

Data sharing and the information we hold

Kirklees Council is committed to supporting the development of culture and in recognising its contribution to town centre vibrancy, in addition to this, the Council is committed to enabling local businesses to thrive.

A recent example of how we can enable this to happen is our working in partnership with the University of Huddersfield to deliver a creative project in Queensgate Market called Temporary Contemporary. This is to pilot a new way of working between the Council and the University, to introduce new audiences (and potential shoppers) to the Market for the benefit of the traders, and create a space where students, professional artists and businesses can showcase the talent of town.

As part of the project we are wanting to assess what impact of Temporary Contemporary project may have on Queensgate Market, this may be in the form of additional footfall or increased revenue for traders. Further to this, we want to assess whether it has changed perceptions of culture and to do this we need to speak to:

- Students as a key constituent group of the university
- Market Traders
- Market users
- Staff

We have commissioned Qa Research, to deliver this evaluation work on the Council's behalf. They will be seeking information and personal data about you including: your name; gender; age; why you are using the market; and what your perceptions of art and culture are. We will conduct this exercise in March and October/ November 2018 to measure the impact the project has had over time. The data will be drawn into a report that demonstrates the distance travelled, the shift and impact of Temporary Contemporary on the Market.

Personal data is handled securely and is kept in a secure environment. The raw data is destroyed after one year or as sooner. The final report will be retained and all information included will be anonymised.

Qa Research will handle the data securely and will only retain information until the final report is complete, at which raw data will be securely destroyed, data will not be shared beyond the initial report development and only with Kirklees Council and the University of Huddersfield as project partners. **This means it will be impossible for anyone to identify you from any published reports because information will be anonymised.**

Terms of agreement are in place between Kirklees Council and the University of Huddersfield to ensure that:

- the data can only be used to for the evaluation of this project
- it will be impossible for any person or family to be identified from any published reports;
- all data is transferred, handled and stored in accordance with the Data Protection Act;
- appropriate measures are in place to prevent unauthorised use of the data;
- the data is destroyed after a year or as soon as possible on completion of the final report.

If you would like to discuss this in more detail please contact: arts.creativity@kirklees.gov.uk

If you want further information on how the Council handles your data please go to:
<http://www.kirklees.gov.uk/beta/information-and-data/how-we-use-your-data.aspx>