



Department
for Education

 UCL

**WE NEED
YOUR HELP**

Children
of
the **2020s**

Four handprints in purple, orange, pink, and teal are arranged in a cluster to the right of the text.

PILOT STUDY

Ipsos MORI



WHAT IS CHILDREN OF THE 2020S?

Children of the 2020s is a national study of around 8,500 children and their families 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 their development. We will be interviewing families when children are aged 9 months, 2, 3, 4 and 5.

We will be launching the first survey in early 2022 when children are aged 9 months. To best prepare for this, we would like to test the survey with families of children of a similar age, like yours. Sharing your experiences of taking part in our pilot survey will help us to understand what works well and what we can improve so that the main survey is as successful as possible.

We are interested in your views as a parent, as we know that your experiences will play an important role in your child's development.

HOW WILL CHILDREN OF THE 2020S MAKE A DIFFERENCE?

Children of the 2020s will show how government can improve the lives of families with young children in England and help inform national funding decisions for early years and childcare services.

This is such an important time for us to follow and 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 recovery for our country, after the Covid-19 pandemic, and a time of great social and technological change.



WHAT WOULD WE LIKE YOU TO DO?

- 1 Ask you to complete a survey about your family life.** We will ask you about: who lives in your house, your employment situation (including parental leave), your child's personality and sleep habits, the support you receive from people in your life, your own wellbeing, and your childcare arrangements. We will ask you for your child's measurements so it would be helpful to have your Red Book to hand.
- 2 Add information held about you and your child in administrative records** maintained by various government agencies to your survey answers. This will make the study even more valuable. We will not add this information if you do not want us to. You can find more information about this under 'Adding other information' and at <https://children2020s.ipsos-mori.com>.
- 3 Invite you to download a smartphone app** called Baby Steps and complete a small number of straightforward activities.
- 4** If you are happy to do so, we will ask you to **pass on information** to the child's other parent (if they live with you or elsewhere) and/or your partner (if they live with you). This is so that they can complete an online survey about themselves such as their health, their employment situation and their involvement with your child. We would also like to add information held in administrative records, maintained by various government agencies to their survey answers. We will not add this information if they do not want us to.

We expect the main interview to take around 50 minutes. As a thank you for your help you will receive an e-voucher.

WHO ARE IPSOS MORI AND UCL?

Ipsos MORI is collecting the data for Children of the 2020s.

- Ipsos MORI is an independent research organisation that carries out many large-scale social research projects on behalf of government on topics such as education, health and employment.
- Ipsos MORI 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 MORI can be found at: www.ipsos-mori.com.

University College London is one of the world's leading universities, and is in charge of the project as a whole, working on behalf of the Department of Education, who have commissioned the study.

The project also involves the University of Oxford and Birkbeck, University of London.



WHAT WILL HAPPEN TO THE DATA WE COLLECT IN THE SURVEY?

The information you provide will be treated in strict confidence in accordance with the General Data Protection Regulation (GDPR). The only purpose of the research is to understand children's development and families' lives better so that families can be better supported in the early years.

Ipsos MORI and UCL will store your information securely and keep it confidential. Your name, address and email will be kept separate from your answers and will not be passed on to any other organisation. **The information you provide will only be used to inform the design of the main survey.**

Participation in this research is not compulsory and you have the right to withdraw at any stage, without having to give a reason.

More information about privacy and confidentiality is available on the Children of the 2020s website: [https://children2020s.ipsos-mori.com / faqs/#privacy-and-data-protection](https://children2020s.ipsos-mori.com/faqs/#privacy-and-data-protection)

WHO HAS APPROVED THIS RESEARCH?

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

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.



ADDING OTHER INFORMATION

Government departments and agencies routinely collect information about all of us to help them plan and provide the services we need. This information is stored in administrative records.

We would like to add information from your and your child's early years, education and health records to the information we collect from you in the pilot study.

We will not do this if you do not want us to. You can still take part in the pilot study.

If available, we would also like to ask the 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 and we are only able to collect very limited information from them if we only used their online survey.

WHY IS ADDING THIS INFORMATION IMPORTANT?

The information in these records adds more detail to the information we collect from you in the survey. It means we do not have to ask you so many questions.

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.

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 improving children's development. As a result, childcare services can be improved for families across the country.

This makes the study an invaluable resource for researchers and policymakers, who will use this information to improve public services for everyone.

KEEPING YOUR INFORMATION SAFE

To keep your information safe, it is encrypted and sent via secure transfer systems, in line with the most up to date security rules and procedures. All information, including information from administrative records, is treated in the strictest confidence in accordance with the Data Protection Act and General Data Protection Regulation (GDPR).

The information is collected and used for research purposes only. The lawful basis on which we process your personal information is a 'Task in the Public Interest'.

The privacy notice explains how we keep your information safe and can be found here: <https://children2020s.ipsos-mori.com/faqs/#privacy-and-data-protection>

WHAT IF YOU CHANGE YOUR MIND?

You can change your mind about adding information from these records or withdraw any of your permissions at any time, without giving us a reason. Please use the contact details provided later on to do this.

If we have already added some of your information, it will continue to be used for research purposes only, however we will not add any further information from your records.

If the study continues until your child is an adult we will ask them for permission to add this information.

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

The interviewer will be happy to talk this through with you further when they contact you and answer any questions you may have.

More information is on the study website: <https://children2020s.ipsos-mori.com>



FIND OUT MORE ABOUT THE PILOT SURVEY

If you would like more information about the pilot survey, please contact Ipsos MORI 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-mori.com

FIND OUT MORE ABOUT CHILDREN OF THE 2020S

For further information about the study in general please visit the study website: <https://children2020s.ipsos-mori.com>

