

Appendix B: Desk Research

November 2024

This Appendix contains the full version of the desk research carried out as part of the consultation and is in two parts.

The first part summarises existing relevant documents – the second references available sources of demographic, geographic and ethnographic data. Both documents and data were either made available by the Council or located via web research. This review is not intended to be exhaustive but represent what was possible within the scope of this project.

Content

Documents 2

 Town Investment Plan 2

 Burton upon Trent Regeneration Strategy 2

 Corporate Plan 2024-25 3

 Local Plan 2012 - 2031 4

 Brand Creative Masterclass 5

 We Are Staffordshire – Delivery Plan 2023/24 5

 Strategic Delivery Framework for Tourism in East Staffordshire 6

 Burton Market Hall: Findings and Evaluation Report 7

 Burton Brewing Heritage Centre: Final Report 8

 Regeneration Projects 9

Demographic, geographic and ethnographic data 10

 People 10

 Place 11

 Crime and safety 12

 Tourism 13

Documents

Town Investment Plan

Author

Town Deal Board

Source

<http://eaststaffsbc.gov.uk/media/39399/download?inline?inline>

Date

December 2020

Length

80 pages

Why it's useful

- Provides context for Burton
- Identifies 5 opportunities/challenges – reasons to visit, invest etc.
- Presents a Town Investment Strategy and Theory of Change

What it tells us

- Opportunities are:
 - River Trent
 - Hidden heritage
 - Capital of the National Forest
- Challenges are:
 - Connectivity
 - Enterprise and skills

Public consultation element?

- Yes – for the outlined projects (surveys, stakeholder workshops etc)

Burton upon Trent Regeneration Strategy

Author

Cushman and Wakefield, Urbed, Fore

Source

<https://www.eaststaffsbc.gov.uk/sites/default/files/docs/regeneration/Burton-Regeneration-Strategy.pdf>

Date

February 18, 2019

Length

176 pages

Why it's useful

- Context information, especially of note:
 - Transport and commuting links/times (see p13+ – this includes comparators)
 - Sectoral evaluation (e.g. housing, retail & leisure, p23+)
 - List of “good town centre regeneration, that whilst not identical to Burton, share key characteristics” (p26+)
 - Even more context + SWOT on p113+ - appendix with previous Regeneration Strategy = this has much more context and a different (full) SWOT
- Identifying where there need to be over-arching interventions to make Burton better
- Developing theme for these interventions

What it tells us

- Over-arching interventions
 - Improve catchment - Burton needs to make it easy for people to ‘get in and get out’, enhancing the travel catchment
 - Improve profile – Encourage people within the travel catchment to visit more often, through improving the towns profile
- Three themes – which could be ways of ‘selling’ Burton
 - Regional Burton – the heart of the Midlands, exploiting and improving rail and road links to the nearby West Midlands conurbation and Birmingham
 - Burton in the Forest (the capital of the National Forest) - exploiting its status as the largest town in the National Forest
 - Burton by the River – exploiting its position upon a very attractive, meandering, stretch of the River Trent
 - **"No other town of similar size and standing to Burton in the Midlands, shares these attributes."**

Public consultation element?

- Mentions work done previously that this draws on.

Corporate Plan 2024-25

Author

East Staffordshire Borough Council

Source

<http://eaststaffsbc.gov.uk/sites/default/files/docs/corporateplan/Corporate Plan 2024 2025.pdf>

Date

March 2024

Length

56 pages

Why it's useful

- Updates on current state of play in the area and Burton – for example, tourism
- What happened in 2023/24; objectives for 2024/25
- 40 mentions of Burton

What it tells us

- Policies and targets – see p39+
- Additional information on current activities in Burton relevant to 'the brand' – for example, Burton High Street project, Burton Music Collective etc.

Public consultation element?

- No

Local Plan 2012 - 2031

Author

East Staffordshire Borough Council

Source

<http://eaststaffsbc.gov.uk/sites/default/files/docs/planning/planningpolicy/localplan2012-2031/Local-Plan-2012-2031-FINAL.pdf>

Date

October 2015

Length

222 pages

Why it's useful

- Broader background for the Borough
- Possible issues to explore and update
- 246 mentions of Burton

What it tells us

- Useful facts to locate Burton in the borough – for example:
 - The Borough is characterised by a mix of urban and rural areas and the principal town of Burton upon Trent dominates the housing and employment provision (1.58)
 - Burton upon Trent in particular has some contamination issues and brownfield sites (1.74)
 - Significant growth in the distribution, warehousing, hotels and restaurants sector in Burton due mainly to the town's excellent location and the availability of land. (1.75)

- Sketch of Burton as a town – p44/45 (of PDF)
- SWOT at Borough level
- Details on all areas covered by Local Plans plus policy references

Public consultation element?

- No

Brand Creative Masterclass

Author

Thinking Place

Source

<https://www.dropbox.com/scl/fi/mv43evvb5vdrz9lpft3zh/24.01.23-Burton-upon-Trent-masterclass-John-Till.pdf?rlkey=pysdfvrau2a9swm9auqu909lr&dl=0>

Date

January 2023

Length

21

Why it's useful

- A diverse set of ideas brought together under a set of loose themes
- Sketchy but it is a presentation, not a full document
- Provides lots of jumping off-points to explore - Barton Marina, National Football Centre, Sanctuary for wildlife

What it tells us

- Three 'themes' brought together as **Reimagining Our Roots**
 - Building on our brewing and heritage story
 - Capitalising on our green, our blue and our sporting pedigree
 - Harnessing our heartland

Public consultation element?

- No

We Are Staffordshire – Delivery Plan 2023/24

Author

Louise Shaw, Place Brand Manager

Source

<https://www.dropbox.com/scl/fi/xuy5ei7n1x7hrhav6z41i/230201-We-Are-Staffordshire-Annual-Delivery-Plan-2023-24 PUBLIC.pdf?rlkey=l3c1nbmtgoutbeaufbuj32y5r&dl=0>

Date

February 2023

Length

11

Why it's useful

- Sketch of the wider Staffordshire brand
- Timeline for 2023/24

What it tells us

- Useful to have a conversation with We Are Staffordshire?

Public consultation element?

- No

Strategic Delivery Framework for Tourism in East Staffordshire

Author

Discover East Staffordshire

Source

<https://www.dropbox.com/scl/fi/0cxqr0845lp7j19y2m6f3/Discover-East-Staffordshire-Tourism-Delivery-Framework.pdf?rlkey=0s69n3axvs0z9hv073gpebvk8&dl=0>

Date

October 2023

Length

18 pages

Why it's useful

- Good for big tourist number for the Borough
- SWOT analysis of tourism

What it tells us

- Aims for VE:
 - Attract more visitors
 - Get them to stay longer
 - Get them to return
- VE stats – p10 – for example:
 - Day visitors account for 84% of the total number of visitors to East Staffordshire
 - 45% of visitors travel from other parts of Staffordshire and 28% from Derbyshire, with 66% of visitors to East Staffordshire being families

- Data from County Council, National Forest, attractions and own sources (not shown, not on website)
- See <https://discovereaststaffordshire.com/about/about-east-staffordshire/>

Public consultation element?

- No

Burton Market Hall: Findings and Evaluation Report

Author

Local Creative Project Ltd

Source

<https://www.dropbox.com/scl/fi/kfb3axdih6p6nob8297i4/CAB-240919-06b-Appendix-1-Urban-Room-Burton-Market-Hall-Findings-Evaluation-compressed.pdf?rlkey=d94qe958ltsh16tus0jhyb25o&dl=0>

Date

May 2024

Length

44 pages

Why it's useful

- Consultation on the Market Hall
- Useful what it tells us about the building – but also about the town

What it tells us

Lots about uses for the Market Hall and how it might be the centre piece of the town.

Other wider information about Burton – for example:

- **A tourism strategy and rebranding of the town's corporate image can influence outcomes for the Market Hall.** All agreed that the Market Hall's future is contingent upon it being factored into and made integral to these wider strategies.
- The people engaged in the process said that there is a **lack of a town centre information point or of events listings** focused in one physical place.
- We noticed that **Burton was primed for a tourism offer built on strong local brands, physical attributes and history...** like Marmite, Branston Pickle and Bass... Burton could lay claim to these, using them as a basis to promote the town to a wide (international) audience, whilst imbuing local pride in the town's significant achievements.
- **The experience of the town centre as a whole is in question from the community.** They would like to understand how the Market Hall features in the wider plans for the town – is it seen as a hub/focal point?

Public consultation element?

- Yes – see the report for more details.

- An Urban Room (like an Open Space?) set up – see p4
- 800+ responses

Burton Brewing Heritage Centre: Final Report

Author

Amion

Source

<https://www.dropbox.com/scl/fi/cfnfylwxf4bzf62jwgwz3/Burton-Final-Report-Amion.pdf?rlkey=lxqid7a10co4x3va9vcueotlz&dl=0>

Date

August 2023

Length

65

Why it's useful

- Presents the 'brewing angle' and why this might still have leverage.
- Broad catchment facts (p3)
- Interesting discussion of visitors and attraction - see sections 5 and 6
- Food and drink based destinations examples - see section 8
- Possibilities if new Centre developed
- Discussion of 'Brand Burton' (3.3 and 8)
- Outlines the marketing opportunity (3.4)

What it tells us

- **"Burton is still internationally famous as the birthplace of brewing – this is very rare opportunity."**
- "It is rare that we are able to work in a destination that is already famous for something so internationally important and enjoyed as brewing."
- 5 core elements (Beer Hall; Brewery Collection; Beer Garden; Enterprise Centre; a new 'Destination Burton', the Town Museum and the Wildlife Trust Visitor Centre)

Public consultation element?

- No

Regeneration Projects

Burton-specific regeneration projects that impact on reasons to invest/visit etc. At time of writing, these are listed on the Council website.

Washlands

<http://eaststaffsbc.gov.uk/regeneration/washlands-project>

- Making improvements to the Washlands
- Create a more aesthetically appealing, safe and interesting attraction for residents and tourists.
- Being considered:
 - Improvements to the play area adjacent to the Library
 - The feasibility of creating a ‘wetland’ style attraction

Burton High Street Project

<http://eaststaffsbc.gov.uk/regeneration/burton-high-street-project>

- Regenerate the riverside area between the High Street and the Washlands, running from the Market Place up to the Burton Bridge
- Creating new and exciting ways for people to enjoy this area
- Looking to improve the linkages between the riverside and the town centre.
- Following the closure of the National Brewery Centre, the Council has been working with its Heritage Working Group to develop a vision for creating a new National Museum of Brewery alongside the proposed Burton upon Trent Heritage Centre.

Levelling Up

<http://eaststaffsbc.gov.uk/regeneration/levelling-fund>

- Bid for £20m from the LUF
- Focuses on Burton upon Trent, complementing and adding value to the ongoing regeneration work in the town centre
- 11 proposed schemes – including a public art scheme – “a new, permanent public artwork scheme in order to celebrate the heritage of the town.”
- Public consultation undertaken - see <http://eaststaffsbc.gov.uk/regeneration/levelling-fund> for details

In addition:

- **Ward Enhancement programme** - this is an opportunity being developed – see <http://eaststaffsbc.gov.uk/regeneration/ward-enhancement-programme>
- **Maltings Regeneration** – <http://eaststaffsbc.gov.uk/regeneration/maltings> - consultation has just closed

Demographic, geographic and ethnographic data

Data in this section covers a range of sources, which are listed below.

People

There is little data readily available specifically for Burton itself, as much of the census data for example is available at the East Staffordshire level, or by a more hyperlocal ward level. As such, the data summarised here is from information provided directly by the Council, and should be used to provide context about the people of Burton when considering the rest of the report.



Figure 1: Map of area covered by the following data. Source: Ordnance Survey

Key facts about the demographics of Burton:

- Population is approx. 80,600.
- Age ranges are slightly lower than the average for England, with higher rates of young children (0-4 and 5-9) and young adults (25-29 and 30-34) than average for England.
- 80.7% were born in the UK, slightly lower than the 82.6% for England.
- The area is largely White British, mostly in line with English figures (80.6% for Burton, 81.0% for England).
- Slightly higher rate of those who identify as Asian/ Asian British (13.7%) than for England (9.6%).
- Far less people identify as Black/Black British in Burton (1.5%) than in England (4.2%).
- Slightly less people identify as having one or more UK based identities only in Burton (85.2%) than in England (88.0%).
- Less people identify as having no religion in Burton (34.5%) than in England (36.7%), which is largely down to more than double the English rates (6.7%) for those who identify as Muslim (13.0%).

- Burton falls short of English rates for very good health (46.1% vs 48.5% respectively), but the difference lies in those who identify as having good health rather than fair or worse.
- Rates of disability in Burton (16.6%) are very slightly lower than the average for England (17.3%).
- Rates of those who speak English as their main language is lower in Burton (85.4%) than in England (90.8%), although overall proficiency is largely good or better compared to national rates.
- More people in Burton are economically active (60.0%) than the average for England (57.4%), and unemployment rates are slightly lower (3.2% and 3.5% respectively), although rates of those who are not in employment and have never worked are slightly higher than the national average (27.5% vs 25.6% respectively).
- Overall, there are less people working in higher managerial/ professional occupations (8.5% vs 13.2%), lower managerial/ professional occupations (16.5% vs 19.9%) and small business owners (8.6% vs 10.6%), and more people working in semi-routine occupations (12.6% vs 11.3%) and routine occupations (21.9% vs 12.0%) in Burton than in England.
- There are less people studying full time in Burton (5.8%) than the national average (7.7%), and those who have studied tend to have lower levels of qualifications than the national average – (25.9% have a level 4 qualification vs 33.9% in England).

Place

Open spaces

The East Staffordshire Council website has a page dedicated to parks and open spaces.¹

From this, you are able to download a list of all parks in East Staffordshire. However, there are only 3 parks listed directly under Burton as some are grouped by town and some grouped by ward, meaning this tool is not a meaningful way to find out about the parks and open spaces of Burton directly for someone visiting the area or perhaps looking to move there.

Green and blue areas

As above, there is little collated information online about the beautiful green and blue spaces around Burton. One of the best ways to look into these spaces is seemingly via tourist information website such as Tripadvisor.

Heritage buildings

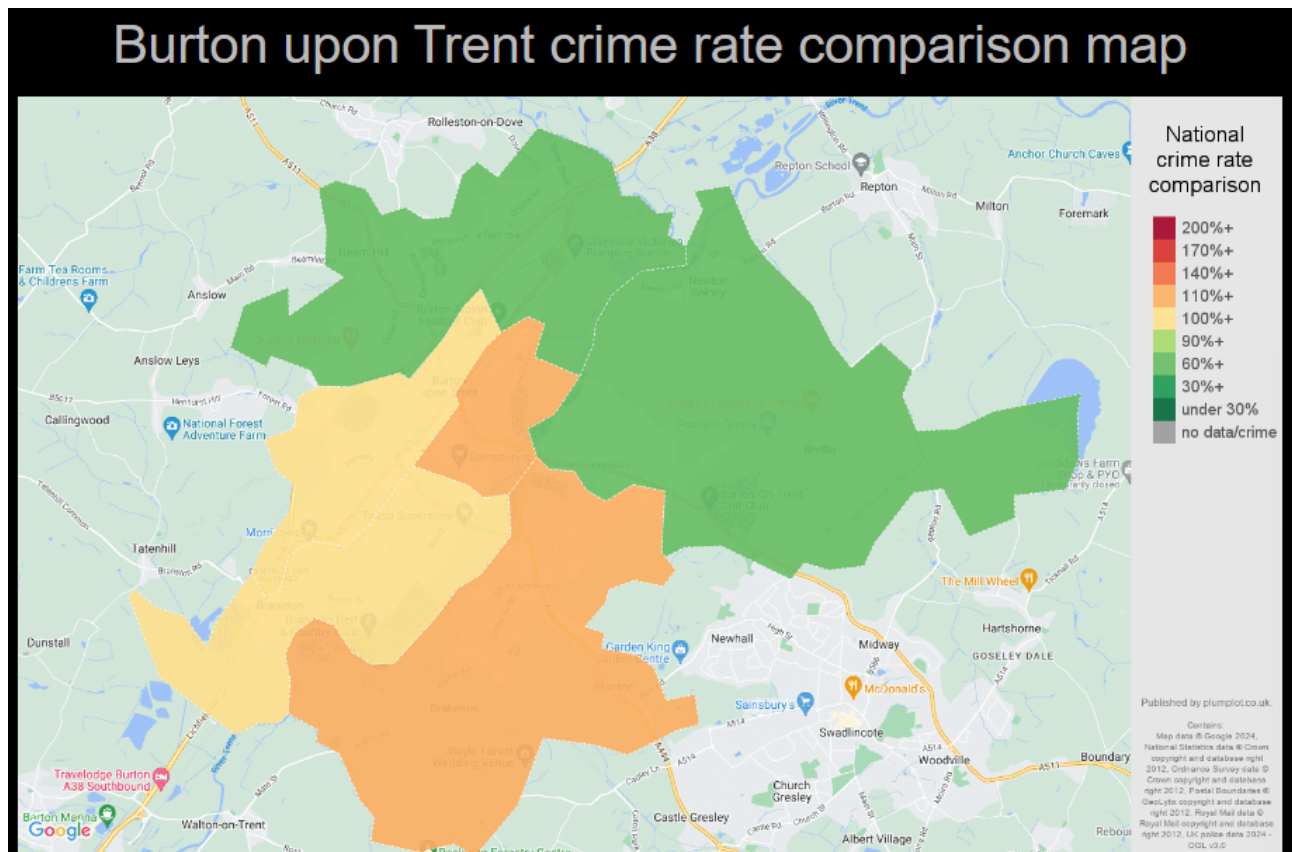
Discover East Staffordshire promotes some heritage sites in Burton², such as the Town Trail and the Brewhouse Arts Centre, although as before these are mixed in with other sites around East Staffordshire. As there is no way to filter results, the Burton elements can easily get lost amongst other sites in the surrounding area, which could potentially sway a decision for someone planning a holiday or day out.

¹ <https://www.eaststaffsbc.gov.uk/parks-and-open-spaces>

² <https://discovereaststaffordshire.com/attractions/heritage-culture/>

Crime and safety

The map here shows the rates of crime in Burton with the national average.³



This shows that overall rates of crime are relatively low compared to national rates in the north, average to the west of the region and higher than national rates in the south and east:

- Rates of violent crime are 125% of national rates.
- Shoplifting rate is 112% of national rates – and has risen 51.6% since last year.
- Public order crime is 118% of national rates, and there are high rates of bicycle theft (156%) and possession of weapons (104%).
- There are low rates of personal theft (17%), antisocial behaviour (61%) and vehicle crime (71%) compared to national figures.

³ <https://www.plumplot.co.uk/City-Burton-upon-Trent-crime-stats.html#:~:text=Burton%20upon%20Trent%20crime%20stats,is%2099.8%20crimes%20per%201%2C000.>

Tourism

Discover Britain advertises Burton as ‘The Brewing Capital of Britain’⁴, which is a big pull for tourism. Burton is so synonymous with the brewing industry that an art trail was commissioned this summer for brightly painted barrels to be displayed in town ahead of being auctioned off⁵. In fact, in October 2024 during our consultation, the Marston’s brewery group announced £6m new investment⁶ into the Burton brewery site, which will include plans to establish a national hub for British ale and craft beers at the site.

Burton is also part of the National Forest, which itself boasts over 8 million visitors annually.⁷

⁴ <https://www.discoverbritainstownns.co.uk/brewery/brewing-capital-britain-burton-trent/>

⁵ <https://www.eaststaffsbc.gov.uk/news/2024/burton-barrel-roll-rolls-tourists-town>

⁶ <https://www.carlsbergmarstons.co.uk/newsroom/cmbc-announces-proposal-to-close-banks-s-brewery-in-2025-as-part-of-network-restructuring/>

⁷ <https://www.nationalforest.org/about>