



Department
for Education



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 services for 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 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.

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 and playing with some toys, playing some games on a touchscreen, and naming 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 and
playing with toys



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



We will also ask you if you are happy for us to contact your childcare provider (if you have one) so that we can learn about the kind of setting your child is in.

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. More information about what these activities are can be found on the website children2020s.ipsos.com

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.

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 installed. We'll use it during the visit.

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



AGE 3 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 video and 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.

Adding other information

The DfE will add the survey data we collect to information they already hold about children and families to help build a more complete picture of early family life in England. We also asked your permission to add information from yours and your child's health/NHS records to the survey data too. You can change your mind about this at any time by contacting us using the details in the 'Contact us' section below. More information about adding records can be found on the study website: children2020s.ipsos.com





DO YOU HAVE TO TAKE PART IN THE STUDY?

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.

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, we are not able to remove your anonymised data from the study.

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 will ask your permission 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.

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 (GDPR). This information will be used for research purposes. 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. 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 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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