

Privacy Notice (How we use your information)

Creative Economy Team, Economy & Infrastructure: WOVEN Textiles Festival

As part of the development in achieving our cultural ambition for Kirklees, the Council prioritised textiles within a new approach to festival delivery in order to celebrate:

- The community, culture and creativity of the district
- The story of place and how textiles shapes the world around us
- The industry and innovation taking us forward and out into the world

And our key areas to achieve this is through working with:

- Cultural providers and independent makers, designers and textile businesses
- The University of Huddersfield and drawing on their Technical Textiles priority and research - in both technical textiles and creative practice
- The Textile Industry today, telling their story and promoting the sector and therefore the district

The target audience for the pilot activity will be:

- General Public: to re-engage the citizens and residents of Kirklees with the textiles story and to instil civic pride in local industry that is a global beacon in creativity, innovation and environmental sustainability
- Young people:
 - awareness of the wide variety of high skilled jobs and apprentices available within the sector, tackling the perception that the textiles industry is one of the past, but it is one of innovation, of digital entrepreneurialism, of creativity and talent.
 - understanding of STEAM agenda and how it creates [KD2] wider possibilities for involvement in the industry through a number of different career pathways.
- Parents: understanding the potential for employment, future skills development and career progression available, and have awareness of the career possibilities resulting from the training or education offer within the district.
- Creative Industries: to shine a light on the individual and SME creative designer makers, craft makers, specialist skilled textile designers, and fashions designers, and the wealth of talent we have in Kirklees
- Target groups: to recognise the role of the diverse communities in Kirklees, and telling their story, relationship and creative expression with and through textiles.

In order to deliver on our ambitions as described above, the Council has commissioned HATCH, Alison McIntyre and Natalie Walton, as festival Curators to develop the programme, engagement and marketing strategies. This work will include collecting data that supports the future plans, funding bids and reports, as well as ensuring we are able to communicate with partners, individuals and audiences about the festival. Any data collected will be anonymised when used for public purposes, whether in reports, promotion or fund raising.

The categories of information that we collect, process, hold and share include:

- Personal information (such as name, address, email address and telephone).
- Characteristics (such as gender, ethnicity, age and disability).
- Data on where the activity takes place, who it is aimed at and who delivers it.

Why we collect and hold this information

We use this personal data in order to:

- Collate information that ensures we are able to effectively communicate with stakeholders, from individuals, community organisations, education and industry.
- Ensure the information we have is up to date in order to build a base for future festivals.
- Evaluate and improve our performance.

- Derive statistics which inform decisions about future delivery to evidence the need for funding, as we would apply to external funding agencies for future festival delivery.

The lawful basis on which we use this information

We collect and process information about you under Article 6, (a) Consent: the individual has given clear consent for you to process their personal data for a specific purpose, and Article 9: (a) the data subject has given explicit consent to the processing of those personal data for one or more specified purposes.

Storing this information

We will hold the information about you securely, and for no longer than reasonably necessary. We will hold it for 5 years until 2023 and this will be reviewed every year.

Who we share this information with

We routinely share this information with HATCH, and where relevant with their subcontracted and/or commissioned contractors, marketing agency or artists. As the projects change or contacts close, their rights to access the information will be reviewed and checked. WOVEN textiles festival is in the stages of development with expectations that the festival shall develop between each biannual event – the inaugural being 2019, then 2021 and subsequently 2023.

Why we share this information

We share information with HATCH in order to develop effective plans and strategies to deliver against the ambitions of delivering a new textiles festival for the district and to build a new sustainable business model for future years.

We do not share personal information about you with anyone else without consent unless the law and our policies allow us to do so.

Further information

If you would like further information about how we manage your data, please see the privacy notice for Kirklees Council at <http://www.kirklees.gov.uk/privacy>

If you would like further information about this privacy notice, please contact: Kath Davies, Economic Resilience Project Manager (Creative Economy), 01484 221000

If you have any worries or questions about how your personal data is handled, please call the Data Protection Officer at DPO@kirklees.gov.uk or by ringing 01484 221000.