**Investigating Changing Places 1:**

***To what extent has rebranding been successful in Blaenau Ffestiniog?***

**Methodology:**

You will have 3-4 hours in Blaenau Ffestiniog on the first day. In your group you will need to plan the following data collection strategies that can be achieved in this time in order to attempt to address the investigation question:

1. **Mapping evidence of re-imaging/rebranding in the town**.

*Rationale:* This will help you to determine the spatial extent of attempts to rebrand the town. The regeneration of the town centre was referred to in the background research and so gives a direct link between your secondary data (the research) and the primary data you will collect on the day.

*Data types:* This should be both quantitative (e.g. in the form of Environmental Quality Assessments, EQA) and qualitative (i.e. photos, sketches or notes – preferably matching old with new). Care will be needed in both cases to avoid this being too subjective. There may be other pieces of evidence that become apparent when you’re there, so keep an open mind and don’t be afraid to change your plans

*Equipment:* You will need as detailed a basemap as possible to locate the evidence as you walk around the town. Your best bet would be to use Bing maps to get a 1:25000 map of the town - DO NOT USE GOOGLE MAPS! Camera/notebook. EQA tables/recording sheet for selected locations (think about how many to do and where these could be done – plan ahead!)

1. **How different groups in the town view the impacts of the rebranding through questionnaires**.

*Rationale:* This will enable you to judge the extent to which rebranding has been positive for different groups, giving your investigation a social dimension to balance the built-environment dimension of the mapping exercise. In addition, it provides you with evidence from those living in the town, rather than relying on your impressions as an outsider. Finally, it again links with some of the research material: does your data support the claim that ‘the community works as one body’, etc.

*Data types:* This is also likely to be both quantitative and qualitative depending on the questions you ask. Make sure you have read the guidance on questionnaire design to avoid questions that are: leading, too open, too closed, unclear, inappropriate or offensive! Careful planning is needed to determine:

* the different groups you feel should be identified (and that might have some view on the rebranding process). At the very least, you will need both residents and business owners/workers, but there are others worth considering.
* what questions to ask: some questions may be needed (e.g. age) but shouldn’t be asked.
* how many questions to ask: more is not always better (why not?).
* the answers generated by the questions and how they might be processed to address the investigation question.
* how many questionnaires you should try and collect.

*Equipment:* The questionnaire and a recording sheet. The latter should be simple enough to be able to fill in quickly (preferably by someone other than the questioner) and allow each respondent’s answers to be identified/matched. This last part is absolutely vital as it’s the only way you can analyse and compare the views of the different groups. Therefore a simple tally chart will not be good enough.