

Privacy Notice for South Midlands Get Britain Working Plan

GC Insight has invited you to participate in research that will assist West Northamptonshire Council and partner local authorities, in the South Midlands, to draft a Local Get Britain Working Plan that aims to develop and encourage a whole system approach to tackling economic inactivity and contribute to the Government's ambition of an 80% employment rate across the country.

Before you participate, we want you to know and understand how your personal data is going to be used during the study. This Privacy Notice should give you all the information you need to help you to decide if you want to take part in the research. If you would like to find out more, there are details at the end of this document about how to get in touch, and we would be happy to help.

What is this study about?

As a result of the Government's Get Britain Working White Paper, local areas now have responsibility for tackling economic inactivity, where people are not in work and not actively seeking work, particularly where it is driven by ill health. It means getting more young people the chances and choices to learn, earn and take the first steps in work and their career. It means helping more people to get good jobs and progress out of poverty. And it means enabling local areas – especially through effective collaboration and partnership arrangements – to lead and drive action.

To address the detrimental impact of worklessness and economic inactivity on the South Midlands economy and resident population, West Northamptonshire Council are leading a partnership of local authorities to draft a Local Get Britain Working Plan. The associated Get Britain Working plan guidance places expectations on the final plan to:

- identify and detail the local labour market challenges and illustrate how local areas are seeking to tackle these challenges.
- ensure that stakeholders have a collective understanding of these labour market challenges and what services and organisations are already doing to address them.
- ensure plan actions support other local strategies and plans, including Local Growth Plans, Local Skills Improvement Plans and Health and Work Strategies.
- provide an overview of the current support landscape and the different responsibilities and contributions of key stakeholders.
- set out a clear set of actions for the next 12 to 24 months, together with the steps that need to be taken to achieve longer-term objectives.

Alongside direct engagement with economically inactive residents, we are also conducting interviews and/or online surveys with a range of other stakeholders, including strategic and delivery partners (e.g. West Northamptonshire Council), intermediary organisations that engage directly with economically inactive residents (e.g. adult social care/health organisations), and employers.

What data we are asking for?

Depending on which of the above stakeholder groups you are part of, we will be asking you to complete an online survey, via our UK based survey platform, ID Survey, or a 45 minute to 1 hour interview with an experienced consultant. Primarily, the intention of this stakeholder engagement is to obtain views and perceptions on the barriers and opportunities economically inactive residents face regarding employment; views on support programmes and interventions aimed at moving the economically inactive in to work; and the role of employers in recruiting, supporting and retaining individuals with physical, mental or wider challenges that may otherwise prevent them from working. In addition, local residents may be asked about financial information, such as household and individual income and access to out of work and other benefits and discuss physical and mental health conditions that have previously prevented them from working.

What gives us permission to handle (“process”) your data under the law

Under UK law, we have to tell you the “**lawful basis**” for any processing that we do of your personal data, such as your name, contact details and your opinions. We cannot process your data if there is no lawful basis to do so.

Your contact details were shared with us in one of three ways: via your local authority, via relevant intermediary organisations (if a resident) or, in the case of employers, employer representative groups (e.g. Chamber of Commerce)

The lawful basis for this sharing is called **legitimate interest (UK GDPR Article 6, 1.(f))**, with research supporting West Northamptonshire Council (and South Midlands GBW partnership) to understand more about economic inactivity to enable them to design support and interventions to address this.

Once we get in touch with you, you will be invited to take part in a survey or interview to share your thoughts, opinions and experiences. The lawful basis for this processing will be based on **consent (UK GDPR Article 6, 1.(a) and, in respect of special category data, Article 9, 2.(a))** as we will ask you to explicitly agree to take part. You do not have to participate and you do not have to answer every question. More information about this is provided below.

How we will gather consent

We will request your consent to store, process and analyse the data you share with us in line with the details set out in this data privacy notice (see **How we will use / store your information** and **How long we will keep your information**, below). For interviews (either face to face or virtual) we will ask for your consent before the interview starts. For online surveys you will be asked a specific consent question at the start of the survey.

If you do not wish to give consent, we are legally not allowed to handle your data and will not do so. You can also withdraw your consent at any time, and if you do so, we will destroy any information we have that you have given us.

If there are any questions (including special category data) you do not want to answer you can select / state ‘prefer not to say’, you will still be able to complete the survey / interview.

How we will use your information

We will ensure that any information we obtain will be pseudonymised before our team analyses it, so that it will not be possible to identify you from the information you share. We will analyse the information we

have to better understand economic inactivity in the South Midlands. We will not share your data with anyone outside the evaluation team.

The information we gather will help us produce the Local Get Britain Working Plan, that will include a comprehensive picture of economic inactivity in the South Midlands, together with the impacts of this for local residents, employers and the wider local economy. The Plan is currently scheduled to be produced in September 2025.

All our reporting will use anonymous and anonymised data, and no individual will be identified or identifiable in any final outputs/deliverables. The final Get Britain Working Plan will be published and available online.

Your data will **only** be used for the purposes of this study.

How we will store your information

Your information will be securely stored. We will protect the confidentiality of your information in accordance with our normal data handling procedures and all legal requirements. We will not use it for any purposes other than those which are set out in this Notice. We are committed to keeping personal data secure and take all reasonable technical and organisational measures to protect personal data from loss, misuse or alteration. Given the sensitive nature of some of the data being collected, we will take additional measures to ensure data is protected including: pseudonymising or anonymising responses at appropriate points; disaggregating contacts and using Unique Reference Numbers to identify responses rather than personal information; Limiting access to sensitive data to the immediate project team; access protection via passwords and dual factor authentication.

Any paper information we hold will be kept securely locked and again only accessible by the evaluation team.

Your data will not be transferred or stored outside the UK or European Economic Area (EEA).

How long we will keep your information?

The length of time we hold your personal information varies depending upon the type of information and its use. We will hold your personal information on our systems only for as long as necessary to provide research services to West Northamptonshire Council and other local authorities in the South Midlands, and will anonymise all data wherever possible.

For this project, we intend to delete data from our systems immediately following completion of the study and submission of the final Get Britain Working Plan to West Northamptonshire Council, through secure digital deletion. This is currently scheduled for September 2025.

Your rights

Co-operation in research is always voluntary, regardless of what the research is about or who our client is. You are entitled at any stage to ask that your personal data be destroyed or deleted and we will carry out your request. This can be requested before, during or after you have completed a survey or had an interview with us.

You have the right to access any personal data that we process relating to you. We may ask for verification of your identity before releasing any information to you.

What to do if you think we have not met our obligations or want to make a complaint

If you have any concerns about how we are collecting, processing, storing or disposing of your data, please contact our Data Protection Officer, Debs Secker debs.secker@gcinsight.co.uk

You also have the right to make a complaint to the Information Commissioner's Office (ICO) if you are unhappy with how we have used your data. You can do this online at: <https://ico.org.uk/make-a-complaint/data-protection-complaints/personal-information-complaint/>

Or contact the ICO by phone: **0303 123 1113**