

BURNLEY HERITAGE ACTION ZONE 2020-2024

INTERIM EVALUATION REPORT TWO. **APPENDIX**

MARCH 2023

SALLY FORT

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EVALUATION METHODOLOGY

Data Available: For this report the following data was analysed:

- Quarterly update meetings with Burnley Council's lead contact
- 133 Responses to the HAZ Perceptions Survey*
- Steering group meeting minutes
- Cultural group meeting minutes
- HAZ Facebook page comments and analytics
- Facebook: Empire Theatre, Mid Pennine Arts, Burnley Creative Arts, Culture Counts
- Review of Casey Orr (Saturday Girl artist) blog posts and Facebook posts / comments
- Footfall monitoring data across 5 measurements points in Lower St James Street
- Heritage skills workshop surveys x 54
- Event Observation Sheets x 15
- Empire Theatre capital update report

*The perception data has been compared in two ways.

1. A comparison of people who visited Lower St James Street in 2022 or 2023, when most of the HAZ work has been done; and those visiting in 2021 or earlier.
2. A comparison between people who are engaged with or have connections to the HAZ, with a other Burnley general public who responded through a large local Facebook group, to see ensure feedback included those who might not tend to come to arts and cultural events, or have a vested interest in the project.

PERCEPTIONS SURVEY RESULTS

Table 1 . Perception Survey Summary

	2021 and before	2022 / 2023	Change
Have you ever noticed any of the historic features of the buildings in this area?	60%	85%	+ 25%
Before today had your heard of Burnley HAZ: Heritage Action Zone?	20%	38%	+ 18%
Before today had your heard of Burnley Town Centre Conservation Area	12%	46%	+ 34%
Those who rated quality of the pedestrian areas - pavements, crossings etc as <i>good</i> or <i>very good</i> :	24%	80%	+ 56%
Those who rated quality of the street furniture, such as benches, lighting, planters, bins etc as <i>good</i> or <i>very good</i> :	20%	73%	+ 53%
Those who rated quality of the levels of traffic as <i>good</i> or <i>very good</i> :	28%	71%	+ 43%
Those who said Lower St James Street had <i>a lot</i> or <i>a great deal</i> of historic character.	40%	52%	+ 12%
3 words to describe the area, categorised as positive, mixed, neutral or negative.			
Positive or mixed (mixed = partly positive)	0%	35%	+ 35%
Negative or neutral	92%	66%	- 28%

Table 2. Perceptions Survey Summary of ages

Ages 15 and under / 15-19 /20-24 / 25-30	2021 and before	2022 / 2023
	0%	8%
	General Burnley public	Engaged with HAZ
	0%	6%

Table 3. What's Best About Lower St James Street (summary)

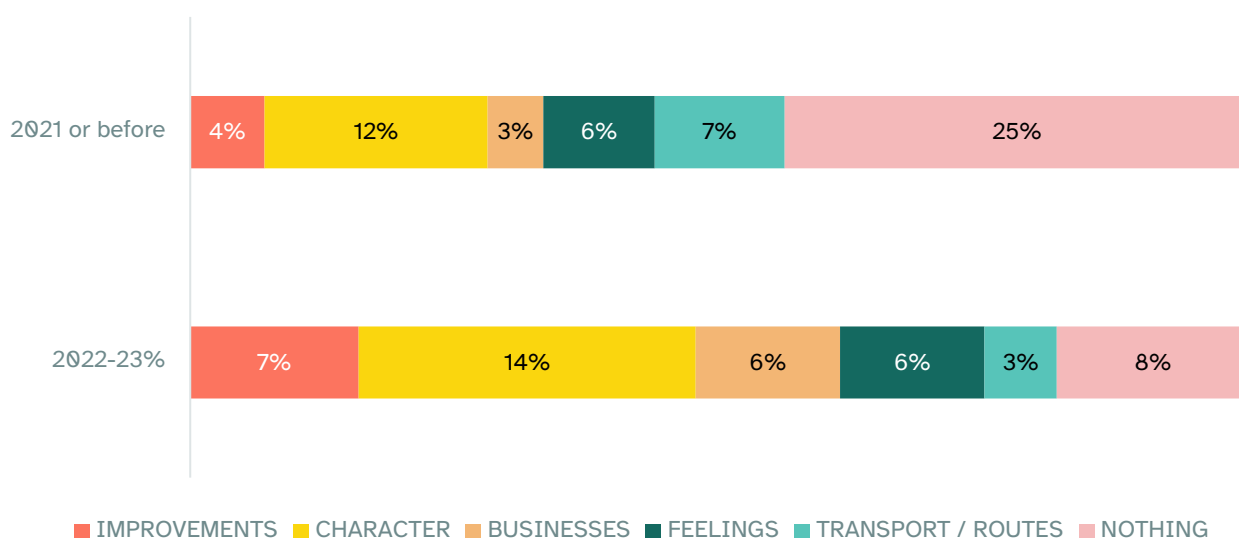


Table 4 What's Best About Lower St James Street (Detailed)

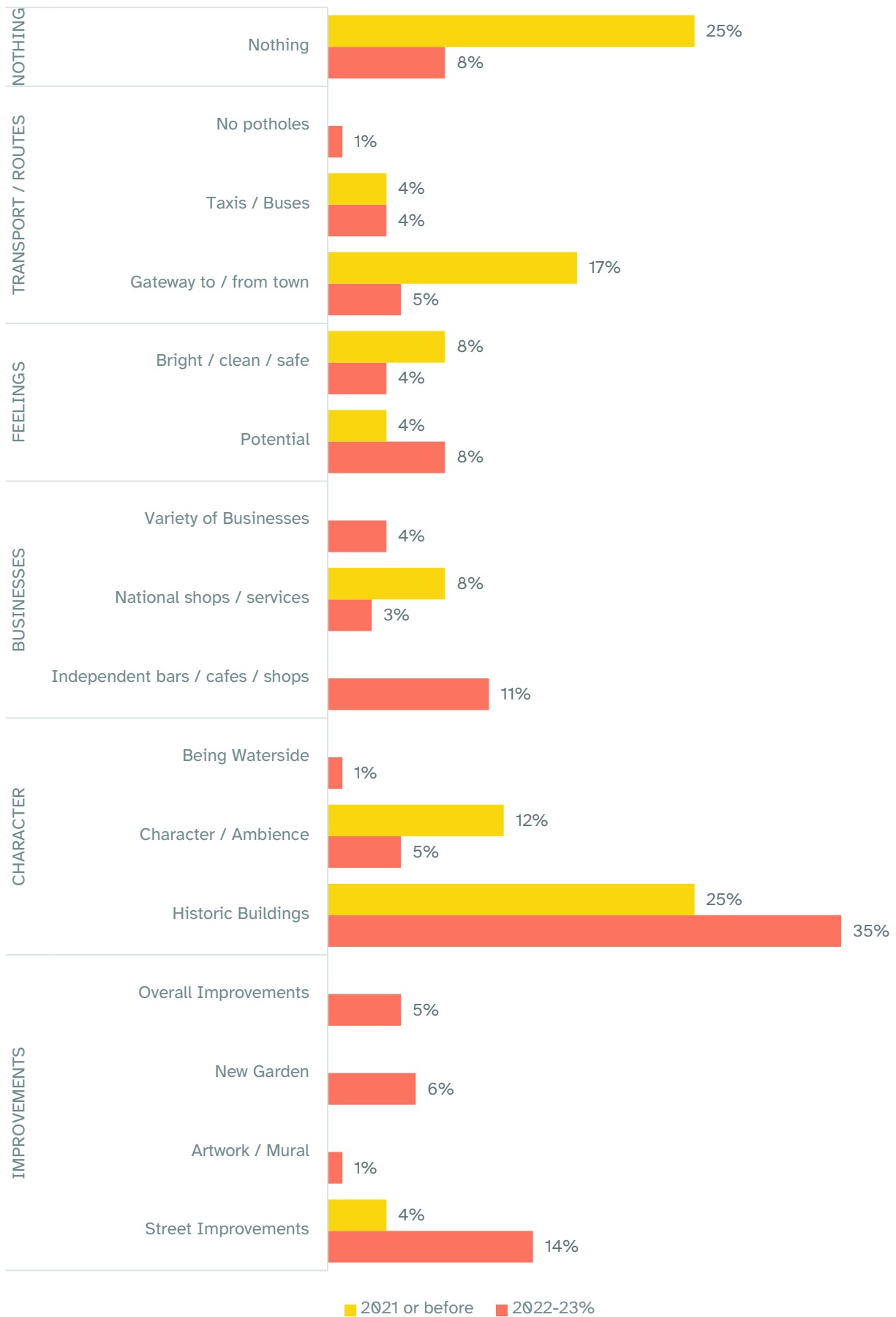
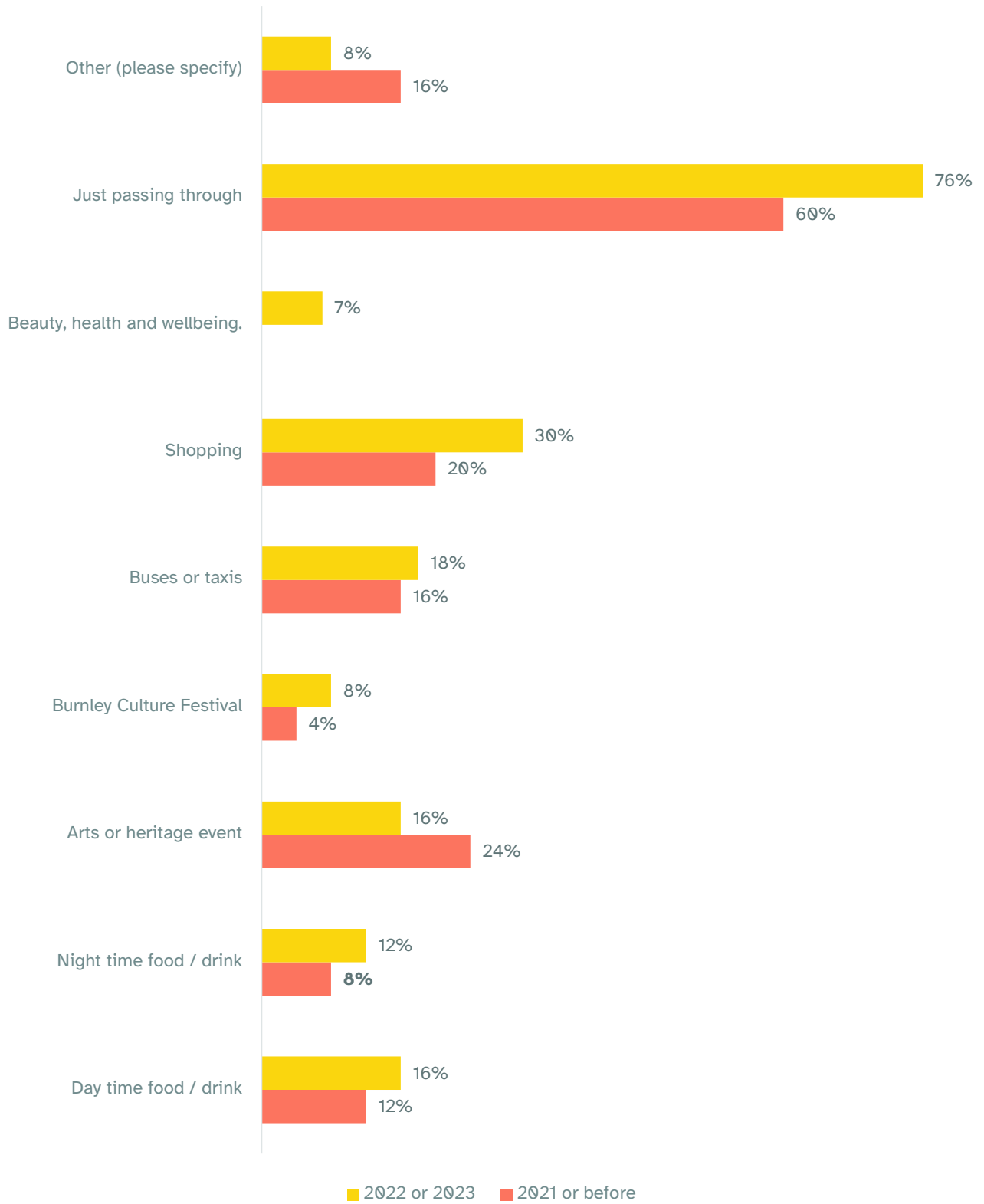


Table 5 Main Reasons for Visiting Lower St James Street



FOOTFALL FIGURES

Table 6. Footfall figures (excluding lockdown months)

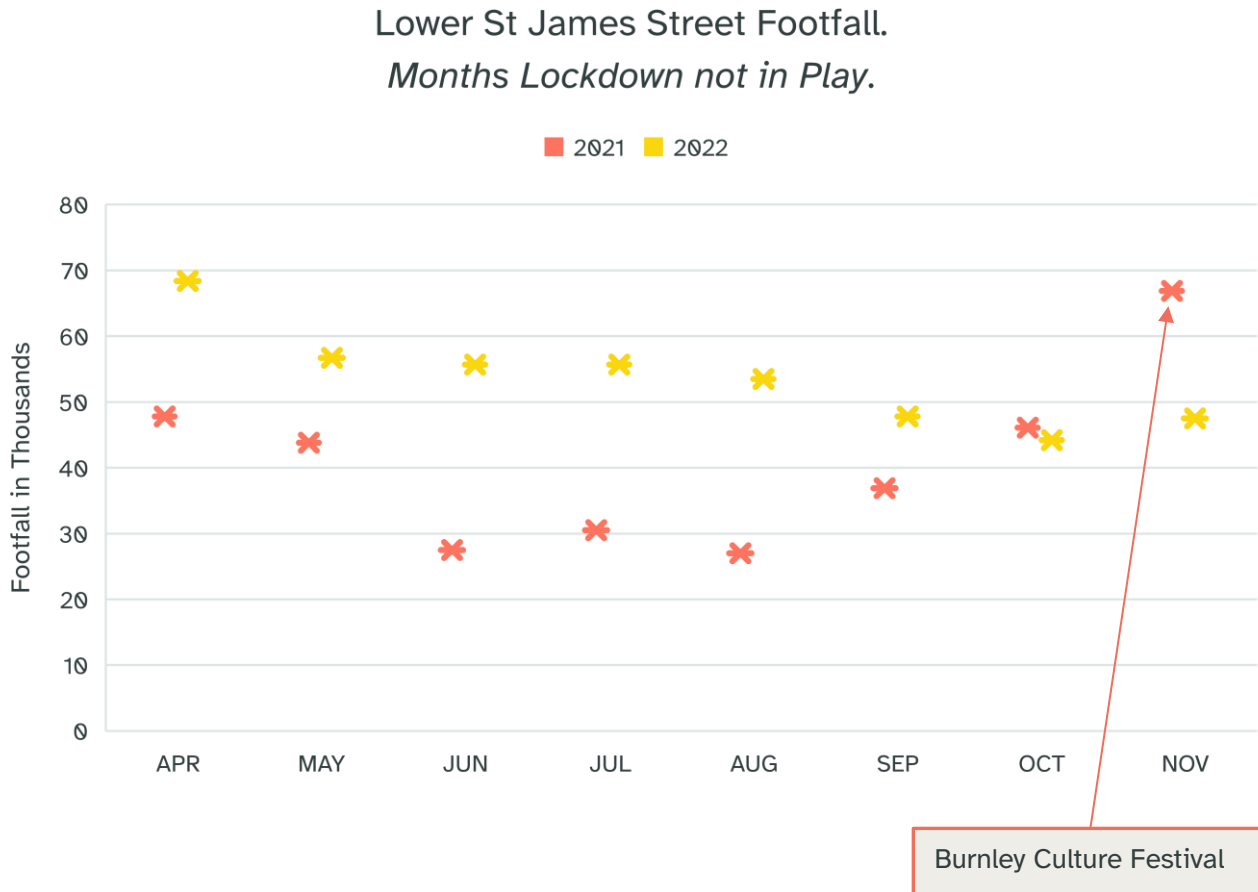


Table 7. Calendar of footfall in thousands

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	MONTHLY AVE
2021	17.6	38.6	34.2	47.8	43.8	27.5	30.5	27.0	36.9	46.1	66.9	51.7	468.6	39.1
2022	65.0	68.8	74.7	68.4	56.7	55.7	55.7	53.5	47.8	44.2	47.5	47.4	685.4	57.1
2023	49.0	44.2												

Months affected by lockdown