



Department  
for Education



If you need help or a large print, phone  
us free on 0800 056 8184 or email  
[children2020s@ipsos.com](mailto:children2020s@ipsos.com)

Reference number: \_\_\_\_\_

## We need your help with the Children of the 2020s study

Dear \_\_\_\_\_

We are writing to let you know that your family has been chosen to take part in an important new study, known as Children of the 2020s. This national study will follow the lives of around 8,500 children, and their families. The data collected will be crucial for helping policy makers and scientists better understand children's development in the early years. The findings 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.

The Department for Education has asked University College London (UCL) to lead this research, and Ipsos, an independent research organisation, will collect the data. This study will allow us to build a picture of what life is like for children growing up in England today, and your participation will be invaluable in helping us to do this. **You will also receive a voucher as a thank you for your time.**

**If you are interested in taking part, you do not need to do anything at the moment.** We will send you more information about the study and the next steps for taking part shortly.

If you do not want to take part please let us know by \_\_\_\_\_, and we will not contact you further. You can contact us by emailing [children2020s@ipsos.com](mailto:children2020s@ipsos.com) or calling Freephone 0800 056 8184. When contacting us, please include your reference number, which is at the top of this letter.

Please see some additional information overleaf.

**Thank you for your help with this important study.**

Yours sincerely,

Study Director  
UCL

Project Manager  
Department for Education



For more information, please visit the study website:  
[children2020s.ipsos.com](http://children2020s.ipsos.com)





### How was I chosen for this study?

You have been selected at random from HM Revenue & Customs' Child Benefit Records to take part in this study. Participation in this study is voluntary and will not affect any benefits you are receiving now or in the future.



### What does taking part involve?

An interviewer from Ipsos will get in touch to arrange a convenient time to speak with you. We will ask one parent to take part in an interview, which will take around 50 minutes (slightly longer if you have twins or triplets) and as a thank you for their time, that parent will be given a £ \_\_\_\_\_ voucher. Where applicable, we will invite the other parent to take part in a short online survey to help us build a more complete picture.

We would like to speak to you first when your child is around 9 months old. We would also like to speak to you again as they get older. It will always be up to you whether you take part.

### What's next?



**If you are interested in taking part, you do not need to do anything at the moment.** We will send you more information about the study and the next steps for taking part shortly. In the meantime, you can find more information on our study website: [children2020s.ipsos.com](http://children2020s.ipsos.com), or you can contact the study team (using the contact details overleaf) if you have any questions.

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