

# Privacy Notice for Nottingham's Active Travel Social Prescribing programme (Travel Well)



**Nottingham City Council  
Information Compliance**

**Service Area: Transport Strategy  
Directorate: Growth & City Development  
PN-306**

**02/2026**

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The Highways Metrics Team are part of Nottingham City Council, who are the data controllers for the personal data (or personal information) that we process about you. When we process personal information relating to you, we will only do so when it is necessary and where we have a lawful reason to do so. We will use the information provided by you for a number of reasons, depending on the service or reasons for interacting with you.

Nottingham City Council is part of a national pilot scheme led by Active Travel England to explore whether social prescribing of walking and cycling activities can help to increase levels of walking, wheeling and cycling. It is a condition of Active Travel England's funding award for the City Council to collect data to monitor the effectiveness of the programme. The information collected will be used to evaluate the impact of walking and cycling support services offered as part of the Nottingham's Active Transport Social Prescribing programme, called Travel Well, alongside the role of infrastructure to support travel and behaviour change.

When we process your personal information, we will comply with data protection legislation and enable you to exercise your rights contained within the legislation.

## **What personal information will the Council process?**

The information that we collect about you to will help us to understand who is engaging in the Travel Well Active Transport Social Prescribing programme and whether the activities provided are changing your travel behaviour.

The following categories of personal and special personal data will be collected for registration on to Travel Well programmes:

- Name
- Postcode
- Birth Year
- Gender

- Ethnicity (this is special category personal data)

The following categories of personal data will be used to generate a Unique Reference Number (URN):

- Name
- Postcode
- Birth Year

The URN will allow us to monitor how many unique participants use Travel Well services and will link your travel survey responses together so we can analyse and report travel survey data without using your name or contact information.

The following categories of personal and special personal data will be used from your survey responses for service monitoring:

- Your age band
- Employment status
- Household income
- Race or Ethnic origin (this is special category personal data)
- Physical or mental health (this is special category personal data)
- Sexual orientation (this is special category personal data)

Providing special category data will help the Council build a better picture of who is taking part in the activities as well as gain an understanding of what the Council can do to support residents.

Your nationality which is special category personal data will also be collected if you require the survey in a different language to English.

We will also enter you into a prize draw on with your consent to do so if you have completed all 3 surveys. For this purpose the Council requires participants name, email address and telephone number.

### **Lawful basis for processing**

The basis under which we use your personal information for these purposes is that this is necessary for the performance of a task carried out in the public interest by the Council or in the exercise of official authority vested in the Council.

This is a result of the powers or duties contained in:

- Section 1, Localism Act 2011
- Local Government Act 1972
- Section 12, Health and Social Care Act 2012

The condition under which we process 'special categories of personal data' is that such use is necessary for reasons of substantial public interest in order to understand

health inequalities and in accordance with the provisions of the UK General Data Protection Regulation and the Data Protection Act 2018.

**Will my information be shared with other organisations or used for other purposes?**

The Council will only share your personal information with other departments within the Council, and with other organisations when it is necessary to provide the services to you, and when we have a lawful reason to do so. The Council may also share your information when we are obliged to by law.

In relation to this service, the Council will share a pseudonymised version of your personal information with the following organisations (pseudonymised means that the data you share cannot be linked to you personally without the use of additional information which will not be shared):

- **Active Travel England** - the organisation managing the national Active Travel Social Prescribing pilot programme.
- **Department for Transport** - the organisation funding the national Active Travel Social Prescribing pilot programme.
- **Nottingham City GP Alliance** – the organisation employing the social prescribing link workers who will be referring people into Nottingham’s Travel Well programme.
- **Nottingham Community Volunteer Service** – the organisation supporting the community-led parts of Nottingham’s Travel Well programme.
- **Nottingham Place-based Partnership** – the strategic partnership for local health care services in Nottingham City.
- **Primary Care Networks for Aspire, Bulwell & Top Valley and Nottingham City East** - the organisations providing local healthcare services in areas of the city where the Travel Well programme is available.
- **Nottingham University Hospital Trust** – the organisation providing outpatient clinics for patients signposted to Travel Well Walk and Talk groups for people with liver conditions or gestational diabetes.
- The Active Travel Service Provider/s for the Travel Well activities you have taken part in.
- **Sheffield Hallam University** - the organisation supporting Active Travel England with the evaluation of the national Active Travel Social Prescribing pilot programme.
- **SNAP** - the survey platform the City Council is using to collect travel behaviour information from people taking part in the Travel Well programme.

The information may also be used for the purpose of any other function carried out by the Council. This may include sharing your information across the Council, or with external organisations. Information about these functions and the legal basis on which information is used for them can be found at <http://www.nottinghamcity.gov.uk/privacy-statement/> . The information will only be used for another purpose where it is lawful to do so.

### **Do I have to provide the information?**

You are not obliged by statute or contract to provide the information that is specified here. However, if we are not able to process your data there may be aspects of the Travel Well programme that will not be available to participants.

### **How long will the Council retain the data for?**

The information that you have provided will be kept for a maximum of 4 (four) years following the completion of the project and then destroyed at that time.

The Council publish an Information Asset Register (IAR), this will outline the retention periods for the personal data we process. You can find this IAR on our website <https://geoserver.nottinghamcity.gov.uk/information-asset-register/>

### **Information Rights**

The UK General Data Protection Regulation provides for the following rights as prescribed by the legislation:

- A right to request a copy of your information
- A right to request rectification of inaccurate personal data
- A right to request erasure of your data known as 'the right to be forgotten'
- A right to in certain circumstances to request restriction of processing
- A right in certain circumstances to request portability of your data to another provider
- A right to object to processing of data in certain circumstances
- A right regarding automated decision-making including profiling

However, Nottingham City Council can restrict the above rights in certain circumstances for example to avoid obstructing an investigation, avoid prejudicing the prevention, detection, investigation or prosecution of criminal penalties or to protect the rights and freedoms of others.

### **Data Protection Officer**

You can contact the data protection officer at:

Loxley House,  
Station Street,  
Nottingham,  
NG2 3NG

or at [data.protectionofficer@nottinghamcity.gov.uk](mailto:data.protectionofficer@nottinghamcity.gov.uk)

### **Information Commissioner's Office**

The Information Commissioner's Office (ICO) website provides guidance on data protection and privacy matters, you can visit the website at [www.ico.org.uk](http://www.ico.org.uk). You

also have the right to complain to the ICO if you consider that the Council have processed your personal data incorrectly or that we have breached our obligations to you. You can contact the ICO at:

Wycliffe House,  
Water Lane  
Wilmslow,  
Cheshire  
SK95AF

[www.ico.org.uk](http://www.ico.org.uk)

**Further Information**

For more information about these rights please refer to our detailed privacy statement at <https://www.nottinghamcity.gov.uk/privacy-statement> .