

Burton On Trent Place Consultation

Appendix C: Social Media Analysis

November 2024

This Appendix provides further details about the social media analysis we conducted as part of our consultation.

Method

We reviewed a number of popular Burton-based social media groups, as shown in the table below:

Group name	Members	Notes
Burton Life	62,000	120 posts reviewed
Love Burton – Burton Waterfront & Market Place	5,300	50 posts reviewed
Save Our Market	1,700	35 posts reviewed
Burton Mail	40,000	40 posts reviewed
Burton's Live	7,200	100 posts reviewed
What's On Burton	702	100 posts reviewed
Love Burton Local Businesses Page	2,600	100 posts reviewed
BURTON LIVE	951	100 posts reviewed
What On Burton and Surrounds	1,300	100 posts reviewed
Burton Ale Trail	4,800	77 posts reviewed
Burton Barrel Roll	535	98 posts reviewed

In total 920 posts were reviewed between the 11 groups. Posts were reviewed for their content and were extracted for analysis if they met one of our two criteria:

- Is the post or comment about Burton as a place?
- Is the post or comment about the events held in Burton during this consultation?

Posts and the comments on them were then analysed for emerging themes.

Main themes

Many of the Burton social media sites contained content seen time and time again up and down the country – posts asking for recommendations for local businesses, debates on current affairs and complaints about irresponsible dog owners to name but a few.

Our analysis instead focused on posts that capture unique thoughts on Burton. These were split into two categories: posts and comments about Burton as a place, and posts and comments about the events in Burton during the time of this consultation. The vast majority (approx. 99%) fell outside of these categories and were excluded from analysis.

Of the remaining posts and comments that contained sentiment about Burton or events, overall, the themes that came through strongest were:

- How kind and friendly the residents of Burton are

“It’s good that there are still generous people in Burton, thank you for your help.”

“Lovely post - nice to read something positive”

Quotes from social media

- Special tributes to the founder of the Burton Addiction Centre upon her passing, expressing thanks for who she was and the good work she did in Burton

“Her work and heart will forever be remembered.”

Quote from social media

- Celebrating specific features of Burton such as areas of the National Forest and the Washlands

“Yeah, the Washlands is amazing – hope you visit that place. Coopers Square is another attraction and if you look down from the old bridge there’s a lovely water flow. These are the attractions of Good Old Burton – make[s] a wise choice of retirement.”

Quote from social media

- Lots of civic pride in the living history of brewing and its associated industries

“They are investing instead in Burton and Northampton. This is good for our town.”

“It’s a real shame it has to come at the expense of Banks’s in Wolverhampton, but Burton is nothing without beer so it’s welcome news.”

Quotes from social media

- Comparisons with other towns nearby and further afield

“Burton is nowhere near as rough as people make out, spend a day in Birmingham.”

“Went to New York and visited friends in Brooklyn, sat in their apartment and it's the first time I ever heard gun shots (and I mean repetitive shots in the streets). I'll take Burton-upon-Trent any day.”

Quotes from social media

- Pages and posts dedicated to the Burton Barrel Roll, which was estimated to bring in 31,000 visitors and an additional £600,000 to the local economy, as well as celebrating the Burton Ale Trail

“You have well and truly opened my eyes to such a wonderful range of hostelries and at the same time brought shedloads of money into the town.”

Quote from social media

- Events such as the Statutes event were well received by residents, some of which have been coming to the fair for generations, although cost of some events is proving prohibitive for some during the cost of living crisis

“Great to see something going on in Burton that folk enjoyed.”

“£4.50 a ride – it’s a no from me!!”

Quotes from social media

Whilst there were some negative comments and posts, most of these were not specific to Burton as a place (e.g. country-wide issues such as complaints about potholes or traffic). Those issues raised specific to Burton were mainly around the Market Hall and potential opportunities that could be explored here:

“Burton needs a proper market back like we used to have, with greengrocers, butchers, bakeries etc and then entertainment in an evening.”

Quote from social media