs coordinator (SENCo)
10	Year group leader
11	Class teacher
12	School administrator
13	Another role (please type in) <i>*Open</i>

**Scripter notes:** Only display the columns in the table which were selected at Q004 – Cost\_involve.

**Q006 – Amend\_messages:**

Single coded

**Not back**

During the BITUP trial, the Behavioural Insight Team (BIT) provided your school with templates for attendance messages.

Before sending these messages about pupil attendance to parents/carers, did your school make any amendments to the messages sent out in English?

**Normal**

- 1 Yes
- 2 No
- 9 I don't know *\*Exclusive*

Ask only if **Q006 – List Amend\_messages,1**

**Q007 – Cost\_Amendmessages:**

Multi coded

**Not back**

Thinking about an average half term (5-8 week period) in the 2023-2024 academic year.

How much staff time did your school spend on making amendments to the BITUP messages send out in English?

Please provide the (estimated) number of hours spent for everyone that helped deliver the project. If a member of staff spent 30 minutes on this activity, please record this as 0.5 hours.

	Time (hours)
1	Assistant head
2	Attendance officer
3	Deputy headteacher
4	Education welfare officer
5	Head of departments
6	Headteacher
7	Key stage leader
8	Pastoral lead
9	Special educational needs coordinator (SENCo)
10	Year group leader
11	Class teacher
12	School administrator
13	Another role (please type in) <i>*Open</i>

**Scripter notes:** Only display the columns in the table which were selected at Q004 – Cost\_involve.

**Q008 – Cost\_sendingPT:**

Multi coded

**Not back**

Thinking about an average half term (5-8 week period) in the 2023-2024 academic year.

How much staff time did your school spend on sending the BITUP attendance messages to a pupil's parent/carer?

Please provide the (estimated) number of hours spent for everyone that helped deliver the project. If a member of staff spent 30 minutes on this activity, please record this as 0.5 hours.

	Time (hours)
1	Assistant head
2	Attendance officer
3	Deputy headteacher
4	Education welfare officer
5	Head of departments
6	Headteacher
7	Key stage leader
8	Pastoral lead
9	Special educational needs coordinator (SENCo)
10	Year group leader
11	Class teacher
12	School administrator
13	Another role (please type in) *Open

**Scripter notes:** Only display the columns in the table which were selected at Q004 – Cost\_involve.

**Q009 – Cost\_responding:**

Multi coded

**Not back**

Thinking about an average half term (5-8 week period) in the 2023-2024 academic year.

How much staff time did your school spend on responding to parents about the BITUP attendance messages?

Please provide the (estimated) number of hours spent for everyone that helped deliver the project. If a member of staff spent 30 minutes on this activity, please record this as 0.5 hours.

	Time (hours)
1	Assistant head
2	Attendance officer
3	Deputy headteacher
4	Education welfare officer
5	Head of departments
6	Headteacher
7	Key stage leader
8	Pastoral lead
9	Special educational needs coordinator (SENCo)
10	Year group leader
11	Class teacher
12	School administrator
13	Another role (please type in) *Open

**Scripter notes:** Only display the columns in the table which were selected at Q004 – Cost\_involve.

**Q010 – Cost\_EligFuture:**

Multi coded

**Not back**

We would now like you to think about how much time staff at your school would need to continue to send BITUP messages in the next academic year, if the Behavioural Insights Team was not involved.

Thinking about an average half term (5-8 week period), how much time would it take for staff at your school to identify all pupils whose attendance was less than 95% in the previous half term?

Please provide the (estimated) number of hours spent for everyone who would be involved in identifying pupil's attendance. If a member of staff would spend 30 minutes on this activity, please record this as 0.5 hours.

		Time (hours)
1	Assistant head	
2	Attendance officer	
3	Deputy headteacher	
4	Education welfare officer	
5	Head of departments	
6	Headteacher	
7	Key stage leader	
8	Pastoral lead	
9	Special educational needs coordinator (SENCo)	
10	Year group leader	
11	Class teacher	
12	School administrator	
13	Another role (please type in) *Open	

**Q011 – Cost\_CreatingFuture:**

Multi coded

**Not back**

Still thinking about the time needed to use the BITUP messages in the next academic year.

Thinking about an average half term (5-8 week period), how much time would it take for staff at your school to create messages for parents personalised with the number of days their child missed?

Please provide the (estimated) number of hours spent for everyone who would be involved in creating and sending such messages. If a member of staff would spend 30 minutes on this activity, please record this as 0.5 hours.

		Time (hours)
1	Assistant head	
2	Attendance officer	
3	Deputy headteacher	
4	Education welfare officer	
5	Head of departments	
6	Headteacher	
7	Key stage leader	
8	Pastoral lead	
9	Special educational needs coordinator (SENCo)	
10	Year group leader	

- |    |                                     |
|----|-------------------------------------|
| 11 | Class teacher                       |
| 12 | School administrator                |
| 13 | Another role (please type in) *Open |

**Q012 – Cost\_trainingPA:**

Multi coded

**Not back**

We would now like you to think about the entire 2023-2024 academic year.

How much staff time did your school spend on training staff to send the personalised BITUP attendance messages? Please include time spent attending briefing(s) and training(s) by BIT, as well as any time spent on other training or practice for delivering the BITUP messages.

Please provide the (estimated) number of hours spent for everyone that helped deliver the project. If a member of staff spent 30 minutes on this activity, please record this as 0.5 hours.

	Time (hours)
1	Assistant head
2	Attendance officer
3	Deputy headteacher
4	Education welfare officer
5	Head of departments
6	Headteacher
7	Key stage leader
8	Pastoral lead
9	Special educational needs coordinator (SENCo)
10	Year group leader
11	Class teacher
12	School administrator
13	Another role (please type in) *Open

**Scripter notes:** Only display the columns in the table which were selected at Q004 – Cost\_involve.

**B002 – Staff\_Cost: Staff\_Cost**

End block

**B003 – Direct\_Cost : Direct\_Cost**

Begin block

**Q013 – List\_DirectCost:**

Multi coded

**Not back**

We would now like to ask you some questions about the direct monetary costs associated with the BITUP project.

Thinking about the entire 2023-2024 academic year, which, if any, of the following costs did your school incur as a result of the BITUP project?

**Rows**

- |   |   |
|---|---|
| 1 | Cost of (license fee for) a text/messaging platform |
| 2 | Cost of sending each (text) message                 |
| 3 | Cost of a cover teacher because of the BITUP trial  |
| 4 | Other costs (please type in)                        |

**Cols**

- |   |                                |
|---|--------------------------------|
| 1 | Yes                            |
| 2 | No                             |
| 3 | I don't know <i>*Exclusive</i> |

Ask only if **Q013 – List\_DirectCost, 1 = 1** 'Yes'

**Q014 – Cost\_platform:**

Numeric

During the 2023-2024 academic year, what was the cost of the license fee for your school's text/messaging platform to send personalised BITUP messages to parents/carers?

If you are not sure, please provide your best estimate

**Scripter notes:** Please can the numeric box have a £ to the left.

Ask only if **Q013 – List\_DirectCost, 2 = 1** 'Yes'

**Q015 – Cost\_text\_message:**

Numeric

During the 2023-2024 academic year, what was the cost of sending each personalised text message to parents/carers about their pupil's attendance?

Please provide the cost per message.

**Scripter notes:** Please can the numeric box have a £ to the left.

Ask only if **Q013 – List\_DirectCost, 3 = 1** 'Yes'

**Q016 – Cost\_coverstaff:**

Numeric

During the 2023-2024 academic year, what was the cost of paying for external teaching cover that was needed as a result of the BITUP trial (e.g. to enable staff to attend training)?

Please provide the total cost incurred as a result of the BITUP trial.

**Scripter notes:** Please can the numeric box have a £ to the left.

Ask only if **Q013 – List\_DirectCost, 4 = 1** 'Yes'

**Q017 – Cost\_other:**

Numeric

During the 2023-2024 academic year, what was the cost of [PIPPED TEXT]?

Please provide the total cost for the 2023-2024 academic year for all items you listed combined.

**Scripter notes:** Can 'PIPPED TEXT' be replaced with the characters inputted in the open text for **Q013 – List\_DirectCost, 4**  
Please can the numeric box have a £ to the left.

**Q018– SURVEY END:**

Text

**NO INPUT**

You have now completed the survey, please click 'continue' to submit your answers.  
Thank you for taking the time to participate.

As a reminder, your responses will remain confidential, meaning your school will not receive a copy of your responses.

Please click [here](#) for a copy of our Privacy Policy, which sets out what will happen with your data and rights.

If you have any questions about the BITUP trial or this survey, please contact: [BITUP@veriangroup.com](mailto:BITUP@veriangroup.com)

**Scripter notes:** Can 'Privacy Policy' be hyperlinked to  
<https://veriangroup.com/hubfs/Privacy-notices/Bitup/Updating-Parents-Interviews-Surveys.pdf>

Ask only IF **Q002 – SCHOOL\_Confirm, 2**

**Q019 – SCREEN\_OUT:**

Text

Thank you for accessing our survey about the BITUP project.  
You have selected that your school is not [SCHOOL]. Please can you contact the BITUP project team by emailing us at [bitup@veriangroup.com](mailto:bitup@veriangroup.com). We will provide you with a new survey link to allow you to complete the survey.  
Thank you again for your time.

## Appendix Q: IPE Parent Endline survey

Q017 – LANGUAGE:

Single coded

Please select the language you would like to complete the survey in.

- |    |                                  |
|----|----------------------------------|
| 1  | English                          |
| 2  | العربية [code as 'Arabic']       |
| 3  | বাংলা [code as 'Bengali']        |
| 4  | ગુજરાતી [code as 'Gujarati']     |
| 5  | Polski [code as 'Polish']        |
| 6  | Português [code as 'Portuguese'] |
| 7  | ਪੰਜਾਬੀ [code as 'Punjabi']       |
| 8  | Română [code as 'Romanian']      |
| 9  | español [code as 'Spanish']      |
| 10 | українська [code as 'Ukrainian'] |
| 11 | اردو [code as 'Urdu']            |

**Scripter notes:** Please code their answers as the English language equivalent. Based on their answer choice, please pipe participants to the corresponding survey link in the language of their choice.

Q001 – WELCOME:

Text

Thank you for taking the time to participate in our survey. This survey is being administered by Verian, an independent research agency formerly known as Kantar Public. We are helping evaluate a research project called 'BITUP' which your child's school, [SCHOOL], is taking part in.

This survey aims to explore your experiences and perceptions of your child's attendance at [SCHOOL]. As a thank you for completing this survey, we're offering a £5 digital voucher from Love2Shop that can be spent with around 2,000 UK retailers which will be emailed to you after the survey closes.

Your responses will remain confidential and the school will not receive a copy of your responses.

Please click here for a copy of our Privacy Policy, which sets out what will happen with your data and rights. This survey is being conducted in accordance with the MRS Code of Conduct.

If you have any questions about the research, please contact us at [bitup@veriangroup.com](mailto:bitup@veriangroup.com).

The whole survey should take you around 10 minutes, but you are also free to withdraw at any time by closing the survey.

Please press '>>' to start the survey.

**Scripter notes:** Please replicate the hyperlinks above:

1. "Verian" – [www.veriangroup.com](http://www.veriangroup.com)
2. "Privacy Policy" - <https://veriangroup.com/hubfs/Privacy-notices/Bitup/Updating-Parents-Interviews-Surveys.pdf>
3. "BITUP@veriangroup.com" – <mailto:bitup@veriangroup.com>

**Q002 – CHILD NAMES:**

**Text & DROPDOWN**

First, please could you fill in the (English) first name, last name, and year group of your child(ren) enrolled in Years 7–11 at [SCHOOL] using the text boxes below.

If you have multiple children attending [SCHOOL] in Years 7–11 please add them all, but leave any rows not needed empty.

**Scripter notes:** Create a 3-column table with five rows (column header plus four empty rows for respondent to complete). The first column header should be 'First Name', second column header 'Last Name', and third column header should be 'Year Group'. The first and second column should be a text input box for each row, while the third column should be a drop-down menu for each row with the following options: 'Year 7', 'Year 8', 'Year 9', 'Year 10', 'Year 11'.

1. After the participant presses next, randomly select one inputted first name to save under variable CHILDNAME (ignoring empty rows). Set validation that first name and last name can only be letters, spaces, and hyphens.

Ask only IF multiple children inputted into **Q002 – CHILD NAMES**

**Q002a – CHILDSELECT:**

**Text**

To make things simpler, for the next few questions we will only ask you about [CHILDNAME]. Please focus only on [CHILDNAME] when answering the following questions.

**Q003 - ABS\_ESTIMATE:**

**Numeric**

Since the beginning of this school year (since Autumn 2023), how many days do you think your child, [CHILDNAME], has been absent from school?

- |    |   |
|----|---|
| 1  | [TEXT BOX FOR RESPONSE – LIMIT BETWEEN 0 AND 200, NUMERIC INPUT ONLY] |
| 99 | Don't know <i>*Exclusive</i>  |

Ask only IF **Q003 – ABS\_ESTIMATE, 99**

**Q003a - ABS\_ESTIMATE\_DK:**

**Numeric**

If you had to guess, how many days do you think your child, [CHILDNAME], was absent from school since the beginning of this school year?

- |    |   |
|----|---|
| 1  | [TEXT BOX FOR RESPONSE – LIMIT BETWEEN 0 AND 200, NUMERIC INPUT ONLY] |
| 99 | I don't have a guess <i>*Exclusive</i>                                |

**Q004 - ABS\_CONSEQ\_P:**

Single code

To what extent do you agree that attending school every day is important for [CHILDNAME] to succeed in school?

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 99 Don't know

**Scripter notes:** Randomise for each participant whether answer codes are presented in this order (1-4,99), or reverse order (4-1, 99). 99 should always appear last.

**Q005 - ABS\_CONSEQ\_N:**

Single code

To what extent do you agree that every additional day of school that [CHILDNAME] misses has a big effect on their grades?

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 99 Don't know

**Scripter notes:** Randomise for each participant whether answer codes are presented in this order (1-4,99), or reverse order (4-1, 99). 99 should always appear last.

**Q006 - ABS\_CONTROL**

Single code

How much control do you feel you have over [CHILDNAME] attending school?

- 1 No control
- 2 Little control
- 3 Some control
- 4 Moderate control
- 5 Complete control
- 99 Don't know

**Scripter notes:** Randomise for each participant whether answer codes are presented in this order (1-5,99), or reverse order (5-1, 99). 99 should always appear last.

**Q007 - ABS\_RESPONSIBILITY**

Single code

How responsible do you feel for ensuring [CHILDNAME] attends school?

- 1 Not at all responsible
- 2 Slightly responsible
- 3 Moderately responsible
- 4 Very responsible
- 5 Extremely responsible
- 99 Don't know

**Scripter notes:** Randomise for each participant whether answer codes are presented in this order (1-5,99), or reverse order (5-1, 99). 99 should always appear last.

**Q008 - ABS\_ACCEPTABLE:**

Numeric

How many days do you feel it would be acceptable for your child, [CHILDNAME], to be absent in one school year at [SCHOOL] for any reason?

- 1 [TEXT BOX FOR RESPONSE – LIMIT BETWEEN 0 AND 200, NUMERIC INPUT ONLY]
- 99 Don't know *\*Exclusive*

**Q009 - MSGCONFIRM:**

Single code

Since the beginning of this school year, did you at any point receive a message about [CHILDNAME]'s attendance specifying the number of days they were absent?

- 1 Yes
- 2 No
- 99 Don't know *\*Exclusive*

Ask only IF Q009 – MSGCONFIRM, 1

**Q010 – MSG\_RESPONSE**

Multi code

Which, if any, of the following actions did you take after receiving a message about [CHILDNAME]’s attendance that specified the number of days they were absent?

Please select any action you took after receiving a message.

- 1 Discussed attendance with [CHILDNAME]
- 2 Discussed attendance with the school
- 3 Discussed attendance with the other parent(s)/carer(s) of [CHILDNAME]
- 4 Discussed attendance with parent(s)/carer(s) of other students at [SCHOOL]
- 5 Monitored [CHILDNAME]’s attendance more closely
- 6 Other (please specify) \*Open
- 99 None of the above \*Exclusive

Ask only IF Q009 – MSGCONFIRM, 2,99

**Q0012 - MSGAWARE:**

Single code

Prior to this survey, were you aware that there were messages that specified the number of days a child had been absent being sent to parents at [SCHOOL]?

- 1 Yes
- 2 No

Ask only IF Q012 – MSGAWARE, 1

**Q0013 – MSGAWARE\_SOURCE:**

Multi code

How did you hear that there were messages that specified the number of days a child had been absent being sent to parents at [SCHOOL]?

Please select all that apply.

- 1 The school informed me that messages were being sent to parents
- 2 Other parents/carers told me messages were being sent to parents
- 3 Other parents/carers showed me the messages they were sent
- 4 Another source told me messages were being sent to parents (please specify) \*Open

**Q0011 – MSG\_CONTINUE:**

Single code

In your opinion, should schools continue to send these messages to parents specifying the number of days their children were absent?

- 1 Yes
- 2 No
- 99 I don't mind

Ask only IF Q009 – MSGCONFIRM, 1

**Q0014 – INTERVIEW\_CONSENT:**

Open text

Thank you for participating in this survey.

If selected, you could receive £75 by telling us more about what it was like to receive a message with the number of days your child missed school during a 50-minute interview. If you and your child would be happy to talk to us, please provide a contact phone number below.

A member of our research team will be in touch with more information if you are selected.

- 1 [TEXT BOX – NUMERIC INPUT]
- 99 I do not wish to participate in further research \**Exclusive*

**Scripter notes:** Please validate such that only numeric digits can be entered.

**Q0015 – EMAIL:**

Open text

In order to receive your £5 digital voucher from Love2Shop for taking part in this survey, please input your email address below.

This will be emailed to you after the survey closes, but if you haven't received it by the end of July please contact: [BITUP@veriangroup.com](mailto:BITUP@veriangroup.com).

- 1 [TEXT BOX – EMAIL INPUT]
- 99 I do not want the voucher \**Exclusive*

**Scripter notes:** Please validate such that only email addresses can be entered.

**Q016 – SURVEYEND:**

Text

You have now completed the survey, please click '>>' to submit your answers.

Thank you for taking the time to participate.

As a reminder, your responses will remain confidential, and the school will not receive a copy of your responses.

This survey was administered by [Verian](#), an independent research agency formerly known as Kantar Public. We are helping evaluate a research project called 'BITUP' which your child's school, [SCHOOL], is taking part in.

This project aims to improve school communication with parents/carers about their children's attendance. Beginning from October 2023, your child's school sent messages every half term to some parents/carers

whose child's attendance was lower than 95% in the previous term. Verian is evaluating the impact of these messages. You may or may not have received a message as part of this project.

The findings from this survey will help us to understand how effective the messages have been. By learning from your and other parents' experiences we can improve the messages going forward, to make them useful for parents and pupils in the future.

Please click here for a copy of our [Privacy Policy](#), which sets out what will happen with your data and rights.

If you have any questions about the BITUP trial or this survey, please contact: [BITUP@veriangroup.com](mailto:BITUP@veriangroup.com)

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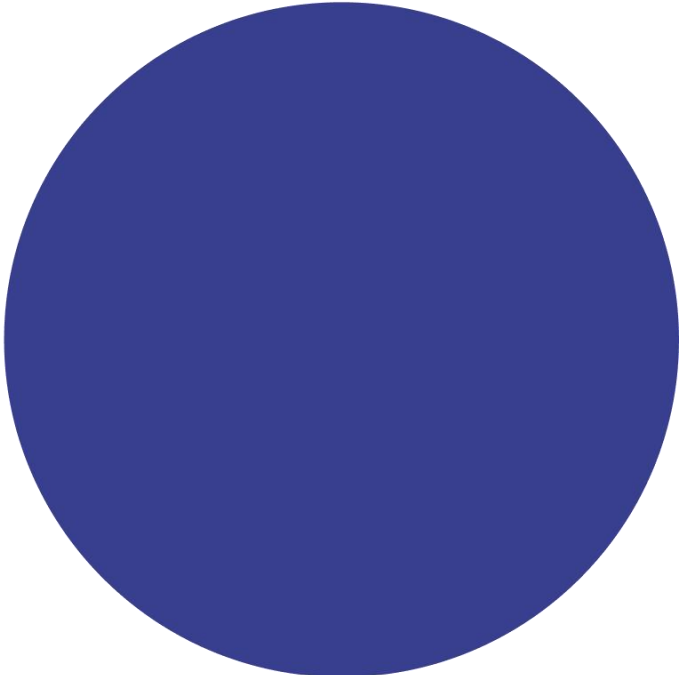
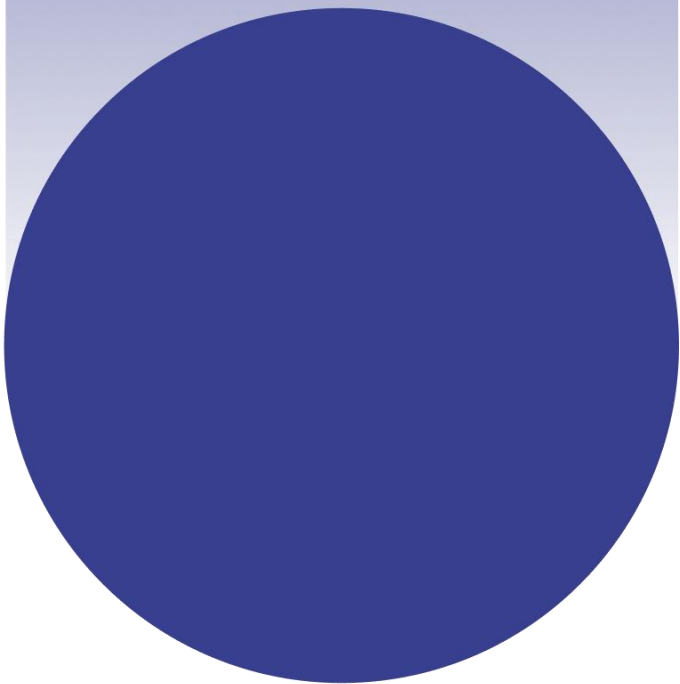
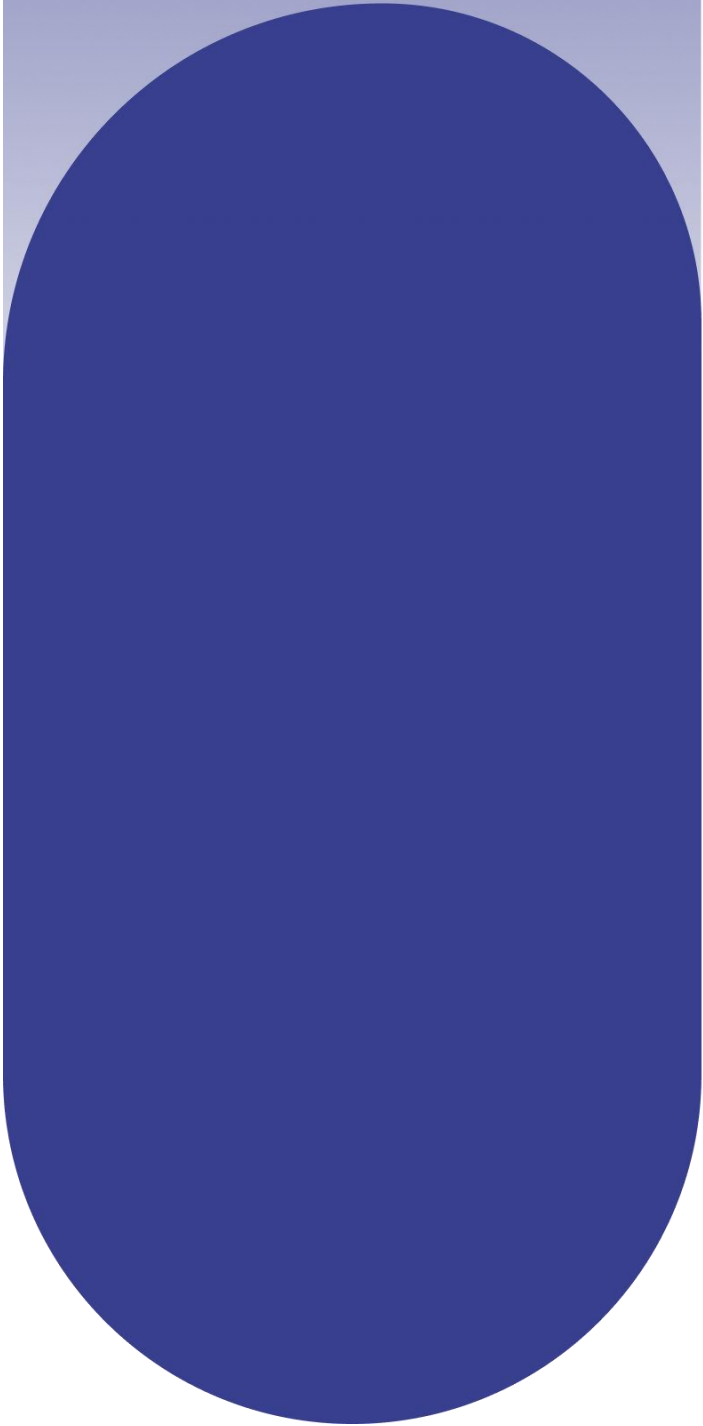
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