

Burton On Trent Place Consultation

Appendix A: Reach Report

November 2024

This Appendix provides further information about the reach of our consultation.

Overall

The consultation included 821 direct contacts, with residents of Burton and the surrounding areas, workers of Burton, and strategic stakeholders. It included 11 'Pop Up Consultations' – 9 general community and 2 young people focused, lasting approximately 3 hours each, four workshops, 8 one-to-one interviews and one group interview and a survey.

Age and demographics

While we did not directly ask people their demographic information to keep the consultation light and engaging, we have reported on the general reach for each session in the table below.

Overall, the consultation events reached a wide cross-section of Burton residents, workers and visitors. Our team spoke to children, teenagers, young adults and older adults across our varying events.

Many of those who engaged represented the typical demographic of the area, i.e. mainly White British, but we also had good representation from those who provided their ethnic background as part of their answers (e.g. describing themselves as South Asian or Polish), as well as those who specifically mentioned visiting or moving to Burton from other countries, including Pakistan, the Philippines and Hong Kong.

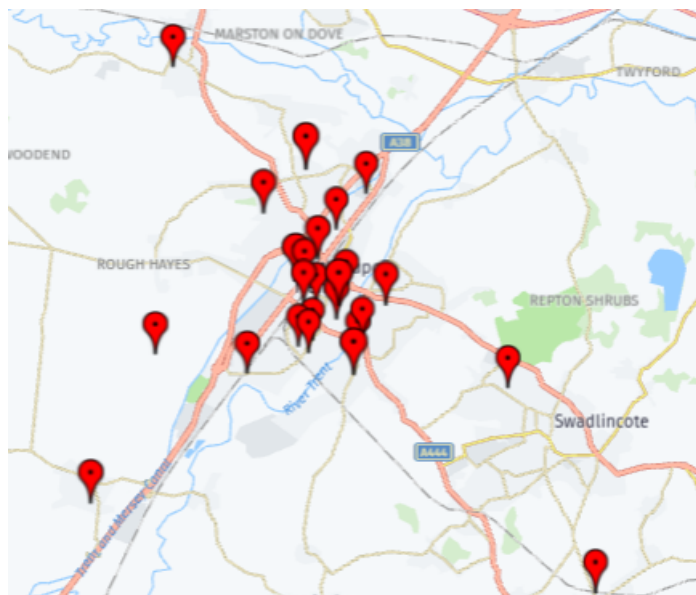
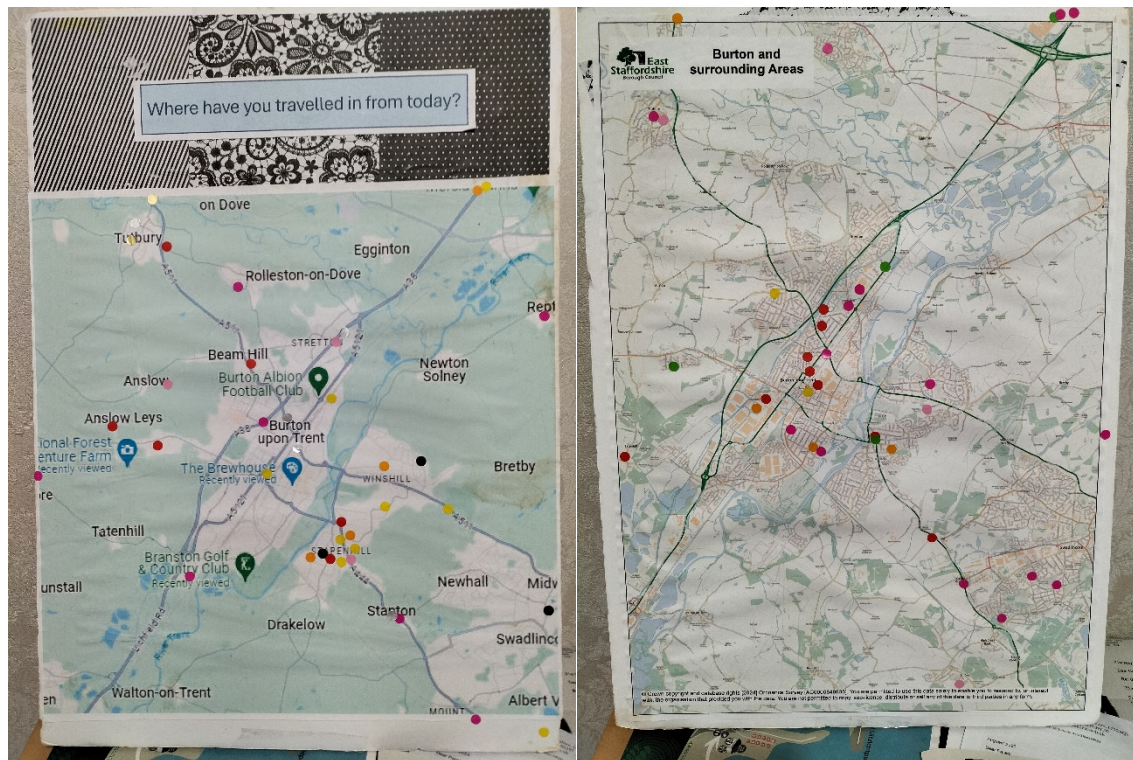
The table below shows the approximate reach of each of our consultation events.

Strand	Event	Engaged	Notes
Pop Ups	Burton Food Fair	100	Demographics not collected
	Shobnall Leisure Complex Playday	150	Demographics not collected. Lots of engagement, although shorter conversations
	Coopers Square Shopping Centre	100	Busy start. Lots of people from Derby. Lots of elderly people, very few children, most people middle aged or older
	Coopers Square Shopping Centre	30	Less engagement but longer conversations. Mainly older men in Coopers Square
	Market Hall	60	Same day as above. Busier in Market Hall. Young families. Mix of ethnicities

	Sonic Boom	30	Same day as above. Big mix of ages, some older people, some younger families. More varied demographic than seen in Coopers Square
	Coopers Square Shopping Centre	60	Mix of young families and older people
	Outdoor Cinema	40	Same day as above. Numbers reduced at Cinema event, likely due to weather again. Mostly families with small children. Good representation from those of South Asian background e.g. Pakistan
	Burton Statutes 2024	40	Very wet, numbers reduced. Mix of ages, mostly young people or young families. High majority White British
Young People consultation	Burton and South Derbyshire College	130	Mainly students – teenagers and young adults
	Youth for Christ	25	Children and young people aged 10-18
Workshops	Community sector	11	Mix of genders, ages and time spent living in Burton
	Culture, heritage and visitor sector	11	Mix of genders, ages and time living in Burton – 10 years to lifelong
	Diverse communities	6	Mix of ethnicities, ages and time living in Burton – 10 years to lifelong again
	Community sector	4	Mix of genders, ages and time spent living in Burton – from 3 to multi generations
	Online workshop equivalent survey	9	Mix of time living in Burton – 4 years to lifelong. Some who don't live there but work there. Some who were born there, moved away and came back
Strategic interviews	1-to-1 sessions	8	Mix of ages, genders and links to Burton
	Group session	7	Mix of ages, genders and links to Burton
Total engagement estimate		821	

Geographic Reach

We also engaged with residents from all across Burton. The maps below shows an example of postcodes from Pop Ups at events which show the spread across the town.



Reach report compiled by Dr Rebecca Ranson of RMR Ltd using data provided by researchers at Pop Up events and workshops.