

# Kirklees Cultural Heart Key Consultation Statistics

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# Phase One Consultation Summary

## Introduction

This section provides an overview of the engagement across the Kirklees Cultural Heart public consultation communication channels during the first phase of consultation, which ran from Monday 23 May to Sunday 19 June.

## Consultation Engagement Methods

It was paramount the consultation was accessible to all members of Kirklees' community. Therefore, the consultation included a variety of engagement methods, both digital and non-digital. Below is a list of the non-digital engagement methods used throughout the consultation period.

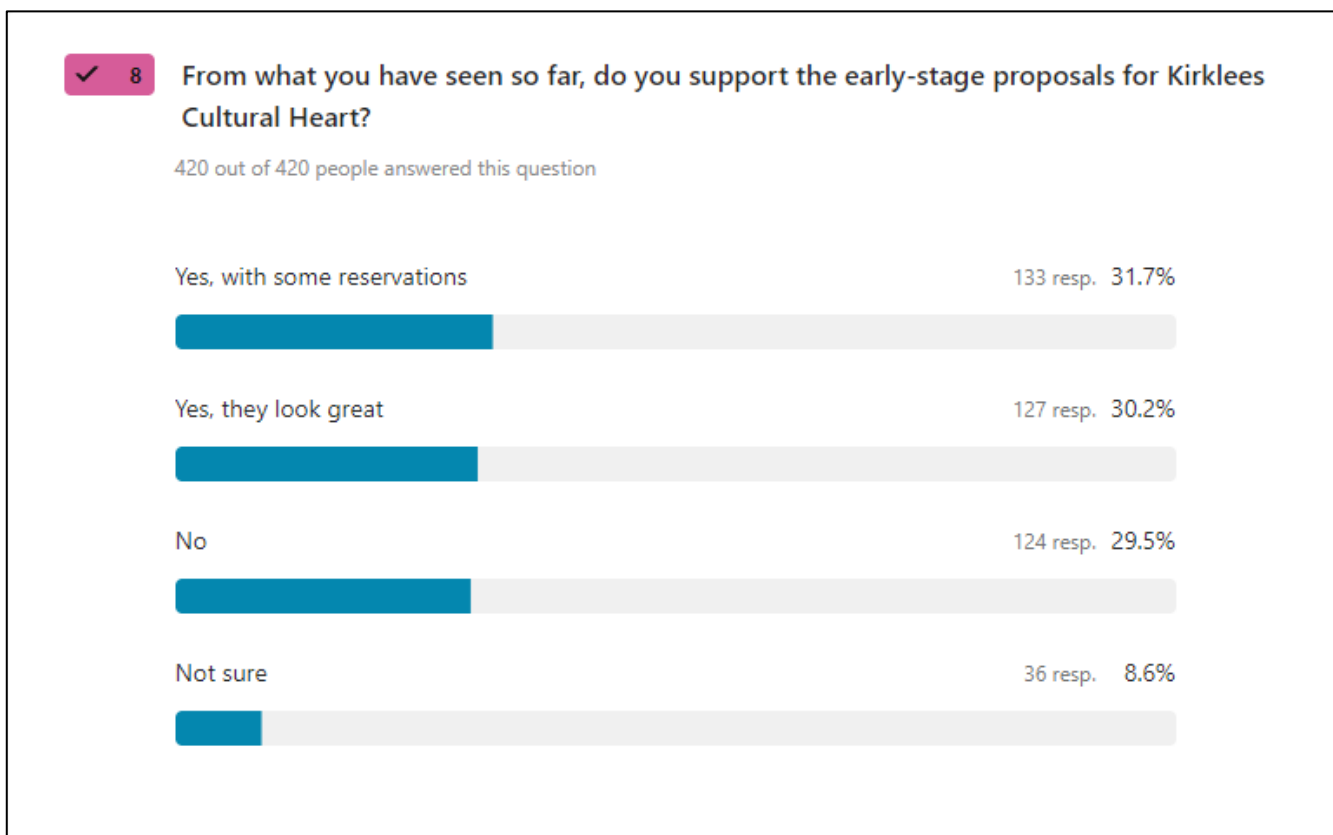
Non-digital Engagement Methods	
Method	Responses/Engagement
<b>Leaflet</b>	
A 6-page A5 leaflet with more information about the proposals and details of how to 'have your say' was distributed to residential and business addresses in the town centre.	Distributed to <b>3,161 properties</b> at the start of the consultation.
<b>Libraries</b>	
Libraries across the borough hosted a variety of materials including a combination of leaflets, roller banners and posters. They all gave more detail on the proposals, where to find out more and provide feedback.	<b>24 libraries</b> across Kirklees hosted materials.
<b>Press release</b>	
A press release was issued to local media at the start of the consultation. It was published in print in the Huddersfield Daily Examiner.	It is estimated the articles published as a result of the issuing of the press release had a combined reach* of over <b>461 million</b> with online articles published by MSN and two BBC News largely responsible.  <small>* 'Reach' is an estimate of how many different individuals are likely to have seen that content.</small>
<b>Freephone &amp; freepost</b>	
A dedicated freephone information line and freepost address were set up for those who wanted to ask questions and submit feedback in a non-digital way.	Over the course of the consultation, we received <b>two phone calls</b> and <b>40 written correspondences and/or paper feedback forms</b> from stakeholders and members of the public.
<b>Daily in-person drop-in sessions and set-piece events</b>	
A central unit in The Piazza displayed printed roller banners, a 3D physical model and hosted hard copies of the feedback form. It was open every weekday for three hours throughout the four-week consultation, with one weekend session on a Saturday. There were also two special 'set-piece' weekday drop-in sessions, where a broad range of project team members were present to take questions.	<b>Visited by approximately 204 people</b> throughout the consultation period.
<b>Briefing meetings</b>	
A briefing was held with ward councillors the week before the consultation went live.	<b>Eight ward councillors attended.</b>
<b>Councillor preview session</b>	
A councillor-only preview session was held on 8 June in the dedicated central unit in The Piazza. The drop-in session was hosted by members of the project team who were present to answer questions. This was opportunity for councillors to have their say and chat to members of the project team who are designing specific elements of the scheme.	<b>Four ward councillors attended.</b>

<b>Digital Engagement Methods</b>	
<b>Method</b>	<b>Responses/Engagement</b>
<b>Website</b>	
A dedicated project website was set up which included background information, details of the proposals, the online feedback form (see below), Virtual Exhibition, and more details about how to get in touch with the team and ask questions.	The website had <b>3,775 unique visitors</b> across the four-week consultation.
<b>Online feedback form</b>	
The online feedback form was published on the dedicated consultation website throughout the consultation period.	In total, <b>420 online feedback forms</b> were submitted.
<b>Email address</b>	
The dedicated project email address allowed stakeholders and members of the public to get in touch with the project team to ask questions. It also enabled people to submit more lengthy feedback if they wished to.	Over the course of the consultation, we received <b>12 emails</b> with feedback and/or questions about the proposals.
<b>Social media advertising</b>	
Part way through the consultation, the paid-for social media advertising was published to ensure that an increased number of stakeholders and residents had the opportunity to learn more about and comment on the plans.	The adverts published by the team had a <b>reach of over 28,500 with over 1,200 clicks</b> onto the advert to find out more.
<b>Stakeholder emails</b>	
The consultation team ensured that local stakeholders were contacted at the start of the consultation to make them aware of the opportunity to have their say and how they could find out more.	Over <b>350 stakeholder emails</b> were issued to organisations and individuals at the starts of the consultation.
<b>Internal staff updates</b>	
Kirklees Council staff were given the opportunity to hear more about the proposals through an online seminar and through information within the internal staff e-newsletters.	Approximately <b>130 internal Kirklees Council colleagues</b> attended the seminar.  The staff <b>e-newsletter is circulated to over 8,300 people</b> .
<b>Virtual exhibition</b>	
The consultation boards were digitally displayed in a virtual consultation exhibition room.	Throughout the consultation the virtual exhibition room was visited by <b>997 unique visitors</b> .

## Phase One Feedback Received – Headline Summary

**Q: From what you have seen so far, do you support the early-stage proposals for Kirklees Cultural Heart?**

61.9% of respondents who responded to this question answered 'Yes, they look great' or 'Yes, with some reservations'. 29.5% answered 'No' to this question.



# Phase Two Mid-Consultation Summary

## Introduction

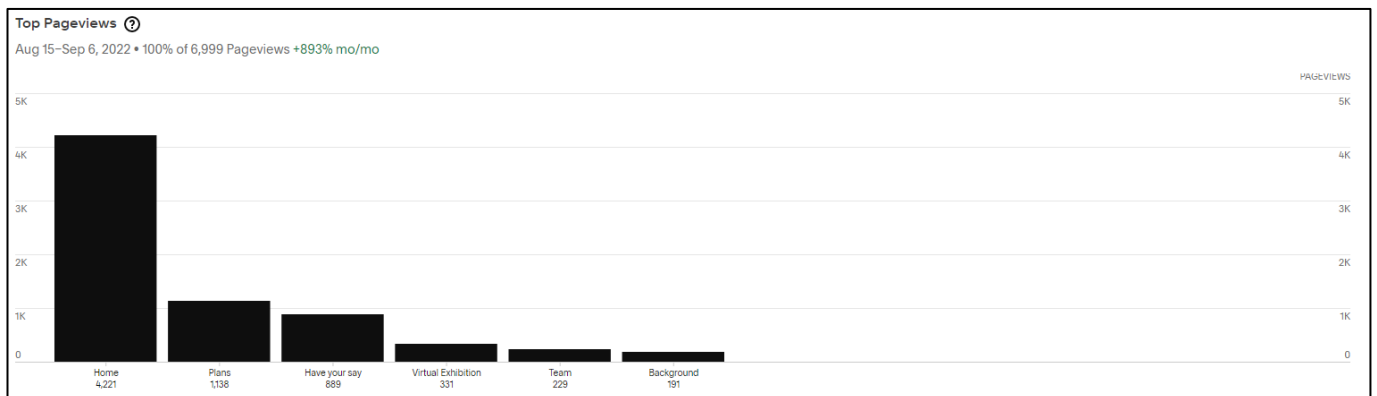
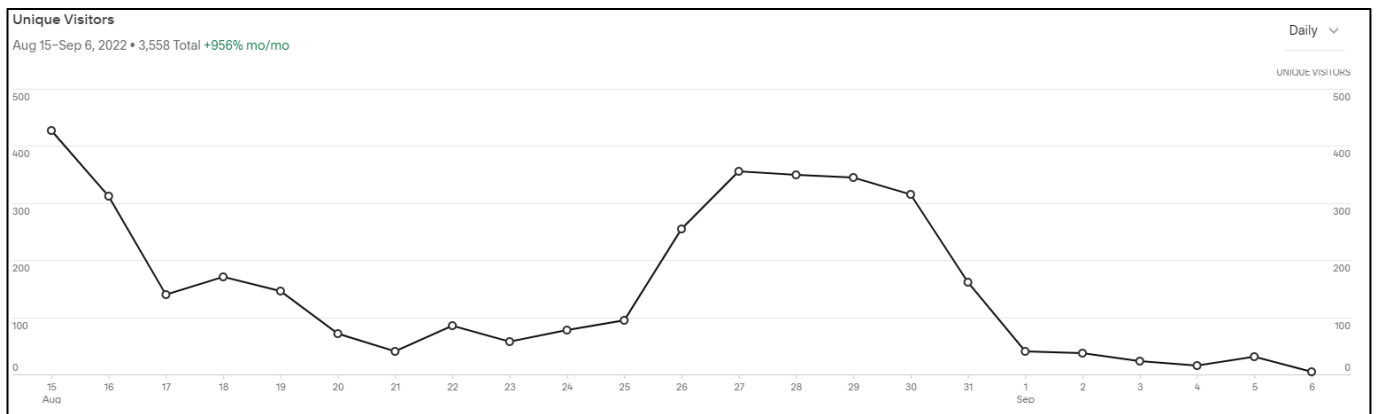
This section provides an overview of the engagement across the Kirklees Cultural Heart public consultation communications channels during the second phase of consultation. This ongoing consultation launched on Monday 14 August and runs until Wednesday 14 September.

## Digital Engagement

### Website

Below are the headline statistics for the Kirklees Cultural Heart website.

- The website has received **3,558 unique visitors** since the consultation launch on Monday 14 August. A *unique visitor refers to the number of individual visitors a website receives – someone who visits more than once will be counted as a single visitor.*
- There were **6,999 overall pageviews** across the site.
- The most visited consultation pages, aside from the **Home** page, were the **Plans** page (1,138 views) and the **Have Your Say** page (889 views).



## Online Feedback Form

- As of 9.30 AM on Tuesday 06 September 2022, **372** online feedback forms have been submitted.

## General Sentiment

**Q: Let us know whether you support or oppose the proposals for each of the new and/or refurbished buildings below.**

- **Venue:** 74.6% of respondents answered 'Support' or 'Support, with some reservations'. 15.4% opposed the proposals for a new venue.
- **Food Hall:** 66.8% of respondents answered 'Support' or 'Support, with some reservations'. 18.8% opposed plans for the food hall.
- **Library:** 74.1% of respondents answered 'Support' or 'Support, with some reservations'. 15.6% opposed the library proposals.
- **Museum:** 66.2% of respondents answered 'Support' or 'Support, with some reservations'. 21.1% opposed plans for the museum.
- **Art Gallery:** 60.8% of respondents answered 'Support' or 'Support, with some reservations'. 23.2% opposed the art gallery proposals.

**Q: Let us know whether you support or oppose the proposals for the outdoor spaces below.**

**Urban Park:** 59.5% of respondents answered 'Support' or 'Support, with some reservations'. 24.9% opposed updated plans for the new urban park.

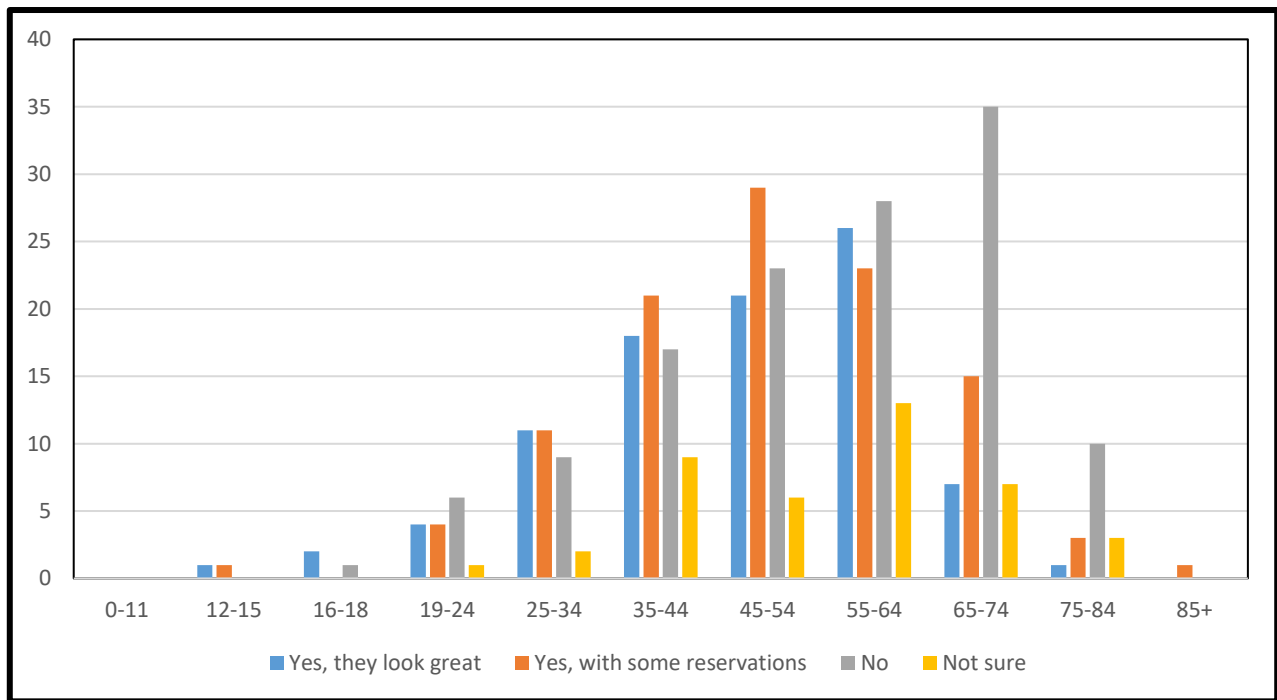
**The Gardens:** 64.7% of respondents answered 'Support' or 'Support, with some reservations'. 19.4% opposed plans for the gardens.

**Public Square:** 67.4% of respondents answered 'Support' or 'Support, with some reservations'. 19.4% opposed proposals for the public square.

**The Terraces:** 61.9% of respondents answered 'Support' or 'Support, with some reservations'. 22.5% opposed plans for the terraces.

## Demographic Analysis

- Throughout the consultation we have been tracking the demographics of the respondents. From the graph below the highest engagement has come from the 35-75 age bracket. Totalling over **80%** of the overall engagement with the Kirklees Cultural Heart consultation.



### Social Media Advertising

The social media advertising since launch on Friday 26 August has received the following interaction:

- **42,432** people have been reached by the social media advertising.
- **1,629** people clicked the link to the consultation website as a result of the Facebook advertising.

### Other Consultation Channels

This table gives a summary of the engagement through the other consultation channels.

Consultation Channel	Number of Engagements
Online Feedback Form	372
Email	18
Phoneline	3
Freepost	23

### Public Events

#### Lighting Shop: Exhibition Visitors

In total, we believe the number of visitors to the pop-up exhibition to date is approximately **68** (Monday 14 August – Tuesday 06 September).

The public drop-in sessions on Thursday 25 August, Friday 26 August and Saturday 27 August received 92, 72 and 106 visitors respectively. Overall engagement at these sessions was **270 visitors** across the three dates.