



Take part in the Children of the 2020s study: Age 3 pilot survey

Dear

We are writing to invite you and your child(ren) to take part in the Age 3 pilot of the Children of the 2020s study, now that they are around 3 years old. A pilot is where we test the survey with a small number of people to make sure that it is working smoothly. If you have taken part in the study so far, thank you! Your participation in the study has already helped us learn a huge amount about young children and their families in England at the current time. You may have even seen the study in the press! The Age 9-month survey report received media coverage by The Times, the Independent, and the Evening Standard, amongst others.

What does taking part in the Age 3 pilot survey involve?

A trained Ipsos interviewer carrying photo ID 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 are:

- A short questionnaire about you and your child(ren)'s development and family life
- Some fun research activities with your 3-year-old(s) that are designed to measure their learning and development (see accompanying leaflet for more details)
- A 5-minute video recording of you and your child reading a book

The visit will take around 70 minutes. One parent/guardian and your 3-year-old(s) will need to be present.

As a thank you for taking part in the survey, 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 by email.

What happens next?

In the coming days, an Ipsos interviewer will call at your address, or phone you, to arrange a convenient day and time to complete the research activities with you and your 3-year-old(s) in your home. They'll be happy to answer any questions you may have. If they call at your address and you're out or it's not convenient, the interviewer will come back at a better time. If you would prefer to contact your interviewer before they call at your address, please text or phone them using their number included on back of the leaflet.

Taking part is completely voluntary, and any information you give us will be protected by law, treated as confidential, and used solely to inform the design of the main survey. We hope that you will decide to take part in this important research and that you will enjoy the visit. Please see the enclosed leaflet for more information.

Yours sincerely,

Study Director, UCL

Project Manager, Department for Education

More information



How can you prepare for the visit?

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



Download or update the study app:

'BabySteps Children of the 20s'

via the App Store, Google Play or by scanning the QR code (shown here on the right) using your smartphone camera:



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 is 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

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

Once you have completed the survey and confirmed you accept your voucher, 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.

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:

<https://children2020s.ipsos.com/faqs/#FAQ2>

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 23805/002

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