

Events Research Programme Information

Events Research Programme

The UK Government's publication of 22 February, 'COVID-19 Response – Spring 2021' ('the roadmap'), describes plans to explore when and how events with larger crowd sizes, less social distancing, or in settings where transmission is more likely, will be able to return safely.

The Events Research Programme ("**ERP**") will oversee this work, bringing findings from across different settings and different sectors to determine a consistent approach to lifting restrictions on events. The ERP aims to provide additional evidence and mitigations for government, event organisers, and consumers on reopening events at fuller capacities. The pilot events running April-July 2021 will consider the logistical, practical, and public health considerations of running events safely.

These pilots will build evidence on the risks associated with coronavirus transmission, the characteristics of events and surrounding activities, and the most effective steps for reducing these risks. The ERP will continue to gather important evidence from pilots across various settings that will inform how crowds can return to live events as safely as possible.

The pilot events will examine a range of factors, including but not limited to: indoor and outdoor settings; small and large venues; seated and standing events; different forms of audience participation; transport to and from events; duration; ventilation; movement and behaviours; the suspension of face masks and social distancing; and testing and using the NHS Covid Pass App.

Your event: Tramlines Festival

This event is the Tramlines Festival which is taking place at Hillsborough Park, Sheffield from 23-25 July 2021 (the **Event**). The maximum capacity of the venue will not exceed 50,000 including a maximum total of 45,000 audience members.

You will be attending the Event as a participant in a research study within the Events Research Programme.

Details of the research being carried out at the Event is set out in the Information Sheet.

The Secretary of State has the power to designate the Event as being permitted for research purposes and therefore not subject to the legal restrictions which would apply to other events under Step 3 of the government's roadmap. Although steps are being taken to reduce the additional risk of COVID-19 infection this might introduce, you should make sure you are comfortable with the risk set out below.

Social distancing and face coverings will not be required at all times inside the Event but you must follow all directions provided by the event organiser at the Event. Attendees will be required to follow existing [Safer Travel](#) guidance when travelling to and from the Event and adhere to rules set out by the event organisers.

Testing

To gain entry to the Event, all participants aged 11 years and older will be required to show either:

- proof of a negative COVID-19 Lateral Flow Device (LFD) test result carried out at home or via pharmacy collect within 48 hours of attending the Event; or
- proof of full COVID-19 vaccination demonstrated via the NHS App. This will require two doses of a COVID-19 vaccine being given at least two weeks prior to attendance at the Event; or
- proof of natural immunity based upon a positive PCR test taken within 180 days of the Event.

Participants under the age of 11 will not need to present any evidence as set out above.

A negative Lateral Flow Device result means the test did not find signs of coronavirus but does not guarantee that you or other participants do not have coronavirus, so you must keep following all social distancing advice before and after your participation in the Event.

A positive result from a Lateral Flow Device means it's likely you had coronavirus when the test was done. You and anyone you live with must not attend the Event and self-isolate immediately. You are then advised to get a PCR test (a test that is sent to a lab) to confirm your result as soon as possible.

It is a condition of entry that the participants present with proof of a negative LFD test or proof of full COVID-19 vaccination, or proof of natural immunity.

In relation to group bookings, please ensure that all attendees in your booking are aware of the conditions of entry stated above.

Key information about the research and your participation in the Events Research Programme

Further details about your Event and what will be required of you to support the research at the Event can be found below. This document includes information about the purpose of the study, how your data will be used, and who to contact if you have further questions.

About you

Attendance at the Event is at your own risk; you are liable should you test positive for COVID-19 following the Event. It is your responsibility to decide whether or not it is appropriate for you to attend this Event. This decision should be based upon your own health status and susceptibility to infection, and that of members of your family, social bubble or, where applicable, your support bubble, together with an assessment of your own attitude to the potential risks.

If you are not fully COVID-19 vaccinated or cannot demonstrate natural immunity based upon a positive PCR test taken within 180 days of the Event, you will need to take a lateral flow test pre-event, in line with requirements for admission. There is no age limit on those attending the Event.

You must respect the social distancing needs of others and avoid acting in any way that might risk the health of fellow participants and staff working at the venue. For example, if the event organiser requires you to wear a face covering at all times in the venue, or in certain sections, you must adhere to this requirement. At the same time, the event organiser and fellow participants should be aware that some disabled people may not be able to follow all the social distancing and other measures put in place, including the wearing of face coverings.

About risk

No event can be completely safe. The Office for National Statistics estimate that for the week ending 26 June 2021 about 1 in 260 people in England were infected with Coronavirus. The use of testing prior to the Event will reduce the risk of people infected by coronavirus attending the Event but this risk cannot be entirely eliminated.

The latest updates can be found [here](#).

Your participation in the ERP

Important: In relation to group bookings, please ensure that all individuals in your booking party have had the opportunity to review the following statements.

When you attend an Event, it's important that you understand and are aware of the following key information. If you attend an Event, we will consider that you have read and understood the following statements:

1. I have read and have understood the information sheet explaining the information that will be collected for the ERP research programme and have had the opportunity to consider the information.
2. I have been provided with a copy of the Privacy Notice which contains important information about how my personal data is used as part of the ERP. I understand that my personal information will be used in the ways described in that Privacy Notice.
3. I understand that the Department for Digital Culture Media and Sport (DCMS) will share the information collected in connection with the ERP as set out in the Privacy Notice. In addition to the DCMS (which has overall responsibility for the ERP), the ERP is being run by the following government departments, university partner organisations and businesses:
 - a. Department of Health and Social Care (DHSC) and Public Health England (PHE), an executive agency sponsored by DHSC; and
 - b. Researchers in accordance with the Information Sheet on Research Studies (below).
4. I understand that taking part in a study may involve an individual interview which will be audio recorded. Your consent will be sought in relation to participation in any interview.
5. I understand that my participation in any interview is voluntary and that I am free to stop taking part at any time without giving any reason and without my rights being affected. In addition, I understand that I am free to decline to answer any particular question or questions.
6. I understand that the confidentiality of the information I provide will be safeguarded. However, if I disclose information which raises serious concerns over the immediate safety of myself or others, with prior discussion, I understand that the researcher may be required to disclose some of my confidential information to an appropriate health professional.
7. I understand that the information I provide will be held securely and will only be accessed by the government departments and researchers working on this or related studies.
8. I understand that I will not be identified or identifiable and give permission for quotes to be used in the report or reports that result from the research.
9. I understand that I may be asked to participate in a survey on behalf of NHSx, the purpose of the survey being to understand my experience of using the NHS App when attending the Event. I understand that my responses to the survey will be anonymous and that participation in the survey is voluntary.

Information Sheet for the Events Research Programme (information can be a link available to all)

This information sheet provides further details about the research studies that will be conducted at your Event as part of the Events Research Programme (“ERP”).

If you have any concerns, issues or queries regarding the study or how it will be undertaken please contact events-research-programme-queries@dcms.gov.uk

Self-controlled case series study (or ‘Cohort Study’)

What is the purpose of this study?

The self-controlled case series study is led by the London School of Hygiene & Tropical Medicine on behalf of Public Health England (as an executive branch of Department for Health and Social Care). The study aims to measure the risk of COVID-19 infection associated with attendance at an ERP event.

Only people who have attended an ERP event and tested positive for COVID-19 shortly afterwards will be included in this analysis. The rate of positive testing for COVID-19 will be compared between a 7 day period following attendance at an event, during which infection occurring at the event would most likely be detected, with the subsequent 7 day period when infection risk is unlikely to be affected by attendance at the event.

The study is based on analysing the records of attendees who subsequently request a test from Test and Trace. The PCR test request form asks if you have participated in an ERP event, therefore attendees requesting a test will be flagged. Public Health England anonymises any personal data collected via NHS Test and Trace before sharing this with the London School of Hygiene & Tropical Medicine for the purposes of this study.

Can I withdraw from the study at any time?

Yes you can withdraw your participation at any time. You can do this by contacting events-research-programme-queries@dcms.gov.uk

Will the information obtained in the study be confidential?

Yes, all information will be held confidentially. The analysis will be performed on anonymous data and no identifiable information will be published.

What will happen to the results of the study?

Public Health England and the London School of Hygiene & Tropical Medicine will use the results to write a report which will inform Government policy around how events can be delivered safely during the pandemic.

Who has reviewed this study?

The Public Health England Research Ethics and Governance group has approved this study.

Who do I contact in the event of a complaint?

If you would like to make a complaint, please contact events-research-programme-queries@dcms.gov.uk

Privacy Notice

Who is collecting my personal data?

The Department for Digital, Culture, Media & Sport (DCMS) is facilitating the collection of your personal data as part of the UK Government's Events Research Programme ("ERP"). We are a controller of this personal data for the purposes of data protection laws.

When you participate in the ERP, there are a number of other organisations who will be controllers of your personal data. Set out below is a summary of the organisations involved in the ERP and their roles in collecting your personal data. Where an organisation processes your personal data as a controller, they will provide you with a separate privacy notice setting out how they use your data.

Event organiser(s) or ticketing agent(s)	When you purchase tickets for the event, the event organiser or the ticketing agent will be a controller of your personal data.
Department for Health and Social Care (DHSC)	If you request a PCR test or subsequently test positive for Covid-19, your data will be a part of NHS Test and Trace. The DHSC is the controller responsible for NHS Test and Trace.
Public Health England (PHE)	PHE is an executive branch of DHSC. PHE will have access to the data available through NHS Test and Trace.

Anonymous data will be used by other university research programmes (please see the Information Sheet for the Events Research Programme for more information).

In relation to group bookings, please ensure that all individuals in your booking party have been made aware of the contents of this privacy notice.

Why are we collecting your data?

We are organising the collection of your personal data in order to assess and monitor the risks associated with COVID-19 transmission for participants attending mass events, and to understand the extent to which mitigation measures can effectively address these risks.

The event organiser or ticket agent will initially collect your personal data to allow them to permit you entry to the event. We organise the sharing of this personal data by the event organiser or ticket agent directly to the DHSC and PHE in our capacity as the facilitator of the ERP.

DHSC will collect your personal data via NHS Test and Trace when you complete COVID-19 Tests and when you use the NHS App or the NHS Covid-19 app. When you take a lateral flow test or test positive for COVID-19, the data will remain with DHSC (as the controller for NHS Test and Trace). This personal data includes health data. DHSC will use the personal data shared by the event organiser or ticket agent to cross-reference personal data in NHS

Test and Trace to identify any transmission links between attending an ERP event and contracting Covid-19. You can find out more about the personal data collected by NHS Test and Trace and how it is used by viewing their privacy notice at: [Test and Trace: overarching privacy notice - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/consultations/test-and-trace-overarching-privacy-notice)

PHE will analyse the records of attendees who subsequently request a test from Test and Trace, and identify those attendees who tested positive for COVID-19 following an ERP event. In relation to these attendees, PHE will share an anonymised version of this data with the London School of Hygiene & Tropical Medicine for the purposes of the self-controlled case series study (please see information sheet for more detail on this study).

We may also use your data to send you surveys following your attendance at an event to ask about your experiences of using the NHSx app. The data generated from the survey will be anonymous and will be used to help inform our understanding of the use of the NHSx app.

DCMS may collect your personal data if you contact us directly (for example, if you have any concerns or queries regarding the study, or if you wish to withdraw your participation at any time). DCMS will only use your personal data to respond to your query or to action your request.

What is the lawful basis for processing my personal data?

As the organiser of the collection of personal data for the ERP, we are the controller because we exercise overall control over the personal data being processed.

When we process your personal data (for example, directing the event organiser or ticket agent to share your name, date of birth or address with DHSC or to send you surveys about your experience of the NHSx app), the following lawful basis will apply:

- Article 6(1)(e): the processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

To secure admission to the event, you will need to demonstrate via the NHS App that either you have had a negative lateral flow test result or proof of full COVID-19 vaccination or natural immunity. This is classed as health data and categorised as special category data under data protection laws. Although we do not collect this data directly, the fact that you have attended an ERP event may infer that you have had a negative lateral flow test result, full vaccination or natural immunity. When processing special category data, we need an additional lawful basis and have determined that the following legal basis may apply:

- Article 9 (2)(g): processing is necessary for reasons of substantial public interest (with a basis in law)

When processing special category data for reasons of substantial public interest, we also need a condition for processing under the Data Protection Act 2018 and the following condition applies:

- Schedule 1, Part 2, Section 6 – statutory and government purposes relating to public health and in particular the management of the COVID-19 public health emergency.

The lawful basis that we rely on to process your personal data will determine which of the rights are available to you (please see section “What are your data protection rights?”). If we hold personal data about you in different parts of DCMS for different purposes, then the lawful basis we rely on in each case may not be the same

What personal data do we collect?

Unless you contact us directly (for example, because you want to exercise your data subject rights or you have queries regarding the study) we will not directly collect or see any of your personal data.

Your personal data is collected directly by the event organisers or ticketing agents. This personal data includes first name, last name, address, postcode, date of birth, ticket order number, phone number, email addresses and whether your ticket was scanned.

At our request, the event organiser or ticketing agent will then share that personal data directly with the Department for Health and Social Care, NHS Test and Trace and Public Health England.

If, following your attendance at an ERP event, you request a PCR test kit, you will be asked to confirm if you have recently attended an ERP event. If you check this box and subsequently test positive, this data will remain with DHSC (as the controller for NHS Test and Trace) who will then match your data against the event attendee data that has been provided to them by the event organiser. Please see the section ‘Why are we collecting your data?’ for more information.

The personal data DHSC collects as a controller includes health data. You can find out more about what data is collected by NHS Test and Trace by viewing their Privacy Notice at: [Test and Trace: overarching privacy notice - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/consultations/nhs-test-and-trace-overarching-privacy-notice)

When you attend an event, a visual check will be carried out by one of the event stewards to verify the evidence you provide to enter the event. We will not collect or process your personal data and no record will be retained of the evidence provided to enter the event.

What is personal data?

Personal data is any information relating to an identified or identifiable natural living person, otherwise known as a ‘data subject’. A data subject is someone who can be recognised, directly or indirectly, by information such as a name, an identification number, location data, an online identifier, or data relating to their physical, physiological, genetic, mental, economic, cultural, or social identity. These types of identifying information are known as ‘personal data’. Data protection law applies to the processing of personal data, including its collection, use, and storage.

Once an event has completed, PHE will analyse the records of attendees who subsequently request a test from Test and Trace. For those who test positive for COVID-19 following the event, PHE will share this data in an anonymised form with the London School of Hygiene & Tropical Medicine for research purposes only. Once the data is anonymised, it will no longer be personal data.

How long is your personal data retained for?

Where DHSC and PHE process your personal data as a controller, they will retain your data in accordance with their own retention policies. Please refer to the links below to the respective privacy notices of DHSC (in relation to NHS Test and Trace) and PHE for information on how long your data is retained for by DHSC and PHE:

<https://www.gov.uk/government/publications/nhs-test-and-trace-privacy-information/test-and-trace-overarching-privacy-notice#how-long-we-keep-your-personal-data>

<https://www.gov.uk/government/publications/phe-privacy-information/privacy-information>

Where DCMS is the controller of your personal data as set out in this privacy notice, personal data will be retained for as long as needed to fulfil the purposes outlined above, in line with our public task or for a period specifically required by applicable regulations or laws.

When determining the relevant retention periods, the following factors may be taken into account:

- our public task;
- legal obligation(s) under applicable law to retain data for a certain period of time;
- statute of limitations under applicable law(s);
- (potential) disputes; and
- guidelines issued by relevant data protection authorities.

Anonymous data may be retained for longer periods (personal data which has been anonymised will no longer be personal data).

What will happen if I do not provide this data?

If you are aged 11 and over and you cannot present with proof of a negative LFD test or proof of full COVID-19 vaccination, or proof of natural immunity, you will not be permitted entry to the event.

Automated decision making

We will not use your data for any automated decision making.

Data transfers outside of the UK

We will not send your personal data outside the U.K.

What are your data protection rights?

You have rights over your personal data under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018 (DPA 2018). These include:

- Your right to get access to your information – you have the right to ask for a copy of any information about you that is held or controlled by DCMS.
- Your right to update or correct your information – you have the right to ask for any information held about you that you think is inaccurate, to be corrected.

- Your right to restrict how your information is used – you have the right to ask for any of the information held about you to be restricted, for example, if you think inaccurate information is being used. However, this is not an absolute right and we may need to continue to use your information and we will tell you if this is the case.
- Your right to object to your information being used – you can ask for any information held about you to not be used. However, this is not an absolute right, and we may need to continue using your information, and we will tell you if this is the case.
- Your right to get your information deleted – this is not an absolute right, and we may need to continue to use your information, and we will tell you if this is the case.
- Your right to request that information is provided to you in a structured, commonly used and machine-readable format (data portability).

Our contact details for questions, complaints or if you'd like to exercise your data protection rights

If you wish to exercise any of the above rights, you can do so by contacting our Data Protection Officer (DPO) using the details below:

Data Protection Officer
 The Department for Digital, Culture, Media & Sport
 100 Parliament Street
 London
 SW1A 2BQ
 Email: DCMSdataprotection@dcms.gov.uk

If you're unhappy with the way we have handled your personal data and want to make a complaint, please write to the DCMS Data Protection Officer or the Data Protection Manager at the relevant agency in the first instance. You can contact the DCMS Data Protection Officer using the details above.

Contact details for the UK's Information Commissioner's Office

If you are not satisfied or your complaint is unresolved, you can contact the Information Commissioner's Office (ICO). The ICO is the supervisory authority for data protection legislation and maintains a full explanation of these rights on their website using the details below:

Information Commissioner's Office
 Wycliffe House
 Water Lane
 Wilmslow
 Cheshire
 SK9 5AF

More information can be found at <https://ico.org.uk/>