

BURTON UPON TRENT TIP ENGAGEMENT: Public Consultation – feedback questionnaires’ analysis

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 feedback received on the Public Consultation received by an online questionnaire – hosted on the SurveyMonkey platform – as well as the equivalent in printed format that members of the public completed and handed in via post.

The Public Consultation was delivered online as well as in physical format through the exhibition of two pop up roller banners located in Coopers Square shopping centre in Burton upon Trent between the 3rd of October and the 11th of October inclusive. The online copy of the consultation material was hosted on the East Staffordshire Borough Council website for the same duration as the physical consultation banners in the shopping centre.

The two roller banners measured each xx cm by xx cm and were located 2m apart to help members of the public maintain Covid-19 social distance while perusing the information. A table with hand-sanitisers and printed copies of the questionnaires were also provided next to the banners. Copy of the banners can be found in the Appendix.

The material used for the public consultation was a mix of URBED’s own material as well as base maps and information provided by Lathams.

Public Consultation Questionnaire’s Feedback Analysis

1.0 Feedback from the survey responses received by the SurveyMonkey questionnaire

Project specific comments – Summary

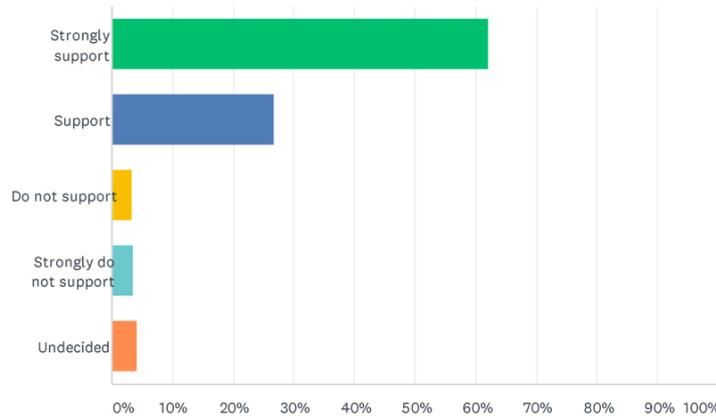
Through SurveyMonkey we received 861 responses to online survey at time of closure on Monday 11th October.

Overall Summary

89 % in favour of the TIP, with 62% very much in favour

Q1 Do you support overall our emerging Town Investment Plan for the regeneration and strengthening of the town?

Answered: 843 Skipped: 18



Qu.2 : Project A: Burton Rugby Club

81% support (of which 62.5 % strong support)

12% do not support

Net Balance = 69% in favour

Comments were generally more positive than negative

Positives:

- Benefits for local community – club brings community together
- Health (mental and physical) and wellbeing
- Great range of new sports
- Benefits for young people
- Rugby club could not afford the improvements without TIP funding

Negatives:

- Privately owned club – why are they not funding this themselves?
- This would be an exclusive facility for private members, not for the wider community
- Competition with other community sport’s clubs – taking sport away from the town centre? Would these facilities then close?
- People felt strongly that a new facility should not detract from Shobnall, and that these should continue to be well maintained
- This is an out of town site – not benefitting Burton. Need to develop sporting facilities in town
- Traffic issues
- Flooding on site

Other suggestions and comments:

- Ensure this is a sustainable scheme
- Improve public transport links to this site to prevent traffic problems. Bus links etc
- Also invest in town centre sport's clubs to ensure their continued survival
- Could it be linked to a Parkrun proposal, possibly incorporating the wildlife corridor adjoining the Branston Links scheme

Qu.3: Project B: Sinai Park House

49.5% support (of which 24 % strong support)

33% do not support

Net Balance = 16.5% in favour

This project received more negative comments than positive, mainly due to the use of public funding rather than the actual proposal

Positives:

- Conserving town's heritage assets is valuable, although some felt there were other assets within the centre that should be focussed on
- Some stated the building to be a local landmark which needed protection
- One person stated that there was a shortage of quality hotel rooms in the area

Negatives:

- Several people felt that there might not be the market for a new hospitality venue and stated that there were several hotels in town already often vacant.
- Many people stated that this was a private project and public funding should not be used for it
- Project is very disconnected from town and won't bring money into centre
- Concerned about whether public access would be restricted? (to gardens etc)

Other suggestions and comments:

- Could this be an education centre, museum or community café?

Qu. 4: Project C: Uni of Wolverhampton Regional Learning Centre

49% support (of which 16.5 % strong support)

33% do not support

Net Balance = 16% in favour

The majority of the negative comments (and some general confusion) referred to as to whether this proposal would lead to the closure of the Brewhouse Theatre

Positives:

- A few people said that they were in support of more higher-education offer and it might be good to put Burton on the university map
- Also good to raise young people's aspirations
- One person specifically said that this was a good initiative if it helps keep the Brewhouse sustainable

Negatives:

- Majority of comments suggested that funding should be invested in improving Burton and Derbyshire College instead
- People were confused why Wolverhampton University? Seems far away, and if they are interested in coming to Burton, why can't they fund it themselves as a private business?

There was a lot of concern that this proposal would reduce or compete with arts and theatre offer at the Brewhouse, and most people wanted to facility to remain as an Art's Venue

Qu.5: Project D: High Street Property Intervention

69% support (of which 29 % strongly support)

17.5% do not support

Net Balance = 51.5 % in favour

More positive comments than negative, however the majority of feedback complained that the proposal was too vague and lacked detail to be able to make an informed decision

Positives:

- There was a high level of support for maintaining the historical fabric of the High Street and revitalising the “sad” town centre.
- Ideas for renovation included bars and restaurants, start-up business initiatives and artisan shops. People were reluctant to lost all retail from this area.
- Some people stated that housing was a more viable option, and it would be good to occupy the floors above shops with residential use. One person stated than high quality apartments overlooking the river would be good.

Negatives:

- Concerns over half-baked plan and ad-hoc acquisitions – felt that an ambitious, well considered overarching strategy was required to unite the High Street aspiration
- Concerns that historic buildings would be demolished, and one person was concerned over loss of green space at Bargates

Other suggestions and comments:

- Small and start-up businesses ought to be supported with rent rates reduced to enable better occupation of these empty properties
- The Andressey Passage vision from the Town Centre Regeneration Strategy was mentioned twice, with respondents keen for this to progress and encourage a tourist revival
- There was recognition that a mixed-use approach might be most viable in a challenging financial climate

Qu.6: Project E: Market Hall

42% support (of which 16.5 % strong support)

42% do not support

Net Balance = 0%

Predominantly negative feedback to this proposal.

Positives:

- Various people liked the ideas of uniting all services into one Public Services Hub, and cited Lichfield Library as a good example
- Some people thought it would help to reactivate that area of town, increasing footfall and in particular reaching those studying as BSDC

Negatives:

- Most people were unconvinced by the proposal, and thought that the Market Hall would be the wrong building for a Public Services Hub (too small/ not enough parking etc)
- There were concerns for the existing market stall owners – where would they be relocated?
- There was a strong sense that Burton, as a “market town” must maintain an active market hall. The Market Hall should be used for entertainment
- Large number of respondents commented on the excellent well used Library in its current location and did not want to lose this facility. If relocated, there were concerns that services would be reduced, and that the existing library building would vacate.

Other suggestions and comments:

- Other suggestions for revitalising and increasing footfall within the Market Hall included an Altrincham/ Stockport type “food-hub”, and a live music and entertainments venue

Qu.7: Project F: New Washlands Foot & Cycle bridge

51% support (of which 23 % strong support)

34% do not support

Net Balance = 17% in favour

Balance of positive and negative responses to this proposal

Positives:

- Several people were generally in favour of schemes promoting more cycling and walking in Burton (sustainable transport developments)
- TTTV would like this to work closely with their emerging “Transforming the Trent Valley LPS” works
- Could integrate well with High Streets project, and encourage better navigability of the Washlands

Negatives:

- Many people felt like the Ferry Bridge/ St Peter’s Bridge were already fulfilling the requirement very effectively, and that the existing 3 – 4 bridges in this area were enough
- Seen as a vanity project which would cost more than it’s worth.
- Some concerns about environmental and historic impact of building new bridge
- Better to spend money on road infrastructure to reduce traffic

Other suggestions and comments:

- If this goes ahead – the bridge must lead to an attractive destination: what will this destination be? Stapenhill Cemetery? Bargates area?
- Must include cycle path as well as footpath
- *“I wonder, does the later project about 'looking again at St Peter's bridge (which has also had a LOT of money spent on it in recent years) mean this is part of a project to close St Peter's Bridge to pedestrians and widen the traffic lanes? We don't know. I think we deserve more transparency.”*

Qu.8: Project G: Canal Towpath Improvements

66% support (of which 24.5 % strong support)

19.5% do not support

Net Balance = 46.5% in favour

Considerably more positive responses than negative comments

Positives:

- Several people are in favour of this idea as it promotes exercise and a healthy lifestyle
- Some think that it will attract more residents and tourists to the local amenities

Negatives:

- Some think that this has low priority
- Some think that the path is fine in its current state
- Canals and Rivers trust should be funding this

Other suggestions and comments:

- Several people have found that the plans are too vague, and they need more information, especially about where the proposed improvements would be
- Ensure that the path is well-maintained once the changes have been carried out

Qu.9: Project H: Burton Cycle Network

63% support (of which 22.5 % strong support)

23.5% do not support

Net Balance = 39.5% in favour

Considerably more positive responses than negative comments

Positives:

- Many in favour as they believe it will encourage more cycling and a healthier lifestyle
- Helps cyclists feel safer
- Several people think that this is a good idea as it will reduce carbon emissions and be better for the environment

Negatives:

- Some people are concerned that the cycling provisions will be disjointed and incomprehensive

Other suggestions and comments:

- Consideration for more secure parking spaces for bicycles in town is needed
- Ensure that the cycle lanes are properly maintained

Qu.10: Project I: A511 Corridor

48% support (of which 16 % strong support)

29% do not support

Balance = 19% in favour

More negative feedback to this proposal.

Positives:

- Various people improve traffic flow and congestion
- Some believe it will help reduce air pollution

Negatives:

- Some people believe that this should be funded by Staffordshire County Council instead

- Many people think that this will encourage additional car usage when reducing traffic is needed

Other suggestions and comments:

- Many respondents think that the plans suggested are too vague and lacking in detail

Qu.11: Project J: Burton and South Derbyshire College

51% support (of which 21 % strong support)

24 % do not support

Net Balance = 27 % in favour

Although there were a few more positive comments than negative, most people were confused what this project actually entailed.

Positives:

- Many agree that providing upskilling opportunities in the town is vital

Negatives:

- Some think that the existing facilities are sufficient
- Some don't believe there is a clear benefit to this project

Other suggestions and comments:

- More information is needed as to what this entails
- Ensure the courses provided at the college are in line with current employment opportunities and the skills gap in Burton

Qu.12: Project K: A5189 St Peter's Bridge

50% support (of which 18 % strong support)

25% do not support

Net Balance = 25% in favour

Slightly more negative comments than positive comments, although again the predominant feedback was that the plans were too vague to enable a decision

Positives:

- Some people believe that this will make access into the town easier

Negatives:

- A few people think that this should not be using funds from the town development plan but should be funded by the council instead

- Some say that the current and proposed layouts will still cause traffic problems into town

Other suggestions and comments:

- Plans are vague and more detail is needed
- A few have suggested reviewing the two islands

Qu.1 and 14: General feedback

Balance of positive and negative feedback, with several other good suggestions proposed, and a clear sense that residents really care about the future of Burton but feel that it is neglected and not performing very well at the moment.

Positive:

- Many residents support efforts to regenerate and strengthen the town, stating that it was vitally necessary *“so our younger generation can live and work here and be proud of themselves”*

Negative:

- Some stated that the plan lacked coherence and a unifying strategy, which they felt was important for successful regeneration
- There were comments about the plan lacking ambition and imagination
- Some people felt that the proposals would not benefit the community
- People noted that the consultation period had been too short, and some stated that the Town Deal Board had not been transparent and inclusive about the project development over the past year. They would like the TDB to share meeting minutes.

Other suggestions and comments:

- Many people mentioned the need for a new car bridge over the river, although the location of this was disputed
- Many concerns raised about traffic and road congestion
- Various suggestions for improving the railway
- *“It would be great to link some of these projects together in a town trail marking all Burton' historic places of interest.”*
- *“Other projects that I believe would have merit for consideration include: 1) Wildlife education centre to compliment the Washlands enhancements 2) Arts & Culture Investment, not only looking to bring/ re-introduce a Museum into Burton, but looking to redevelop and commercialise some of our great but underused historic sites, most notably Bass House.”*
- Various suggestions for improving leisure facilities – such as bowling alley, bars and restaurants
- Various suggestions for improving the river front
- Several people again stated that they did not want the library to move

- People would like the fund used for community investments
- *“People need a reason to come to Burton. If we can find one then projects A-J start coming into play. Which begs the question: why would anyone go into Burton?”*
- *“Burton has an amazing number of discount stores, ie places where people can notionally save money One of the size advantages Burton has is that it's big enough to house virtually every variation of store but small enough to walk around. This idea would make Burton a retail destination”*
- *“There seems to be no plan for youth provision in the town for 12 to 18-year-olds. With no youth services available and limited access to voluntary provision I can't see how this is supported in this plan.”*
- Transforming the Trent Valley (Landscape Partnership Scheme lead by Staffordshire Wildlife Trust) repeated stated that they would like to ensure that their proposals aligned with larger town investment, and would like to be part of ongoing plans and discussions
- *“To be considered to be part of the National Forest Burton needs more green spaces and trees. Currently, it is barren apart from the washlands. Burton certainly doesn't feel like a capital with little offering for tourism.”*

Overall Summary

89 % in favour of the TIP, with 62% very much in favour

Net Support Ratings

| | |
|--|--------|
| A - Burton Rugby Club | 69 % |
| D - High Street Improvements (although people were unsure what this involved) | 51.5% |
| G - Canal Towpath Improvements | 46.5 % |
| H - Cycle Network | 39.5% |
| J - Burton + S. Derbyshire College | 27% |
| K - St Peter's Bridge | 25 % |
| I - A511 | 19% |
| F - New footbridge | 17 % |
| B - Sinai Park House | 16.5 % |
| C - Uni of Wolverhampton | 16 % |
| E - Market Hall scheme | 0 % |

2.0 Results of Posted/ Emailed Questionnaires

We had 22 returned questionnaires, with 20 answering questions (2 wrote comments only)

PERCENTAGES

| | OVERALL TIP | A | B | C | D | E | F | G | H | I | J | K |
|----------------|-------------|----|----|-----|----|-----|----|----|----|----|----|----|
| Support | 80 | 45 | 45 | 40 | 75 | 25 | 55 | 70 | 45 | 40 | 30 | 35 |
| Do not Support | 10 | 20 | 45 | 50 | 20 | 65 | 30 | 15 | 35 | 40 | 25 | 40 |
| Net support | 70 | 25 | 0 | -10 | 55 | -40 | 25 | 55 | 10 | 0 | 5 | -5 |

| | |
|-----------------|---|
| Overall ratings | D |
| | G |
| | A |
| | F |
| | E |
| | C |
| | K |

Overall Summary of postal survey responses

70 % in favour of the TIP, with 40% very much in favour.

Favourite schemes were in line with the results of the survey monkey – A, D, G. However, Project F (footbridge) was more popular than project H (Cycle Network) in the postal returns, and there was more uncertainty about the rugby club.

The Market Hall proposal and University of Wolverhampton schemes remained unpopular, and the St Peter's Bridge proposal was also less popular within this collection of responses.