

# THE BIG FUTURE

## ***The Big Future* stakeholder toolkit**

The Children's Commissioner, Dame Rachel de Souza, has a statutory and independent role to promote and protect the rights of children, and to make sure that their voices are heard by those who make decisions about their lives.

To help her do this, Dame Rachel is launching her biggest survey yet. *The Big Future* will ask a million children about childhood today. About the things that worry them, the things they love, the ways they have fun, and the changes they want for a better future.

At a time when there is a mood of doubt across Westminster and the nation at large about how we raise our children today – from screentime to schooling, from future jobs to AI – we will be granting many of those same children the right to vote for the first. Yet, children consistently say they're not heard and excluded from the debate.

That's why *The Big Future* will offer a new and comprehensive look at what children have to say about childhood today, and what they think needs to change for a better future.

This toolkit contains everything you will need to complete the survey with children and to share it with your networks.

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## Partner with us on *The Big Future*

We'd love to hear more about how your organisation has engaged with *The Big Future*. We will be sharing posts from schools, individuals, and other groups.

The Children's Commissioner will formally recognise schools, multi-academy trusts (MATs), and other organisations that achieve high participation rates for their contribution to amplifying children's voices.

We are interested in partnering with large national networks of young people that aren't part of the formal education system. We are able to provide tailored links to the survey, which will allow us to track engagement, share tailored insights on the responses from within these networks, and to recognise high participation rates. If you are interested in this, please get in touch.

## Contact

If you have any questions or would like to partner with us, please get in touch:

- [childrens.commissioner@childrenscommissioner.gov.uk](mailto:childrens.commissioner@childrenscommissioner.gov.uk)

Media contacts are available here:

- [childrenscommissioner.gov.uk/media-centre/](https://childrenscommissioner.gov.uk/media-centre/)

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## Completing the survey

How children can answer the survey:

- The survey can be completed on a wide range of devices (tablets, laptops, smartphones, etc).
- It is open to anyone aged 0-18, or an adult on their behalf if they need help to fill it out.
- It takes 5-10 minutes to complete the survey.
- The survey is open until 23 October 2026, with findings published in February 2027.
- There are questions about voting, school, your area, online safety and space for you to tell us what you think is important:

*What should the government do to make your future better?*

## Take part now



**Survey:** [childrenscommissioner.gov.uk/thebigfuture](https://childrenscommissioner.gov.uk/thebigfuture)

**Resources & FAQs:** [childrenscommissioner.gov.uk/the-big-future](https://childrenscommissioner.gov.uk/the-big-future)

**Socials:** #TheBigFuture

Instagram: @ChildrensCommissioner   X: @ChildrensComm

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[Please note: All assets in this toolkit will go live at 07.00 on Friday 8<sup>th</sup> May.]

## Resources and activities to support sharing of The Big Future

In addition to the assets & copy included in this toolkit, we have produced publicly available resources to help children complete *The Big Future*:

- Short introductory **videos** from the Children's Commissioner for primary and secondary age children.
- **Lessons plans** for primary and secondary age children.
- **Guide** for adults completing *The Big Future* on behalf of children
- **Guide** for completing *The Big Future* in youth groups, clubs, and out of school settings
- **Guide** for teachers completing *The Big Future* with their pupils
- **Activity:** What should the government do to make your future better? (postcard and placard version)
- **Flyer**

See **Resources & FAQs:** [childrenscommissioner.gov.uk/the-big-future](https://childrenscommissioner.gov.uk/the-big-future).

Assets & copy

Asset	Content
<p><b>Campaign Copy/newsletter copy for adult stakeholders</b></p>	<p>The Children's Commissioner, Dame Rachel de Souza, promotes and protects the rights of children, and ensures voices are heard by those who make decisions about their lives. She has launched her latest survey - <i>The Big Future</i> to give children a real say in the changes that are needed to ensure that childhood is a time of flourishing and growth.</p> <p><i>The Big Future</i> is open until 23<sup>rd</sup> October and asks children about childhood today - about the things that worry them, the things they love, the ways they have fun, and the changes they want for a better future.</p> <p>At a time when there is a mood of doubt across Westminster and the nation at large about how we raise our children, from screen time to schooling, we will be granting those same children the right to vote. For the first time, hundreds of thousands of children will be eligible to vote in the next general election at age 16, the biggest change to the franchise in half a century – yet just one in five children say politicians listen to them.</p> <p>It is more urgent than ever to make sure that children’s voices are heard by those in power.</p> <p>Here’s the link to the survey:  <a href="https://childrenscommissioner.gov.uk/thebigfuture">childrenscommissioner.gov.uk/thebigfuture</a></p>

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## Campaign copy/newsletter copy for children

### Have your say in The Big Future survey

The Children's Commissioner, Dame Rachel de Souza, ensures your voices are heard by those who make decisions about your lives. She has launched *The Big Future* survey to hear from all of you.

It's your chance to have your say on what it's like to be a child or young person in England today – what you love, what worries you, how you have fun, and the changes you want for a better future.

There are questions about voting, school, your area, online safety, and space for you to tell her what you think is important!

It takes 5-10 minutes to complete the survey.

Take part now:

[childrenscommissioner.gov.uk/thebigfuture](https://childrenscommissioner.gov.uk/thebigfuture)

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## Social media

The Children's Commissioner needs your help to reach as many children as possible. The more responses she gets the more likely decision makers are to take children's views seriously. Sharing and engaging your audiences will make a significant difference.

You can post content about *The Big Future* survey using the hashtag #TheBigFuture. The Children's Commissioner will re-share posts from schools, individuals, and organisations across platforms.

You can use the social asset image:

CHILDREN'S  
COMMISSIONER

# THE BIG FUTURE



High-resolution version available for download [here](#).

You can also tag the Children's Commissioner's official channels:

- Instagram: @ChildrensCommissioner
- Twitter (X): @ChildrensComm
- Facebook: @ChildrensComm (Children's Commissioner for England)
- LinkedIn: Children's Commissioner for England

Please feel free to use your own text or use some of our suggested options.

### **Suggested wording (for adult stakeholder audiences):**

- The Children's Commissioner wants to hear from all children about the changes they want to see for a better future, to make sure their voices are heard. Fill out the survey here:

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[www.childrenscommissioner.gov.uk/thebigfuture](http://www.childrenscommissioner.gov.uk/thebigfuture)

#TheBigFuture

- Childhood is changing. We need to make sure that decision makers hear directly from children about what they need to make their lives better. I am/we are sharing #TheBigFuture survey to make sure children can have their say @ChildrensComm.

[www.childrenscommissioner.gov.uk/thebigfuture](http://www.childrenscommissioner.gov.uk/thebigfuture)

- Listening to children is not optional if we want to improve childhood. Children face unprecedented challenges which we need to understand. That's why I/we am supporting @ChildrensComm by sharing #TheBigFuture survey. Help raise their voices by getting children to take part.

[www.childrenscommissioner.gov.uk/thebigfuture](http://www.childrenscommissioner.gov.uk/thebigfuture)

- Nine in 10 young people have told @ChildrensComm that they are worried about their futures. We need to hear from children about how they think decision makers can improve their lives which is why I am/we are encouraging young people to complete #TheBigFuture survey.

[www.childrenscommissioner.gov.uk/thebigfuture](http://www.childrenscommissioner.gov.uk/thebigfuture)

### **Suggested wording (for child/young people audiences):**

- Have your say in #TheBigFuture survey. Tell the @ChildrensComm what it's like to be a child or young person in

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England today – what you love, what worries you, how you have fun & the changes you want for a better future.

What do you think is important?

[www.childrenscommissioner.gov.uk/thebigfuture](http://www.childrenscommissioner.gov.uk/thebigfuture)

- The Children's Commissioner wants to hear from all children and young people about the changes you want to see for a better future. Make sure your voice is heard by taking part now: [www.childrenscommissioner.gov.uk/thebigfuture](http://www.childrenscommissioner.gov.uk/thebigfuture) #TheBigFuture
- What should the government do to make your future better? Make sure your voice is heard by taking part in #TheBigFuture survey and telling the Children's Commissioner what it's like growing up in England and the changes you think need to happen: [www.childrenscommissioner.gov.uk/thebigfuture](http://www.childrenscommissioner.gov.uk/thebigfuture)

**Links to the  
survey and  
supporting  
resources and  
FAQs**

Direct link to the survey:

[childrenscommissioner.gov.uk/thebigfuture](http://childrenscommissioner.gov.uk/thebigfuture)



#TheBigFuture

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Website link to access *The Big Future* resources and FAQs:  
[childrenscommissioner.gov.uk/the-big-future](http://childrenscommissioner.gov.uk/the-big-future).

Logos – *The Big Future* and the Children's Commissioner



High-resolution version of logo with transparent background [here](#).



High-resolution version of logo with blue background [here](#).

# THE BIG FUTURE

**Banner for newsletters, letterheads etc - incorporating TBF design**



High-resolution version available for download [here](#).

**16:9 image for slides, newsletters, websites, social media**



High-resolution version available for download [here](#).

**Headshot of Dame Rachel**



## FAQs

See **Resources & FAQs**: [childrenscommissioner.gov.uk/the-big-future](https://childrenscommissioner.gov.uk/the-big-future) for a full list of FAQs.

### Key FAQs

Who can take part in the survey?

Anyone aged 0-18 or an adult on their behalf if they are unable to fill it out themselves. The Children's Commissioner wants to hear directly from children if possible but if a child needs a bit of help to fill it in, adults can help them.

How long does the survey take to complete?

For most, anything from 5-10 minutes, depending on their reading speed and how much they want to write. Some children may take longer and need more help.

Can this be completed as a lesson?

Yes, by all means – this is encouraged. In this toolkit we are sharing slides that can form the basis of a primary or secondary age lesson plan, with accompanying notes on completing the survey in class.

We are also including a set of slides that can be shared as an assembly, or in any other large presentation, to encourage children to take part.

Do we need lots of screens to complete this?

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We recommend children complete the survey online, please do use whatever devices will work best for you.

## Are alternative/accessible versions of the survey available?

The survey has been designed to be easy to read and accessible for all children, including children with special educational needs and disabilities. An adult can help a child complete the survey, if they need extra help, or respond on their behalf, for example if they are non-verbal.

## What happens next?

The Children's Commissioner's office will analyse the survey data and report on the survey findings in February 2027.

## How can I get involved?

Encourage all the children you work with to respond to the survey, and to share it with their friends or relatives. Encourage all the adults in your team to share it with the children they work with, or to answer on behalf of children who cannot complete the survey themselves. We welcome your support promoting the survey to your networks via your own communications channels, using the assets and information in this toolkit.

For our full list of FAQs relating to The Big Future, please visit:

[www.childrenscommissioner.gov.uk/the-big-future](http://www.childrenscommissioner.gov.uk/the-big-future)