



Department  
for Education



FIRSTNAME SURNAME

Address1

Address2

Address3

Address4

Postcode

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

DATE

Reference number: XXXXXXXXXX

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

Dear FIRSTNAME SURNAME,

**We are writing to ask for your help with the Children of the 2020s study: Age 2 survey.** You kindly took part in 2022 and agreed that we could contact you about the study in the future.

For the Age 2 survey, we are asking you to complete a **20-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 the survey website  
**ipsos.uk/children2020s**  
using your smartphone, tablet or computer, or scan the QR code →
2. Enter your unique password **XXX-XXX**  
This password belongs to FIRSTNAME SURNAME only
3. Complete the survey and receive a **£X e-voucher**



You do not need to complete the survey 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 and treated as confidential.

### Why take part?

**Your views matter.** The data collected will be crucial for helping policy makers and scientists better understand children's development in the early years. Children of the 2020s will help the Department for Education answer important questions about children's learning and development, and provide evidence that helps shape government funding for early years and childcare services. The research is being led by University College London (UCL), and the independent research organisation Ipsos will collect the data. Your participation will 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 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](http://www.ipsos.com/en-uk)

### Why have I been contacted?

You kindly took part in the Children of the 2020s: Age 9 months survey in 2022 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. 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 an 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](https://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. Data from the Children of the 2020s study will be anonymised and made available securely by the Department for Education to suitably qualified researchers' conducting legitimate research on children's development in the public interest. Personal data identifying you or your child will never be given to these researchers. This information will be used solely for research purposes. 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: <https://children2020s.ipsos.com/privacy/>.

### 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. If you request that we delete any personal identifiable information (such as name and contact details), we will delete this and stop collecting and linking data you provided us. If you also wish to have your anonymised survey data (your answers to the survey questions) deleted and not deposited, please make this request within 6 months of taking part in the survey. After that date it will not be possible to remove your anonymised data from the study.

### 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](mailto: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](https://children2020s.ipsos.com). You can also contact Ipsos at [children2020s@ipsos.com](mailto: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.