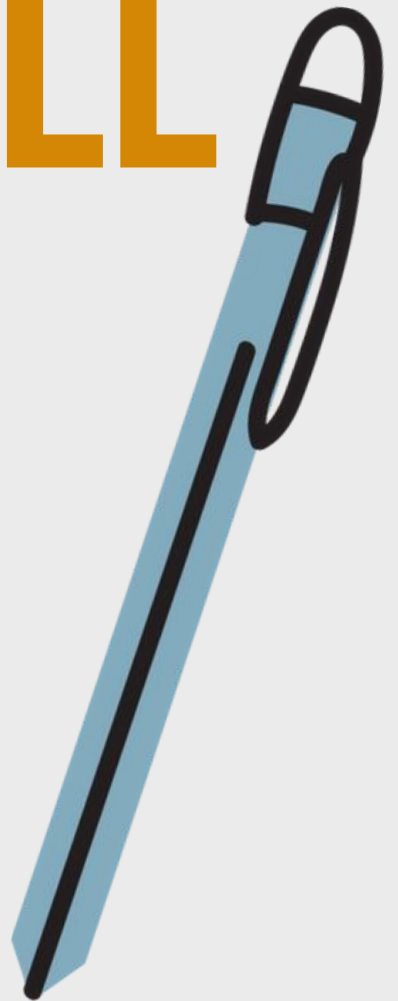


Local

URBAN ROOM

BURTON MARKET HALL

SCRUTINY COMMITTEE





**URBAN ROOM
HAVE YOUR SAY**



**PROJECTS FOR LOCAL
PEOPLE.**

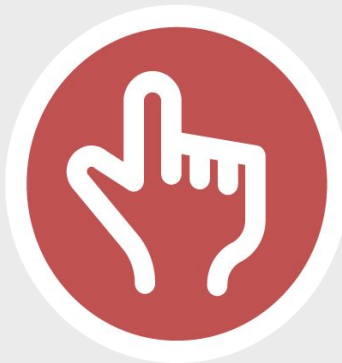
URBAN ROOM



HAVE YOUR SAY



**HOME
IS
WHERE
THE
URBAN ROOM
IS**



URBAN ROOM

**YOUR HOME
YOUR
FUTURE!**





A creative community engagement exercise which has developed a local space for people to have their say on the future of their place.

- Pop up Urban Rooms
- Long term space in the Market Hall
- Speaking to individuals and groups in a private setting
- Social Media
- Online platforms
- Survey

OUR METHODS

IN PERSON ENGAGEMENT DAYS

**The
Brewhouse**
Focus
Group/pop up

Market Hall x 3 pop
up days plus an Urban
Room space that is
monitored and adds
to the evaluation

**Coopers Square
Shopping Centre**

**Scrutiny
Committee**
Focus Group


Focus Group
with Gulsoom
Aslam- **Support
Staffordshire**

The College
Pop up day and
a permanent
Urban Room
wall

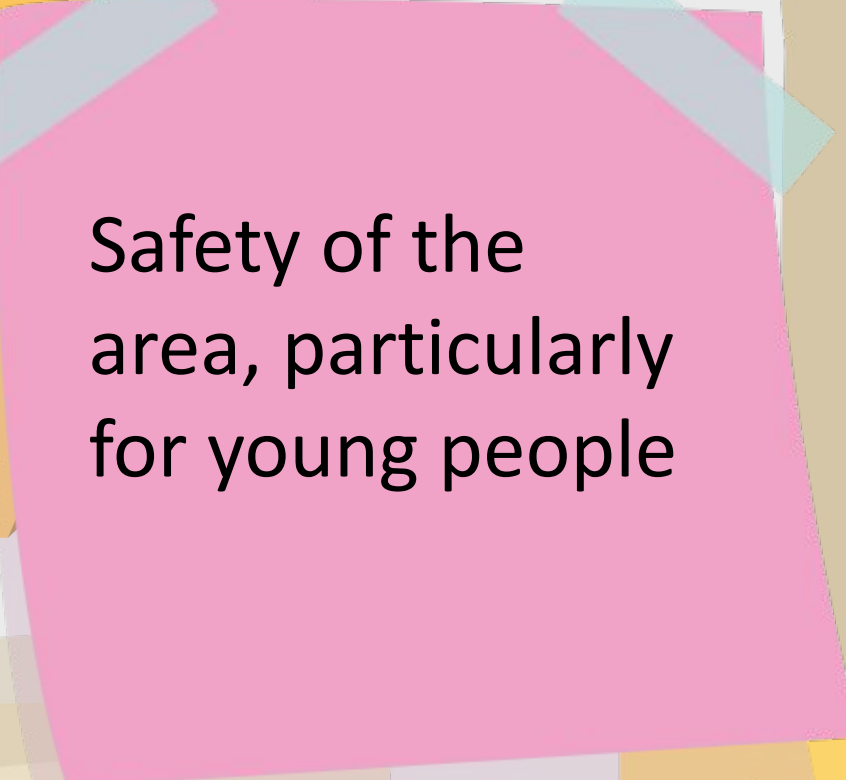





SOME STANDOUT THEMES



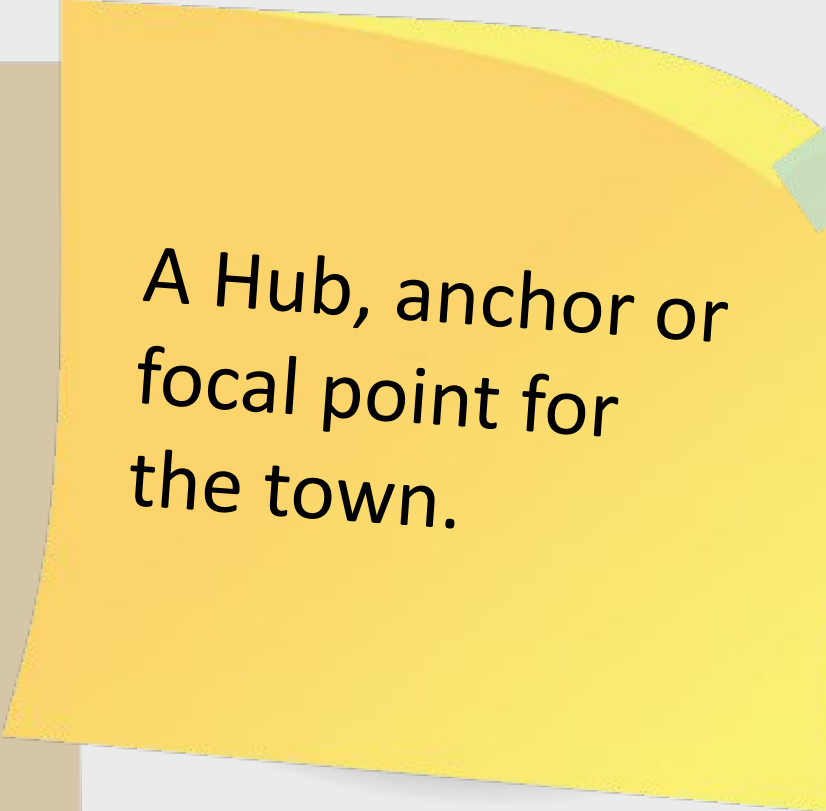
A place to dwell,
work, rest and
play



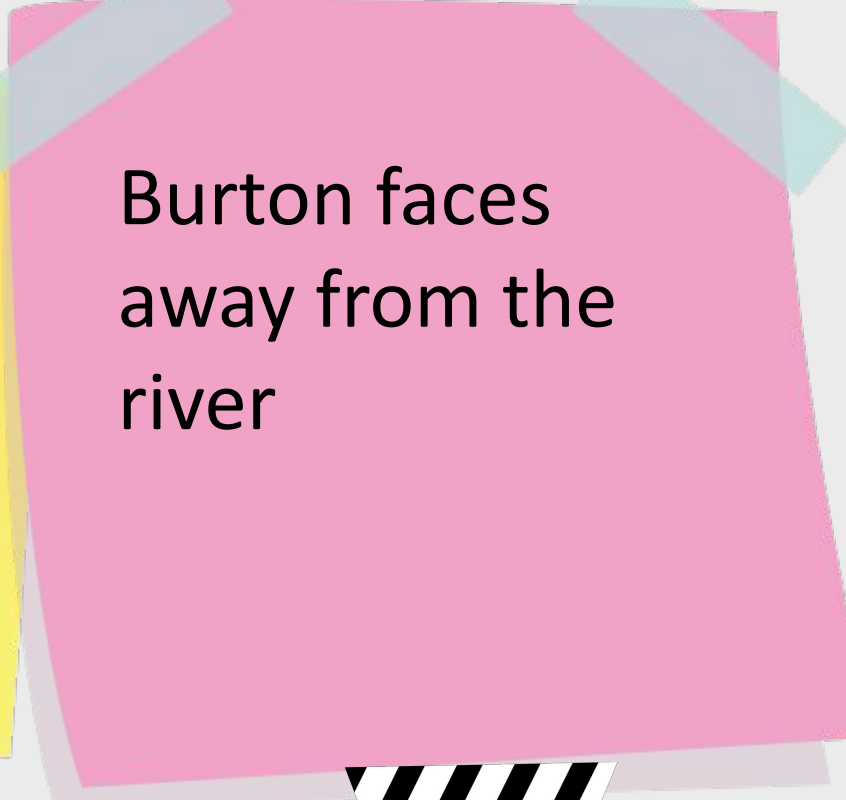
Safety of the
area, particularly
for young people



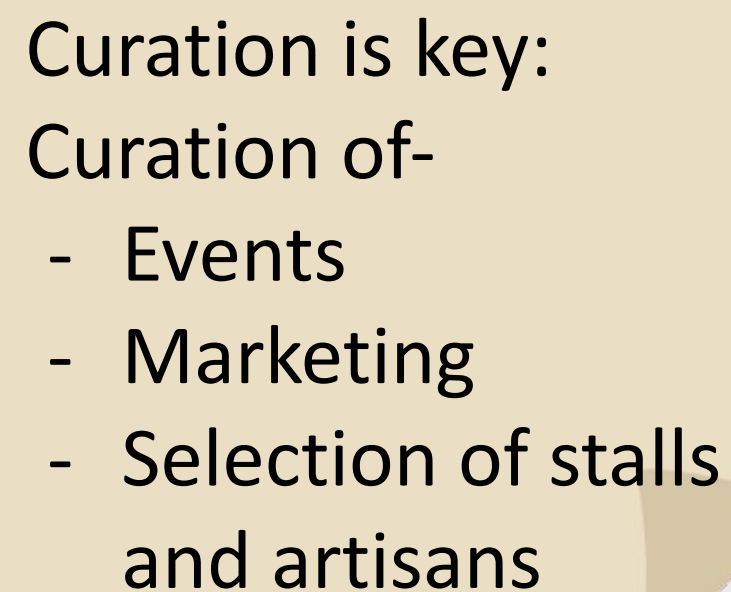
A mix of
affordability and
high quality



A Hub, anchor or
focal point for
the town.




Burton faces
away from the
river

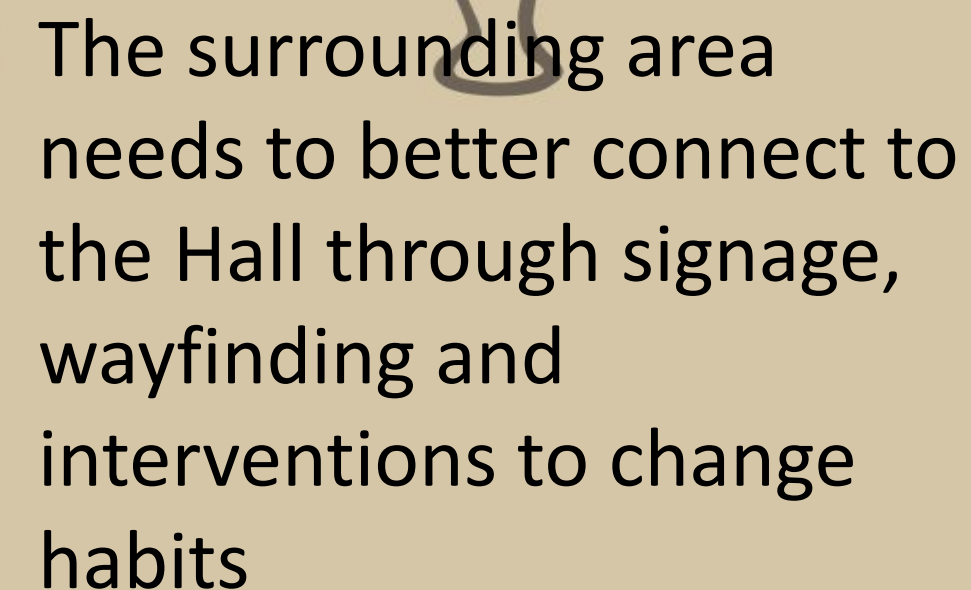


Curation is key:
Curation of-


- Events
- Marketing
- Selection of stalls
and artisans



Branding and
Marketing
Strategies need a
rethink.



The surrounding area
needs to better connect to
the Hall through signage,
wayfinding and
interventions to change
habits



A place to dwell,
work, rest and
play

YOUR IDEAS AND OPINIONS

This evening we'd like to discuss some key themes. The session is recorded and will form part of our evaluation. We will focus on:

Operation models

Working together to find a solution

What is non negotiable?

The potential offer in relation to other developments and proposals

Key offers and filling current gaps in the town centre offer

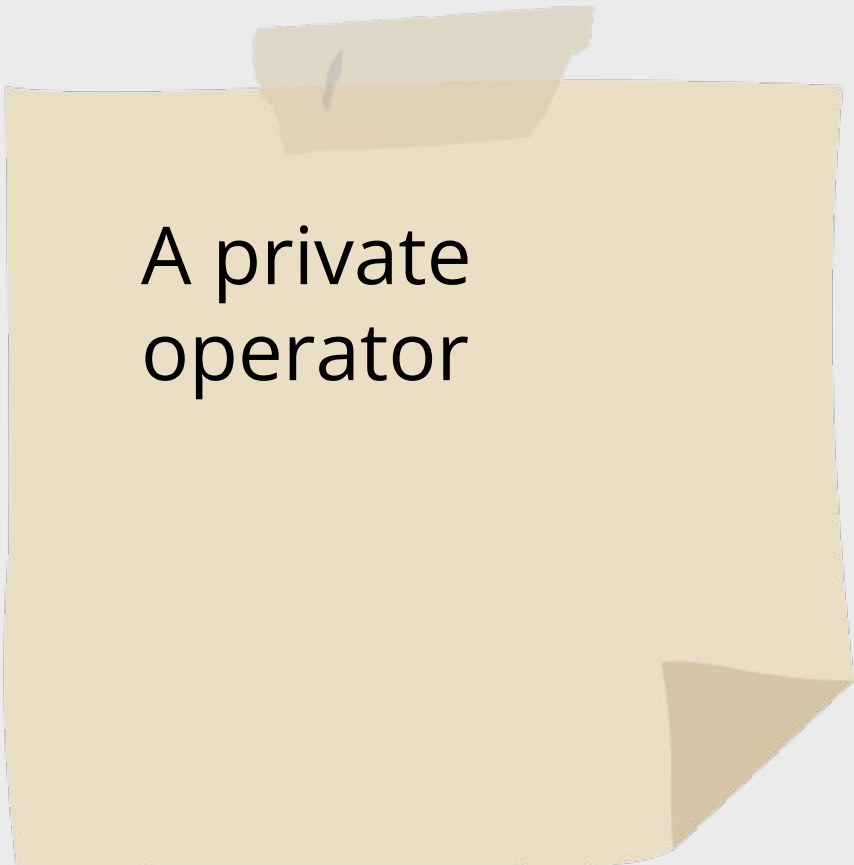
Confidence in the process

What are the current barriers to a diverse range of people visiting the Market Hall?

Are there any themes that we can draw out from the discussion tonight?

OPERATION MODELS

What is our current understanding of the options in play and can your desires for the Hall be achieved with a model you don't currently advocate for?



A private operator



A Community Cooperative approach



A Hybrid of the two

THE OFFER

What can go on in the Hall to create a true Hub/destination and fill gaps in the town centre offer? Some popular choices from the community have been:

Co-working space on the Mezzanine

An artisan, high quality food and drink offer

A place to relax and meet friends and family

A tourist information point

Wellbeing space, prayer room, accessible facilities


Recreation and leisure activities.

Local history and distinctiveness on display


Opening hours extended to accommodate professionals and students

WHAT IS NON-NEGOTIABLE

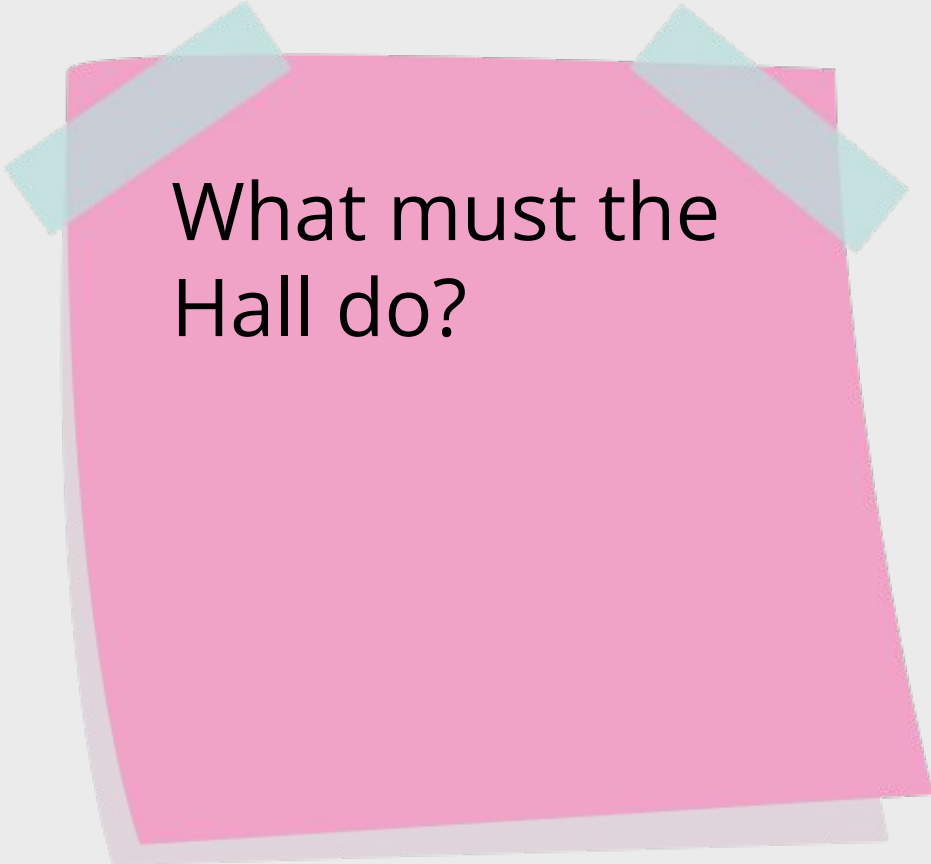
What **MUST** the Hall do and implement in order to create a sustainable offer? During the engagement, we've found almost all attendees to be flexible with regards to approach and vision- as long as the subsequent offer is of high quality.



Where are the red lines?




Who needs to feel welcomed?



What must the Hall do?

WHAT ARE THE CURRENT BARRIERS?

What is stopping a diverse range of people visiting the Market Hall?
These barriers can be to do with:



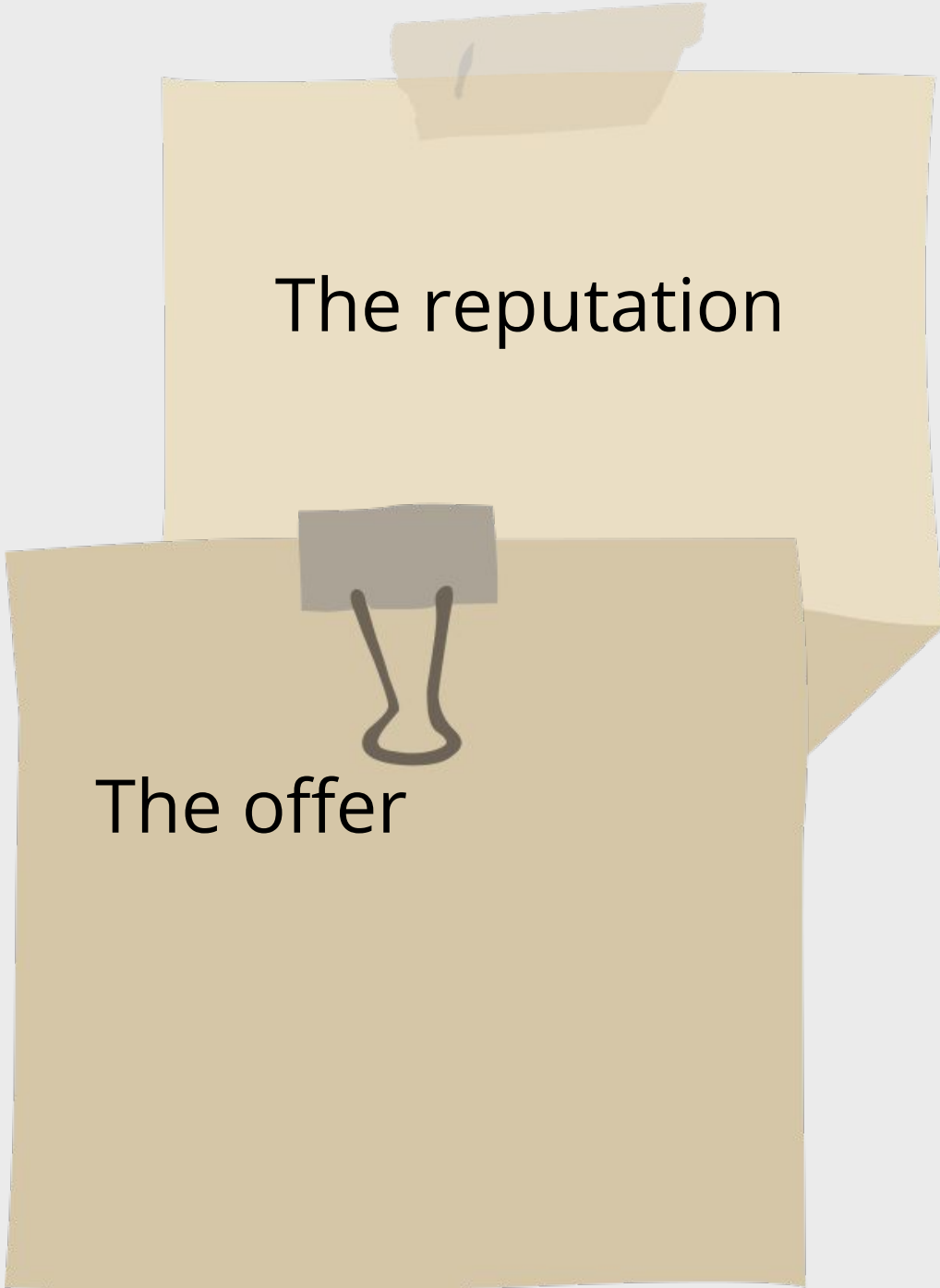
The surrounding area and the 'welcome'



The facilities available



The promotion of the space



The reputation

The offer

WHAT ABOUT OTHER PLANS?

What's going on elsewhere and how might this affect the potential offer in the Market Hall?

Think about:

Any plans for
the Bass
House site

Similar offers
in
neighbouring
communities

The holistic
experience of
the town centre

The College as
the primary
footfall
generator

Any local housing
development

WORKING TOGETHER

There are some opposing views on the best way forward. How do we find a solution that the majority of the town will be happy with?

What do we agree on?

Where we disagree, are we able to compromise?

What does that look like?

Who has a vested interest in a certain outcome?

How do we build upon tonight's discussion?

How can we manage conflicting visions and how best to embrace opportunities?

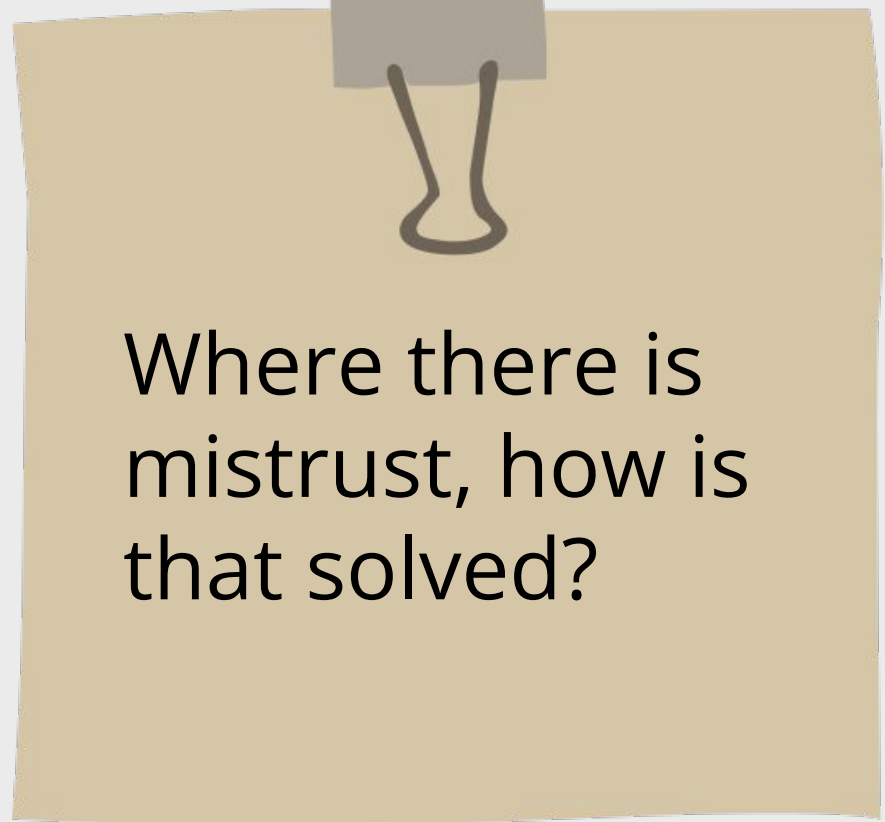
What factors need considering to move the plans forward? (eg finance, committmnets, skills,)



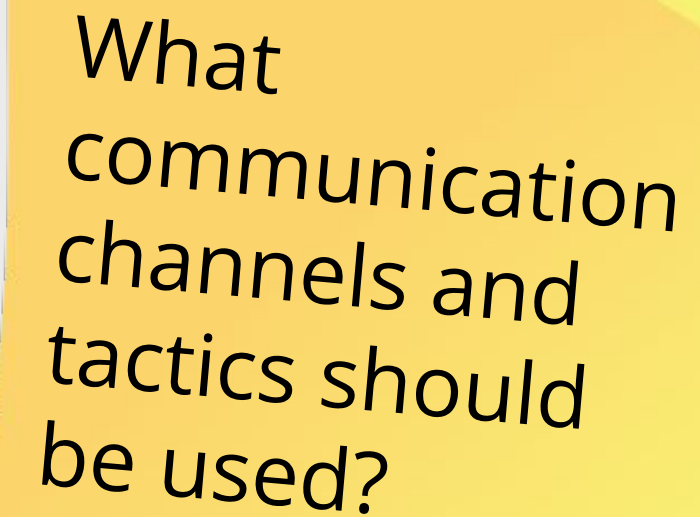
CONFIDENCE IN THE PROCESS



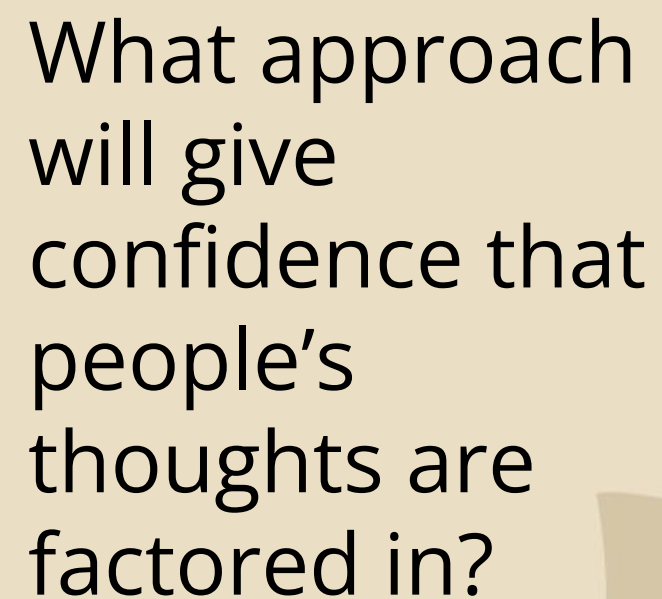
How can ESBC best articulate actions taken from the engagement?



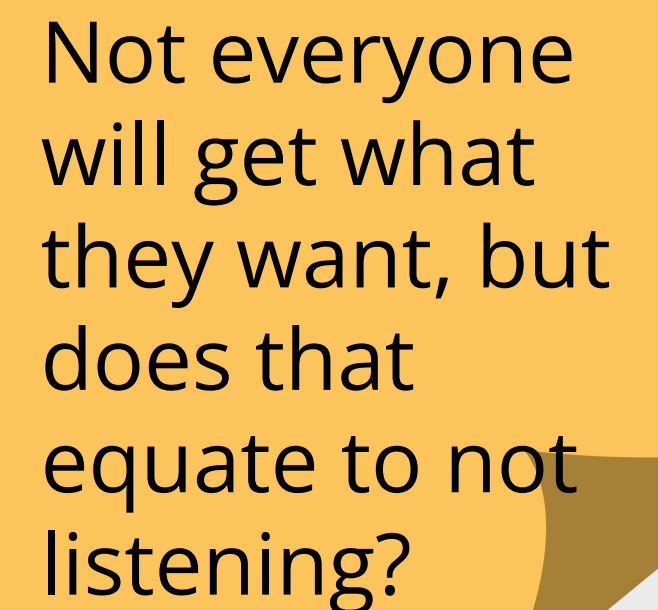
Where there is mistrust, how is that solved?



What communication channels and tactics should be used?



What approach will give confidence that people's thoughts are factored in?



Not everyone will get what they want, but does that equate to not listening?



THANK YOU FOR YOUR TIME THIS EVENING

Your feedback will be factored into the Evaluation, which we hope to complete next month.