

Appendix 9. Provider survey invitation letter



{DATE}
Reference number: {X}

Take part in the Children of the 2020s: Childcare and Early Education Provider Survey

Dear {x}

We are writing to invite you to help us with the Children of the 2020s study: Childcare and Early Education Provider survey. Children of the 2020s is an important national study that follows the lives of around 8,500 children, and their families commissioned by the Department for Education. The study aims to 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 University of Oxford and the independent research organisation, Ipsos, is collecting the data.

Why take part?

Children's experiences in childcare and early education are important for their later development. **{Child's name}** is part of Children of the 2020s and we understand they attend your setting. We would like to collect some information about your setting, such as how many children attend and staff qualifications.

It's easy to take part

For this survey, we are asking you to complete a 20-minute telephone survey. We would like to speak to a member of staff with managerial responsibilities.

How did we get your details?

Your details were provided by {child name's} parent/carer who took part in the Children of the 2020s: Age 3 survey. They gave their consent for Ipsos to contact their childcare provider.

We hope that you will agree to take part, as the information you provide will help inform early education practice in England.

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. The study aims to understand how their experiences and circumstances affect early development. We surveyed families when children were around 9 months and 2 years and will be following them up over time when the children are 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. The universities of Cambridge, Oxford and Birkbeck are also partners in the study. Further information about Ipsos can be found at: www.ipsos.com/en-uk

What does taking part involve?

We will telephone your setting to complete a short telephone interview in the next few months. This will take around 20 minutes. If the time is not suitable when we call, we can call back at another time. A document is included with this letter to explain the information we will ask for, so you can be prepared. We will ask for some general information about your setting and for some information about the class or room **{Child's name}** attends.

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 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, nor will we share your answers with the child's parents/carers or with your employer. 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. 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.