

## PROJECT CLOSING REPORT - Vox Pops

### 1. OVERVIEW

Short videoed interviews were made with residents, retailers, business people, students and visitors to achieve an impartial view on what people think about Buxton and why, and also on what could improve the town.

### 2. DETAIL OF WHAT TOOK PLACE

Short filmed interviews were conducted with a range of Buxton 'users' in several locations – Turner's Memorial, Spring Gardens, Morrison's car park (with permission of manager) and The Market Place. Permission was obtained from each interviewee, and recorded, and they were informed of the possible distribution of the interview prior to recording their comments.

40 people in total were interviewed, including 16 visitors, 13 residents and 6 business persons.

Three questions were asked:

- Are you a resident, visitor, student or business person?
- How do you feel about Buxton?
- What could be done to improve Buxton?

Once sufficient interviews had been gathered they were analysed as to content and categorised - whether mainly in favour of Buxton or mainly against, the various topics raised and the suggestions made for improvement.

A selection of nine interviews were aired at the 2020 Vision Conference in March 2015, both positive and negative comments were included in proportion to ensure impartiality.

Thirteen interviews were also used at the 2015 General Meeting.

### 3. ASSESSMENT AGAINST AIMS AND SUCCESS CRITERIA

The aims of the project were:

- To achieve a 'snapshot' view of people's perceptions of, and ideas for, Buxton in September 2014.
- To encourage debate and understanding of the town
- To share the information with key stakeholders in the town
- To enhance the reputation of Buxton Town Team
- To raise the profile of Buxton Town Team

All of these aims were met to a certain extent.

The measurable success criteria of the project were as follows:

- Viewers of the final material making positive responses and recognising the Town Team as the vehicle which has acquired specific, useful information about the town and its users.  
Verbal response from viewers has been positive.
- The requirement by other organisations for this to be an annual, or biennial, exercise which will effectively measure the perceptions of progress for the town  
No direct requests for periodic repeat of this exercise but it is thought by the team concerned that there is value in continuing with these interviews at regular intervals.
- At least 50 usable interviews  
40 interviews were recorded
- If used on social media, a high numbers of hits; compared with usual impact, which is logged  
Only one of these interviews has been used on Social media so far – as part of publicity for a consultation about the crescent. Interview footage is considered for social media uploading when relevant to a current topic of discussion
- Usage at the 2020 Vision conference if this is approved.  
Nine interviews were included at 2020 Vision

### 4. ANY FURTHER BENEFITS

The interviews form a record that can be used when assessing progress on different aspects. Further interviews based on specific areas can show how attitudes may have changed over time.

Many interviews can be used to highlight issues as a precursor to formulating development plans, by eg the current APTT group.

## **5. COSTS**

No expenditure was anticipated and none was incurred.

## **6. LEARNING POINTS FOR THE FUTURE**

Less is more. Asking short, simple, unbiased questions elicits good information.

Although useful interviews were collected at Morrison's, people were rushed - shopping, not browsing. Don't expect everyone wants to be interviewed; approximately half those approached refused to be interviewed.

## **7. RECOMMENDATION FOR THE FUTURE**

The Communications Group feel that the exercise was very worthwhile and has amassed a source of useful information that can be drawn on for years to come.

It is thought that further interviews on more specific topics could be carried out in future as well as a repeat of the original general questions that may elicit new areas of concern as the town develops.

It is a tool that would be useful for a range of projects and should be continued as part of the Communications Group's ongoing activities.

Tina Heathcote, Andy Parker  
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