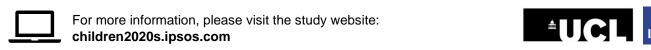




If you need help or a large print, phone us free on 0800 056 8184 or email children2020s@ipsos.com

Reference number:

We need yo	our help with the Children of the 2020s study
Dear	
new study, known as Ch 8,500 children, and their and scientists better und show how government c	know that your family has been chosen to take part in an important ildren of the 2020s. This national study will follow the lives of around families. The data collected will be crucial for helping policy makers erstand children's development in the early years. The findings will an improve the lives of families with young children in England and help lecisions for early years and childcare services.
research, and Ipsos, an allow us to build a pictur	cation has asked University College London (UCL) to lead this independent research organisation, will collect the data. This study will e of what life is like for children growing up in England today, and your uable in helping us to do this. You will also receive a voucher as a
	taking part, you do not need to do anything at the moment. We will on about the study and the next steps for taking part shortly.
further. You can contact	e part please let us know by, and we will not contact you us by emailing children2020s@ipsos.com or calling Freephone 0800 ing us, please include your reference number, which is at the top of this
Please see some addition	nal information overleaf.
Thank you for your hel	p with this important study.
Yours sincerely,	
Study Director UCL	Project Manager  Department for Education





## 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  $\pounds$  \_\_\_\_\_ 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, or you can contact the study team (using the contact details overleaf) if you have any questions.

