



If you need help or a large print,
phone us free on 0800 056 8184 or
email: children2020s@ipsos.com

Take part in the Children of the 2020s study: Age 2 pilot survey

Dear {name},

We are writing to invite you to help us with the next stage of the Children of the 2020s study: the Age 2 pilot survey. {If you took part in the Age 9 months pilot survey: You very kindly took part in the study in 2021 and agreed that we could contact you about the study in future.}

Children of the 2020s is an important national study that follows the lives of around 8,500 children, and their families. It will help the Department for Education understand children and families' lives, so that families can be better supported. The research is being led by University College London (UCL) and the independent research organisation Ipsos is collecting the data. A pilot is where we test the survey with a small number of people to make sure that it is working smoothly.

For the Age 2 pilot survey, we are asking you to complete a 30-minute online survey about your child(ren)'s development and family life, now that they are around 2 years old.

You will receive a £{x} e-voucher as a thank you for your help.

It's easy to take part

1. Go to ipsos.uk/children2020s on your smartphone, tablet or computer
2. Enter your password {X} and complete the survey
3. Receive a £{x} e-voucher as a thank you

You do not need to complete it in one go, you will be able to return to where you left it by using the link and password above. Any information you give us will be protected by law, treated as confidential, and used solely to **inform the design of the main survey**.

Why take part?

Your views matter. Taking part in this pilot will help to make the Age 2 survey as good as it can be. The data collected will be crucial for helping policy makers and scientists better understand children's development in the early years. Your participation can really make a difference!

Yours sincerely,

Study Director, UCL

Project Manager, Department for Education

More information

What is Children of the 2020s?

Children of the 2020s is a national study of around 8,500 children born in England at the start of the 2020s. By following children and their families over time, the study aims to understand how their experiences and circumstances affect early development. We surveyed families when children were around 9 to 12 months and will be following them up over time when their children are 2, 3, 4 and 5 years old. This is an important time for us to understand how children are developing, and the factors that help them, eventually, to be ready for school.

Who is running this study?

The study was commissioned by the Department for Education, is led by University College London (UCL), and the independent research organisation Ipsos is helping collect the data. Further information about Ipsos can be found at: www.ipsos.com/en-uk

Why have I been contacted?

{If you took part in the Age 9 months pilot survey: You kindly took part in the Children of the 2020s: Age 9 months pilot survey in 2021 and agreed that we could contact you about the study in future.}

When should I complete it by?

If you can, please complete the online survey within two weeks of receiving this invitation. After two weeks, you may receive some email, postal, phone or text message communications from us reminding you to complete your survey. If you would not like to receive reminders, please let us know by using the contact information in the 'Any Questions?' section below.

How do I get my voucher and where can I use it?

Once you have completed the survey, you will be asked for your email address. An email will then be sent to you within two weeks with a link to a website where you can choose a £{x} e-voucher from a range of retailers. For more details on where you can spend the voucher, please go to children2020s.select-your-reward.co.uk/yourchoices.

Your privacy

The information you give us will be held securely and will be treated in strict confidence in accordance with the Data Protection Act 2018 and UK General Data Protection Regulation. This information will be used solely to inform the design of the main survey. Any information you provide during this research will NOT be used for marketing, nor will we sell or pass on your information to any third party. Please see the Privacy Notice for further information about how your data will be used, how long it will be held, and your rights under data protection laws: children2020s.ipsos.com/privacy.html

Do I have to take part?

Your participation is entirely voluntary, and you can withdraw your consent to take part at any time without having to give a reason. You can choose not to do this survey and still be part of the study. To withdraw please let us know using the contact information below. If you withdraw from the study any data already collected will continue to be used unless you explicitly request that we delete it.

Who has approved this research?

The Research Ethics Committee of UCL, an independent group of people to protect your safety, rights, wellbeing and dignity. To make a complaint please email ethics@ucl.ac.uk or write to Office of the Vice-Provost (Research), University College London, 2 Taviton Street, London, WC1H 0BT. Include reference number 23805/001.

Any questions?

If you would like to find out more about the study, please visit: children2020s.ipsos.com. You can also contact Ipsos at children2020s@ipsos.com or on Freephone 0800 056 8184. When contacting us please include your reference number which is at the top of the first page of this letter.