



Pride in Place West End, Morecambe

Privacy Notice – Community Survey

Last updated: June 2026

Privacy Notice

Pride in Place West End, Morecambe, is committed to protecting your privacy and handling your personal information fairly, lawfully and transparently in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

This privacy notice explains how we collect, use and protect your information when you complete our community survey, either online or on paper.

Who we are

Pride in Place West End, Morecambe is a community-led programme funded by the UK Government to improve the West End of Morecambe by investing in local priorities identified by residents and stakeholders.

Data Controller

Joanna Young, CEO, North Lancashire Citizens Advice, 87-89 Queen St, Morecambe LA4 5EN

Information Commissioner's Office - registration number Z2664244.

Why are we collecting your information

We are collecting information to:

- Understand the views, experiences and priorities of people living, working and visiting the West End.

- Help shape future investment and projects.
- Identify local needs and opportunities.
- Monitor community engagement.
- Meet Government reporting requirements for the Pride in Place programme.

Participation in this survey is entirely voluntary.

What information do we collect

Depending on your responses, we may collect:

- Your postcode
- Age group
- Ethnicity
- Disability or accessibility information
- Whether you live, work or study in the area
- Your opinions about the local area
- Suggestions for future improvements

We recommend that you do not include information that could identify you or another person in any free-text comments unless it is necessary.

Unless specifically requested, we do not collect names, addresses, telephone numbers or email addresses.

Special Category Data

Some optional questions may ask about characteristics such as ethnicity, disability or health. This is known as "special category data".

You are under no obligation to answer these questions.

Where you choose to provide this information, we process it because you have chosen to share it for monitoring equality, diversity and inclusion and to ensure services benefit all communities.

Our lawful basis for processing

Under UK GDPR, our lawful basis is:

- Article 6(1)(e) – Processing is necessary for the performance of a task carried out in the public interest.

Where special category data is collected, the additional condition is:

- Article 9(2)(g) – Substantial public interest, together with the relevant provisions of the Data Protection Act 2018 relating to equality of opportunity and treatment.

How we use your information

Survey responses will be:

- Analysed to identify themes and priorities.
- Combined with other survey responses.
- Used to prepare reports for the Pride in Place Board and partners.
- Used to support funding decisions and project development.
- Shared only in anonymous or aggregated form wherever possible.

We will not publish information that identifies individual respondents.

Who we share your information with

Your information **may** be shared with:

- Lancaster City Council
- Pride in Place West End Neighbourhood Board
- Government departments responsible for the Pride in Place programme
- Professional organisations commissioned to analyse survey responses on our behalf

Where third parties process information for us, they are required to keep your information secure and only use it for agreed purposes.

We will never sell your personal information.

International transfers

Your personal information will normally be processed within the UK.

If our online survey platform stores information outside the UK, appropriate safeguards required by UK GDPR will be in place.

How long we keep your information

Survey responses will only be kept for as long as necessary.

Personal information will normally be retained in accordance with North Lancashire Citizens Advice retention schedule and any Government funding requirements, after which it will be securely deleted or anonymised.

Your rights

Under UK GDPR you have the right to:

- Be informed about how your information is used.
- Request access to your personal information.
- Request correction of inaccurate information.
- Request erasure where appropriate.
- Request restriction of processing.
- Object to processing in certain circumstances.
- Lodge a complaint with the Information Commissioner's Office (ICO).

Please note that where survey responses are anonymous, it may not be possible to identify or remove individual responses once submitted.

Contact us

If you have any questions about this survey or how your information is used, please contact:

Pride in Place West End, Morecambe

Email: prideinplace@northlancashirecab.org.uk

Complaints

If you are unhappy with how your information has been handled, you can contact the Information Commissioner:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Telephone: 0303 123 1113

Website: <https://ico.org.uk>

Consent

By completing and submitting this survey, you acknowledge that you have read this Privacy Notice and understand how your information will be used.

Completion of the survey is voluntary. You may choose to skip any optional questions.