

BURTON UPON TRENT TIP ENGAGEMENT: Stakeholders' engagement workshop

URBED delivered the engagement & consultation of the Town Investment Plan commission, led by Cushman & Wakefield, for Burton upon Trent. URBED's proposed methodology was split into two parts: a Stakeholders' Engagement; and a Public Consultation. This summary document brings together an account and an analysis of the Stakeholders' Engagement workshop element, which was delivered over two evening sessions. The summary and analysis of the public consultation and the questionnaires received from members of the public is detailed in a separate document.

The stakeholders' engagement was delivered through two round-table workshop events, involving a total of 26 stakeholder participants, representing a total of 21 organisations and local groups. The workshop involved several representatives from the following organisations and local groups:

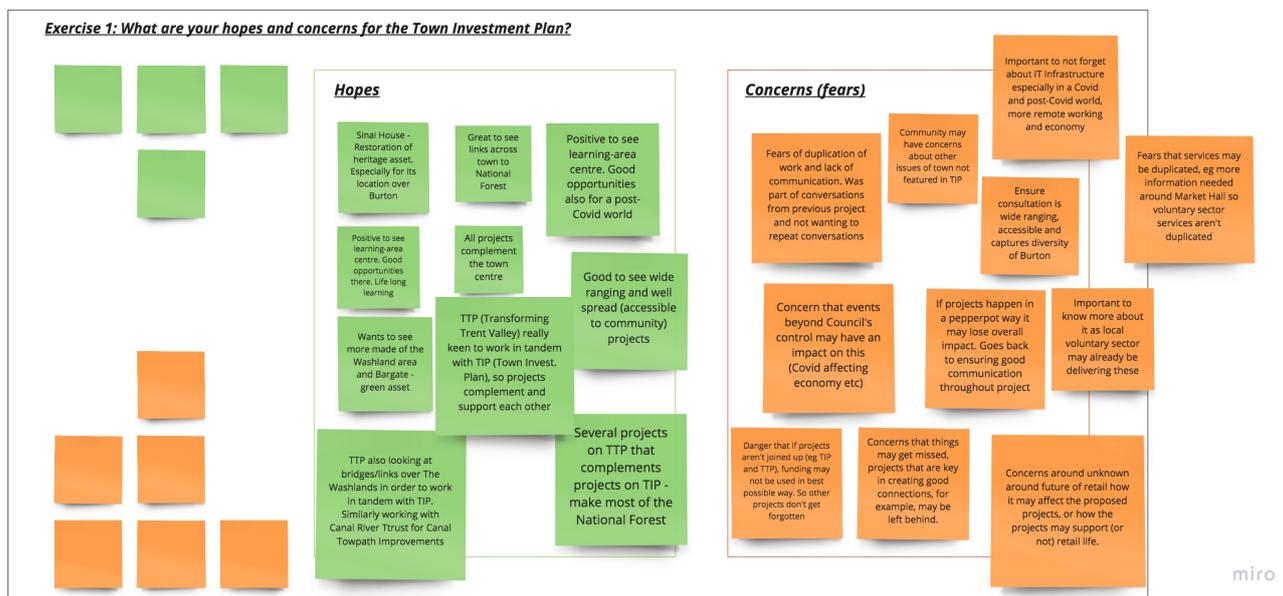
Staffordshire Police
Burton Small Businesses
Waypoint Shopping Centre Manager of Cooper Square
YMCA
SSLEP
Burton Parish Council
Octagon Shopping Centre
Chamber of Commerce
Consolidated Charity Burton
Brizlincote Parish Council
National Forest Company
Reach PLC
Support Staffordshire
GBSLEP
Branston Parish Council
Trent and Dove
Midland Classic Ltd.
Burton Hope
Tatenhill and Rangemore Parish Council
Trent & Dove Housing Association
Staffordshire Fire and Rescue Service
Trent Barton Bus Company

The events were held online following Covid-19 guidance and were hosted by URBED using a combination of Zoom, as the video conferencing platform, and Miro (www.miro.com) as a virtual collaborative whiteboard. The material used for this stakeholders’ workshop was a mix of URBED’s own material as well as base maps and information provided by Lathams.

The workshops were facilitated by URBED staff member: Helen Berg, Lorenza Casini and Kat Wong.

Each workshop session was run in the same way using the same methodology, this was outlined at tender stage and it included two main activities:

- A “Hope & Fears” discussion where all participants were able to share what aspects of the proposed Town Investment Plan were most positive about and had hopes for, as well as what aspects or feelings about the TIP gave them concerns. URBED facilitators ensured that on the “Fears” discussion participants were also able to express how they felt the TIP could address their concerns.
- And a “Prioritising Projects” discussion where each participant was able to choose 3 projects within the proposed TIP that they would wish to see prioritised and why.



^Above is an extract from the Miro board from one of the “Hopes & Fears” discussions by by one of the workshop’s stakeholders’ group.



KEY

- Town Funds Projects**
- Pedestrian & Cycle Bridge
 - Classic Town Cycle Network
 - Mixed-Use/Woodland - High Street Links
 - Library & Enterprise Hub
 - Burton & South Derbyshire Specialist Education Offer
 - A511 Town Centre Corridor Improvements
 - University Learning Hub
 - Small Park House
 - Community Sports Hub at Burton Rugby Club
 - Towpath Improvements
 - A5189 St Peter's Bridge Corridor Improvements

TTP working with The Washlands improvements team - environmental enhancement - such as improving pond and water life, and heritage feature

Project A	Project Summary	Does the project get your vote?	And Why?
COMMUNITY SPORTS HUB	Burton Rugby Club Sports Hub Extension within the Burton Sports Ground. Other extension (SU5). Phase 2 aims to repair facilities so that it can be used for other sports activities such as Cricket, Football, Tennis and badminton. Phase 1 will include a new outdoor sports area, weather proof and a new entrance at the site.	ADD TOWN'S VOTE	ADD POST-IT NOTES HERE
SMALL PARK HOUSE	The Small Park House is a Grade II listed building which is currently identified as Historic England as being of local interest. The proposed project would repair and renovate the building to bring it back into use as a bespoke hospitality product. Small Park House will become a new destination, with a new outdoor sports area, a restored front garden and a new entrance at the Small Park House Trust.	ADD TOWN'S VOTE	ADD POST-IT NOTES HERE
REGIONAL LEARNING CENTRE	To enhance the University of Derby's presence in the town, the project will create a new Regional Learning Centre in the heart of Burton Town Centre. The centre will provide a range of services for the town, including a new library, a new museum, a new university and higher education.	ADD TOWN'S VOTE	ADD POST-IT NOTES HERE
HIGH STREET INTERVENTIONS	The identification, and possible acquisition, conservation and redevelopment of High Street properties that may shortly fall out of use or be in need of regeneration. This may provide the introduction of a mix of uses in the town centre and also allow for the regeneration of the town and the town's heritage and the high street.	ADD TOWN'S VOTE	Strengthen Social economy
MARKET HALL COMMUNITY SERVICES HUB	Reusing three key County Council services into a single premises at the town centre Market Hall. This will be the new County Council, the new Burton Community Centre, and the new Market Hall. The new Market Hall will be a new hub for the town, providing a range of services to the community, including a new library, a new museum, a new university and higher education.	ADD TOWN'S VOTE	Important to know more about it as local voluntary sector may already be delivering these
NEW PEDESTRIAN AND CYCLE BRIDGE	Proposed new bridge crossing the River Trent, and incorporating a crossing of the River Trent, and a new cycle bridge. The aim of the new bridge is to improve connectivity and access to the town centre, and to provide a new link between the town centre and the river.	ADD TOWN'S VOTE	ADD POST-IT NOTES HERE
PROJECT G	Project Summary This proposal is to enhance the towpath through Burton from the town centre to the path between Burton Station Park and the Burton Sports Ground. It will also link the Burton Sports Ground to the town centre. It will also link the Burton Sports Ground to the town centre. It will also link the Burton Sports Ground to the town centre.	ADD TOWN'S VOTE	ADD POST-IT NOTES HERE
PROJECT H	Project Summary Burton Cycling Club is currently consulting on the local cycling and walking infrastructure plan, which will include a number of potential improvements to the walking and cycling network in Burton. The proposals include shared lane arrangements or pavement use (with a cycle lane), 20mph residential speed limits, shared parking areas (with a cycle lane), and a new cycle bridge across the river.	ADD TOWN'S VOTE	ADD POST-IT NOTES HERE
PROJECT I	Project Summary To enhance the quality of the A511 corridor, the project will include a range of improvements to the road, including a new roundabout, a new bridge, and a new roundabout. The project will also include a range of improvements to the road, including a new roundabout, a new bridge, and a new roundabout.	ADD TOWN'S VOTE	Enhance connections (in and out of town)
PROJECT J	Project Summary Burton and South Derbyshire offer a unique range of services available to the town across the region. However, due to limited funding the region is unable to provide a range of services to the town. The project will provide a range of services to the town, including a new library, a new museum, a new university and higher education.	ADD TOWN'S VOTE	Priority for Burton's young people future
PROJECT K	Project Summary Preparation of a new transport route for Burton and South Derbyshire. The project will include a range of improvements to the road, including a new roundabout, a new bridge, and a new roundabout. The project will also include a range of improvements to the road, including a new roundabout, a new bridge, and a new roundabout.	ADD TOWN'S VOTE	ADD POST-IT NOTES HERE

^ Above is an extract from a Miro board from one of the "Prioritising Projects" discussions by one of the workshop's stakeholders' group.

All Miro boards all of the groups over the two workshop sessions have been downloaded and shared with the team lead – Cushman & Wakefield – and with the commissioning client.

How it went + Analysis

The workshop sessions began with an initial 'Hopes and Fears' exercise. The facilitation team split the workshop participant into four participant groups (5-6 participants per group), and the facilitators asked each group to outline what their initial hopes and fears were about the Town Investment Plan. The facilitation team encouraged workshop participants to write their hopes and fears down on digital post-it notes and share them on the Miro digital whiteboard with their group. The list below summarised the hopes for the TIP for each group:

- Attract more people to the town, including those who usually go out of the town, to experience the heritage and amenity offer.
- Provide a bold and joint up strategy for the town, which compliments the Town Centre and offers a wide range of projects that are accessible to the community.
- Use the new TIP projects to catalyse other regeneration projects across Burton.
- Highlight the rich heritage and assets of Burton, for example, its brewing history.

- Attract businesses to the area, especially leisure companies and providing space for new start-ups, to bolster the local economy.
- Encourage tourism in Burton through enhancements of its heritage and green assets such as the Sinai House Heritage Hotel, Market Hall and the Washlands.
- Resolve accessibility and connectivity to the town through strengthening rail and bus links and new bridges and other projects that can improve traffic flow.
- Promote and support sustainable modes of transport through improvements to footpaths, cycle infrastructure and towpaths to encourage more people to cycle and walk and reduce traffic congestion.
- Use new projects as an opportunity to partner and work with other organisations such as the TTP, CRT and to look at precedent projects across the country to learn from them.
- Provide future educational opportunities for young people and life-long learning.
- Create new links to the National Forest and promote Burton as a place for further exploration of surrounding National Parks.
- Develop opportunities for new residential and community uses along with accommodation for the elderly.

The list below summarised the fears/concerns about the TTP:

- There is a need for the Council to maintain communication with the public on the TTP projects.
- A need to ensure that the TTP is being delivered in the public interest and not made to favour political wishes.
- There are concerns about the unknown future of retail in Burton, including the current health of the high street and high streets across the country as a whole.
- There is a fear that the TTP will not be bold enough and that it needs to be radical.
- Ensure that projects extend beyond the sites and connect with the broader area across Burton and that the projects do not overlook existing assets; many of Burton's heritage assets should be better maintained.
- The Council should look at developing partnerships with other organisations, to ensure they use TTP funding in the best possible way and projects and services are not duplicated.
- There is concern that external events and situations beyond the Council's control may have an impact on the delivery of the TTP.
- A knock-on effect of new developments could be the increase in traffic and pressure on roads which could in turn increase pollution and environmental issues in the area and detract from people coming to Burton. Also, there is a fear that the project will not alleviate traffic at the A38 junction.
- A need to consider IT infrastructure in a COVID and post-COVID with the move to more remote working within the economy.

- Concerns that other towns beyond Burton do not feature in the TIP and that other areas should benefit from the TIP as well.
- Need to make consultation processes for the TIP wide-ranging, accessible and to capture the diversity of Burton.
- Need to incorporate Climate Change/Emergency thinking across the TIP as a whole.
- Concerns that the projects are not realistic and will not materialise.

The second exercise again was conducted in the same smaller breakout groups of 5-6 participants per group and used a virtual Miro whiteboard to present the Town Investment Projects. The facilitators invited participants to vote on their top three projects and provide comments on virtual post-it notes on the Miro board.

Overall, across all the groups and the two workshop sessions the top three most favoured projects were Projects D, H and I and the least favoured projects were projects A and F.

The project I – improvements to the A511 corridor, was the most favoured project with nine votes in total with a comment that this project would enhance connections in and out of the town. The second to the top-rated project, with eight votes was project D – the high street interventions. The participants acknowledged that regenerating the high street is key for the town and that there is potential to reuse the existing empty shops to create new leisure, residential and commercial opportunities that will support the local economy. The groups felt that this project had potential to integrate the Washlands and riverside area to make the most of these assets. The participants noted that the project needs a bold and comprehensive plan for this area for it to be successful. The third preferred project was project H and the plan to introduce new and enhanced cycleways across Burton. This project received positive comments that it would ease congestion, create safer and sustainable cycle access into the town centre the towpath along the canal and to employment areas.

The least preferred projects were project A - the community sports hub and project F - the new pedestrian and cycle path. With project A, the participants questioned whether the proposed community sports hub is needed, mentioning the existing sports provision in the area, i.e. Burton Shobnall Leisure Centre and that the project could potentially impact on these existing facilities. A question was also posed, of whether it would be entirely publicly or privately funded. The concerns were countered however by positive views that the project could create an inclusive and accessible leisure space for Burton and the surrounding areas and generate more activities for young people. There were doubts about project F - the new pedestrian and cycle bridge, regarding how expensive the project could become and whether it was a need, given the Ferry Bridge is not far from the proposed new bridge. The project was welcomed by other participants who suggested that it could improve access to the Washlands and invite people to explore areas in Burton beyond the town centre.

The remaining projects, projects B, C, E, G, J and K, all scored between 3 or 4 votes each. Project B – Sinai Park House was a welcomed idea as participants described the building as a hidden gem and a great heritage asset for Burton and its restoration has the potential to attract tourists. There was a concern that it might end up like St. George's Park and not attract tourists. The workshop participants identified Project C - the regional learning centre as a good project which could revitalise the existing building and provide an opportunity to connect to local industry and maximise day and nighttime uses. A participant noted that the project might need other activities to support it due to social distancing pressures of the COVID-19 outbreak. The participants also highlighted that project E – the market hall and community service hub was a good project and agreed that by combining services into one hub, it would make the market hall building more sustainable. There was a concern about what would happen to the existing library and to make sure that the proposed services do not double up over existing services. Project G – the Trent and Mersey Canal towpath improvements project is seen as a positive project, though participants highlighted that the Canal & River Trust could partner on the project. Many of the participants welcomed project J – the specialist education centre, as a project that could increase educational opportunities for young people in the area and provide training in trades to address skills shortages. The participants commented that project K - A5189 St. Peter's Bridge corridor improvements would contribute positively to helping people access the town. The participants, however, questioned the improvements as a lot of money had been spent on the bridge already.

Overall our analysis tells us that there was general consensus about the Town Investment Plan offering the opportunity to create a positive impact on Burton and act as a catalyst for future improvements to the area.

To conclude this report, we present a comprehensive list of the comments, both of support and of concern, from the second exercise of the workshop in this table below.

Project ID	Votes	Positive Comments	Negative Comments / Concerns
Project A – Community Sports Hub	2	<ul style="list-style-type: none"> Improving leisure opportunities is key for Burton. Positive addition to the town. Positive activities for young people. Great asset for the town but it does need to be truly accessible and inclusive to all in Burton and surrounding areas. 	<ul style="list-style-type: none"> Not sure it is needed as facilities are provided elsewhere Nice but it is not needed Potential impact on Shobnall Leisure Centre. Would it be publicly funded, or

			all privately funded?
Project B - Sinai Park House	4	<ul style="list-style-type: none"> • Great idea for hidden gem • Beautiful building and history • Unique and oldest property in Burton upon Trent • Lots of potential to attract tourists 	<ul style="list-style-type: none"> • St. George's Park repeat? Will tourists actually come into town?
Project C – Regional Learning Centre	4	<ul style="list-style-type: none"> • Make sure the Brewhouse events still continue • Great idea – maximizing daytime use and nighttime uses. Keep theatre there. • This building needs a lift! Underutilised. • This has a place here if it potentially can connect to local industry in the area 	<ul style="list-style-type: none"> • COVID fear – need other activities to support this
Project D – High Street Intervention	8	<ul style="list-style-type: none"> • Empty shops could be reused as housing, commercial / office uses • Create potential space for leisure uses such as restaurants, wine bars • It will highlight the Washlands as a key asset • It will create a waterside area and make the most of the Washlands and the riverside • Will strengthen the local economy • Use the Washlands, turn the town around, face the Washlands not turn its back to it. 	<ul style="list-style-type: none"> • Won't go far enough! Need to be bold • Has to be large sites and must be comprehensive plan.
Project E – Market Hall Community	3	<ul style="list-style-type: none"> • Good idea to combine services so long as market stall holders are protected. 	<ul style="list-style-type: none"> • There is a worry though about what will happen to the

Service Hub		<ul style="list-style-type: none"> Libraries, rapid change – less use, internet access use Combined centre, bring more into libraries It is a good idea as it will bring services together in the marketplace. 	<p>existing library</p> <ul style="list-style-type: none"> Important to know more about it as local voluntary sector may already be delivering these services. There is concern about moving the library as it acts as a community hub and currently has great views. There is concern that the small traders and retail outlets will be moved out of the market hall.
Project F – New Pedestrian and Cycle Bridge	2	<ul style="list-style-type: none"> Improve access into the town and access to the Washlands Encouraging people to explore the wider areas beyond the town on their doorstep. 	<ul style="list-style-type: none"> Must be in keeping – ferry bridge is so pretty. Heritage Expensive possibly? This is very close to the Ferry Bridge which does the same thing.
Project G – Improvement of Trent and Mersey Canal Towpath	4		<ul style="list-style-type: none"> Important project but why isn't CRT not doing this? They could be encouraged to partner up.
Project H – Enhancement of short-term and medium-term priority areas in the Burton cycle network.	7	<ul style="list-style-type: none"> Healthy, eased congestions, sustainable, gets people into town Safe cycling Towpath not easily accessible. Cycle paths to employment, 	

		enabling people to go into town but also to work.	
Project I – Improvements to the A511 corridor	9	Enhance connections in and out of town	
Project J – Specialist Education Offer	3	This can address skill shortages, increase trades and the educational offer Priority for Burton’s young people and their future.	
Project K – A5189 St. Peter’s Bridge Corridor Improvements	4	<ul style="list-style-type: none"> • It will help to get people into the town • The bridge is crucial to address getting people in and out of town 	<ul style="list-style-type: none"> • Is the idea to remove footpaths? No, this is a process / study to identify what is the problem. • Costing – cheaper for study? • Already spent a lot on St Peter’s Bridge recently.