



Department
for Education

 UCL

Children of the 2020s



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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. The study aims to understand how early experiences and circumstances affect children's development. We first surveyed families when children were around 9 months, and then again at 2 years, and will continue to follow them up over time when the children are 3, 4 and 5 years old. The research is being led by University College London (UCL), and the independent research organisation, Ipsos, is collecting the data. The study has been commissioned by the Department for Education (DfE).

HOW WILL CHILDREN OF THE 2020s MAKE A DIFFERENCE?

Children of the 2020s will provide vital scientific insights into how children develop and will help the government to improve the lives of families with young children in England.

This is such an important time for us to understand how children are developing, and the factors that help them, eventually, to be ready for their first days at school. They will be growing up during a crucial time of social, economic and technological challenges.

THE AGE 3 PILOT SURVEY

Turning 3 is a big moment in children's lives, and they will have grown up and learnt so much since they first joined the study! We are excited to hear from the parents/guardians of all the 3-year-olds in the Children of the 2020s study to see how they are getting on now.

Your participation will help us enormously as we prepare for the main survey when we visit a much larger group of Children of the 2020s families. As part of our preparations, we conduct what is called a pilot survey. A pilot allows us to carefully test the survey to make sure that the main survey will work smoothly. By taking part in the pilot, you are helping us make the study as good as it can be. Findings from the study will help the Department for Education understand the needs of young children in England today and improve services for families like yours, particularly in children's early years. Don't miss out on the chance to help shape future policies! Your participation can really make a difference.

WHAT DOES TAKING PART INVOLVE?

An Ipsos interviewer will arrange to visit you and your 3-year-old(s) at your home so that you can take part in some research activities. These will involve a questionnaire for the parent/guardian about the child(ren)'s development and family life and some fun research activities for your 3-year-old(s). The children's activities include listening to a short story, playing some games on a touchscreen, and finding different objects in a picture. They measure children's development and therefore are a very important part of this visit. We would also like to take a short 5-minute video recording of you and your child playing together. The visit will take around 70 minutes, and one parent/guardian will need to be present. As a thank you for taking part, we will give you an e-voucher that you can use at a range of retailers. Information on how to redeem your voucher will be sent via email after the visit.



WHAT WILL HAPPEN IN THE VISIT?

STEP 1

Updating information about your family



The interviewer will check/collect some information about your household and key family members

STEP 2

A short story



The interviewer will give you a picture book and ask you to tell the story to your child. This will be video-recorded using the BabySteps app on your smartphone or tablet – you'll be able to keep the video.

STEP 3

Fun research activities for your 3-year-old(s)



These are for your child to do with help from our interviewer. During this time there will be some questions for you to answer using your smartphone or tablet too, about your health and wellbeing; your child/children's development; parenting; relationships; and home life.

STEP 4

Parent/Guardian questionnaire



Finally, the interviewer will ask you a few more questions about family life, your employment situation, childcare use and how we can keep in touch with you.



During the visit, we will also introduce you to a separate part of the Children of the 2020s study called the Early Education and Care survey which is designed for your child(ren)'s childcare and early education provider (if they have one). Nurseries and childcare settings are a big part of many three-year-olds' lives, especially for their learning and socialising. This part of the study aims to find out more about their role in children's development and what kinds of settings are most beneficial. Your Ipsos interviewer will ask for your agreement to contact your child's early years provider and collect their contact details so we can contact them if you agree. That's all you need to do! Go to **page 7** for more information about the Early Education and Care survey.

HOW CAN YOU BE BEST PREPARED FOR THE VISIT?

If you have a smartphone or tablet, ensure that it is charged and you have the Children of the 2020s app, BabySteps. We'll use it during the visit.

Download or update BabySteps in the App Store or Google Play using this QR code:



AGE 3 PILOT SURVEY FAQS

How long will the visit take?

The visit will take approximately 70 minutes but could be more, or less, depending on your answers.

Who needs to be present for the visit?

One parent/guardian, usually the one that spends the most time with your 3-year-old(s), must be present for the whole visit. The 3-year-old needs to be present for the picture book and interactive activities. These activities are easy to do, and most children enjoy them. It would be helpful if another adult was available to look after them during the other parts of the visit but don't worry if that's not possible.

Can you tell me more about the Ipsos interviewer coming to my home?

The Ipsos interviewer visiting you will have lots of experience working on studies involving children of all ages and will have gone through extensive training for this study. They will wear an Ipsos identification card. The Ipsos interviewer will never be alone with your child(ren) including whilst your child is taking part in the research activities. You, or another responsible adult caring for the 3-year-old(s), must be present at all times during the interviewer's visit.



THE EARLY EDUCATION AND CARE SURVEY

About the Children of the 2020s Early Education and Care survey

As part of the Children of the 2020s study, we would like to learn more about the early education experiences of children growing up in England today. If your child attends a childcare and early education provider, we would like to contact them to take part in the Early Education and Care survey.

If your child's early years provider agrees to take part, we would carry out a telephone survey with them about the service they provide, for example, the number of children attending, and the qualifications of staff. The survey will take place a couple of months after your visit from the Ipsos interviewer and will be repeated around the time your child or children turn 4.

Who is involved in the Children of the 2020s Early Education and Care survey?

This survey is being led by our Children of the 2020s partners at the University of Oxford. To make sure we collect information about the right room, and from the right staff, we would need to pass your child's name on to the Children of the 2020s study team and

they would need to identify your child to the provider.

Who is involved in the Children of the 2020s study?

The study has been commissioned by the Department for Education. University College London (UCL) is one of the world's leading universities and oversees the study, working on behalf of the Department of Education. UCL has also designed the Children of the 2020s study app, BabySteps, and is responsible for the data collected through the app.



Ipsos is collecting the data for Children of the 2020s. Ipsos is an independent research organisation that carries out many large studies on behalf of the government on topics such as education, health, and employment. Ipsos is bound by the rules of the Market Research Society Code of Conduct, which is the governing body for market research organisations. Further information about Ipsos can be found at: www.ipsos.com.

The universities of Cambridge, Oxford and Birkbeck are also partners in the study, who provide scientific advice and guidance.



ADDING OTHER INFORMATION

Government departments and agencies collect information about all of us to help them provide the services we need. This information is stored in what are called administrative records. We would like to add information from the parents/guardians and the 3-year-olds' education, health, and social records to the information we collect in the main survey.

By taking part in the pilot, you are helping us test our procedures ahead of the main survey. So, during the visit, we may discuss adding your, and your child(ren)'s, administrative records to the survey answers. Please note that we do not do this regardless of your answer.

The Department for Education already collects information about what children's services are being used and how children are progressing at school. They may also hold information about your educational background, such as exam results and participation in further education. They will combine this information about you and your child with data collected in this study to build a much rounder picture of families' lives.

This study also asks to add information from either you and/or your child(ren)'s:

Social care records

The Department for Education holds records about everyone in England who has received support from local authority social services once they have started school (such as whether they have had help from a social worker). We will ask for your permission to add information about your child(ren)'s social care records to your survey answers, so that more research can be done on how local authority social services support families and how children who have received such support get along at school. Just like the education records, it helps build a much rounder picture of the lives of children in England. These records include information about any social care support services received and any visits from social workers and experiences in social care.

Health records

Children's health is another important factor for understanding what affects their well-being and how they get on in school. So, we ask your permission to add information about your child's health from their NHS records, if we do not have this already. Similarly, it is very helpful for us to know about their parent's/carer's health. We ask

your permission (if we do not have this already) to add information about your health from your NHS records. These records include information about admissions or attendances at hospital, visits to a GP or other health professional (e.g. midwife), specific conditions, and prescriptions given.

If available, we would also like to ask your child's other parent (if they live with you or elsewhere) and/or your partner (if they live with you) to add information from their education and health records to their survey answers. This will be asked as part of their online questionnaire. This is because their life and current circumstances will have a big effect on you and your child(ren).

Your decision about whether to allow us to add information from your and your child(ren)'s records will not affect your or your child(ren)'s services, rights, treatment, or any health insurance. It will not affect your benefits or tax.

Why is adding this information important?

The information in these administrative records adds more detail to the information we collect from families in the survey. It means we do not have to ask you so many questions in the survey. Your and your child(ren)'s information will be treated in strict confidence in accordance with the General Data

Protection Regulation (GDPR). This information 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(ren) are never given to these researchers.

As an example, adding information about what childcare services parents use to their survey answers can help the government understand what types of childcare are most frequently used and which are most effective at helping children to learn and grow. As a result, childcare services can be improved for families across the country.

It helps us build a more complete picture of family life and how the different things parents have experienced can influence children's development in the early years. This is why we also ask for the other parent and/or your partner's records; their life and current circumstances may have an important effect on you and your child. These administrative records provide further details to the information we collect from them through their online survey, and makes the study even more useful for researchers and policymakers, who will use this information to improve public services for everyone.



WHAT IF YOU CHANGE YOUR MIND?

This study is trying to understand how children get on in the long term, therefore we would like to add these administrative records on an ongoing basis. You can change your mind about adding information from these records or withdraw your permissions at any time, without giving us a reason. Please use the contact details provided at the end of this leaflet if you wish to do this. Once your child is an adult, they will have an opportunity to decide whether they would be happy for us to continue to add this information from these records, or not.

The interviewer will be happy to talk this through with you further and answer any questions you may have. More information is on the study website: <https://children2020s.ipsos.com/otherinformation/>

DO YOU HAVE TO TAKE PART?

Your participation is entirely voluntary, and you can withdraw from any part of the study, or the whole thing, at any time, without having to give a reason. To withdraw from the study as a whole please let us know using the contact information on the back cover.

If you withdraw from the study any data already collected will continue to be used unless you explicitly request that we delete it.

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. You will not become part of the main study. 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/faqs/privacy.html

WHO HAS APPROVED THIS RESEARCH?

This research has been reviewed and approved by the Research Ethics Committee of University College London; an independent group of people to protect your safety, rights, wellbeing, and dignity.

If you wish to make a complaint about the conduct of the study you can contact the Chair of the UCL Research Ethics Committee by emailing: ethics@ucl.ac.uk or writing to: **Office of the Vice-Provost (Research), University College London, 2 Taviton Street, London, WC1H 0BT.**



CONTACT US

If you would like more information about the study, or the Age 3 pilot survey, please contact the study team at Ipsos using the details below:



0800 056 8184

(calls from landlines are free but costs from mobile phones may vary, please check with your provider)



children2020s@ipsos.com

FIND OUT MORE ABOUT CHILDREN OF THE 2020s

For further information about the study in general please visit the study website: children2020s.ipsos.com

YOUR INTERVIEWER'S NAME IS:

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INTERVIEWER CONTACT NUMBER

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