

Burton On Trent Place Consultation

Appendix D: Methodology

November 2024

This Appendix outlines our methodology and data sources considered for this consultation.

Desk research

We conducted desk research to review and summarise existing documents and demographic, geographic and ethnographic data relating to this consultation. These were either made available by the Council or located via web research. This stage of the consultation informed the design of our consultation events. For a full report on the desk research, please see Appendix B (<https://rmresearch.uk/burton-appendices/>).

Social media analysis

We collated and analysed posts made on social media sites – specifically via Facebook groups. In total we reviewed 920 posts, and those that met the criteria of being either Burton-specific or about the events covered during the time of our consultation were selected for further in-depth thematic analysis.

For further details, please see Appendix C (<https://rmresearch.uk/burton-appendices/>).

Pop Ups

We held 8 face-to-face Pop Up events at popular events and locations around Burton. These included the Burton Food Fair, Shobnall Leisure Complex Playday, Outdoor cinema event, Statutes 2024 fair and three Saturdays at Cooper's Square shopping centre.

The approach consisted of a brightly coloured set of stands and boards including a three gold boards in the shape of a Toblerone with questions about Burton to which people could respond by:

- Chatting with us
- Adding a post-it note
- Drawing a picture, or
- Telling us 'their Burton Story' and either writing it or seeing our write up and agreeing it.

A variety of questions were used which had worked in other places and/or reflected specifics of Burton as a place. We adapted to different places (there were no more than three or four 'shown' at any time due to the shape of the boards).

The following questions were asked across the various Pop Up events:

- What 3 words best describe Burton?
- What's the best thing about Burton?
- What's Burton's best kept secret?
- What's your Burton Story?
- If Burton were an emotion, what would it be? (Note: this question did not garner enough variability between answers for meaningful analysis, so was replaced with the statue question in subsequent Pop Ups)
- If you could build a new statue in Burton, what or who would it be?
- What would you tell someone to do who was new to Burton?
- If someone was new to Burton, where would you take them?

Over 500 people engaged with our Pop Up events over the course of our consultation. For details on who was reached, please see Appendix A (<https://rmresearch.uk/burton-appendices/>).

Data was analysed for recurring themes. The 'What 3 words' question was also presented as a word cloud. For this, filler and common words such as 'an' 'of' 'the' etc were removed from analysis. Profanity has been asterisked out. Similar words were grouped, such as 'historic' and 'historical'.

Young people consultation

We conducted 2 Pop Up events specifically aimed at young people. These followed the design of the above events and were held at Burton and South Derbyshire College and Burton's Youth for Christ centre. Approximately 150 young people engaged in the consultation at these events.

For the full list of notes from these events, please see Appendix G (<https://rmresearch.uk/burton-appendices/>).

Workshops

We held 4 informal, in person workshops in Burton, arranged at varying times of the day to try and maximise availability for those attending. These were advertised for the following groups:

- Community sector
- Culture, heritage and visitor sector
- Diverse communities

In total 32 people attended, and 9 people filled in an online survey version of the questions having been unavailable to attend the workshop in person.

The activities and questions used in the workshops/survey covered the following topics:

- View of Burton as an outsider
- Who gets left out?
- What do you think young people would say?

- What are the opportunities?
- What's good about Burton?
- What are the issues?
- Where would you take someone visiting Burton to show it off?
- What bits of Burton would you avoid on a tour?
- What is up-and-coming in Burton, or the best kept secret?
- What object best represents Burton?
- What comparisons/ competitors does Burton have?
- What are the unheard voices of Burton?

Sessions were conducted as a whole group, either contributing to a board of shared ideas, or taking a moment to think individually, before feeding back to the group (depending on the activity). For the collated notes, please see Appendix F (<https://rmresearch.uk/burton-appendices/>).

Stakeholder interviews

We held 8 one-to-one meetings with identified key stakeholders in the region to share their thoughts on the future direction for Burton, along with attendance at a committee to gain wider feedback.

Final analysis

Following analysis of all the individual data an analysis session was held by lead consultants which to draw out the key emerging themes, full write up of the findings and recommended next steps was carried out and shared in the full report.