

What does the Butter Cross see?

Rhea D'Silva





So what's the story?

The Butter Cross sees a lot:

- The afternoon starts off with an empty rainy street and quickly gets crowded once the rain stops. It goes from being quiet to there being music, dance, and lively chatter.
- So many different kinds of people venture out – a lot just looking to get out of the house on a Saturday. Some walk up and down multiple times. Each person on the street has a different story.
- Kids love playing on and around the steps of the cross.
- A lot of people take pictures of what is happening near the cross – few with cameras, most just with their phones.
- The musicians know what to play to draw in a crowd – or even get rid of one.

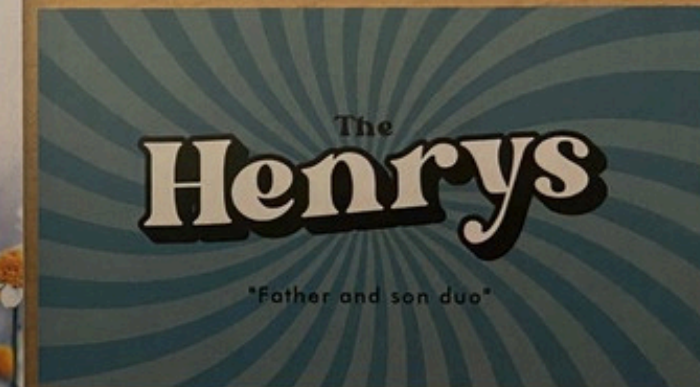
Collection

Watch and listen to
an afternoon at the
Butter Cross here

- Notes App
- Audio Recordings
- Photographs
- Videos



4 wheelchair
1 kids went up to the statue to play
2 suitcase
Was approached by 2 people - people watching interrupted. They talked about the church and offered to pray.
Garbage man
Claire's bag, Jigsaw
KFC takeaway, Greg's, McDonalds
Spoke to an older woman - she talked about how it gets really crowded when the winter festival starts. Now it's mostly people out just to not be in the house, get a meal to eat, maybe window shop.
Some people walk up and down the street multiple times.
6 walkers
People playing music took a break for almost 50 minutes. Around 47 minutes.
People stopped around again and soon as they started playing.
People for music - 60
Lady dancing to the music
4 people smoking
Heard person talking about the lady dancing - she's got dementia. But [loves](#) music.
Bags from Jones
Delivery man with parcels
People come down with shopping from the city centre
Bubble tea - 4. Two adults two children
People buying bouquets
One person videoing the music and lady dancing
People sit, listen to music and eat their takeaway food.
People taking pictures/video of the people performing
2 visually impaired people
A young person went and danced with the old lady. Children had also gone before her.
A lot more younger people now. Crowd in general is slightly less as compared to the first hour and a half.
Almost nearing two hours.
Three people have stopped, sat and chatted with the homeless person.



Comprehension

People watching assignment

numbers

Trends

what are people buying?

→ brands, with size denoting frequency?
→ similarly, what are people eating/drinking?
Use logo or show like a word cloud

→ Put up all the numbers. Quantify data.
→ Present it as graphs (each separate, maybe)
 hand-drawn?
→ write key takeaways from the data gathered.
→ Tell story?

Numbers

Over the course of three hours, there was:

152

People walking their dogs

18

People smoking/vaping



94

People strolling with their children in prams

10

Cyclists on a busy street

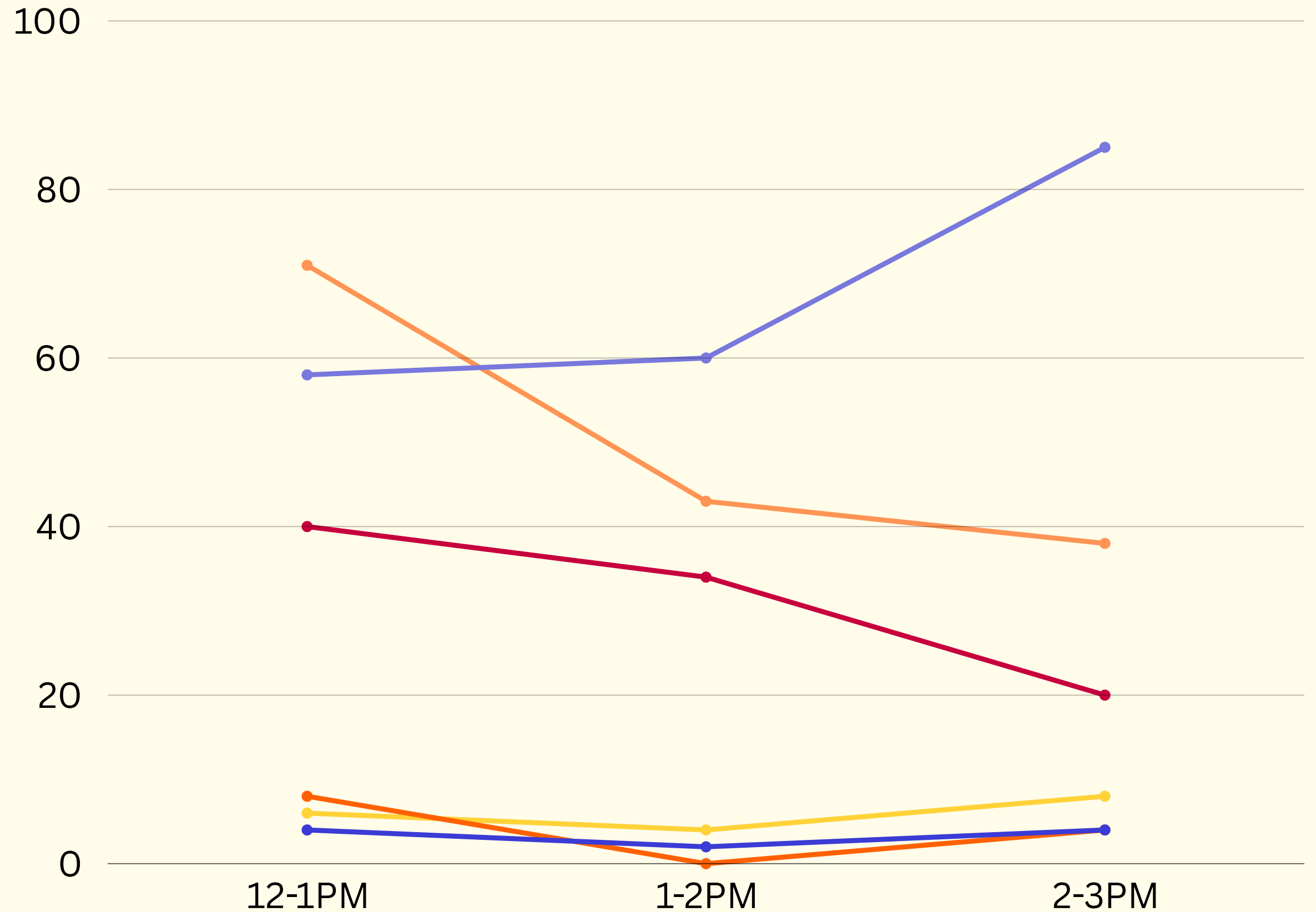
203

People stopping to listen to the musicians play for at least two songs

10

People walking around with Suitcases

Numbers & Time



What are people buying?



A word cloud featuring various retail brands and locations. The words are arranged in a non-uniform, overlapping manner. The colors of the text include yellow, blue, orange, red, and purple. The words are: Space NK, Sainsbury's, Jigsaw, M&S, Jones, T K Maxx, Waterstones, Primark, Tesco, Robert Dyas, Superdrug, Claire's, Boots, Winchester Market, and White Stuff.

Space NK Sainsbury's
Jigsaw M&S Jones T K Maxx
Waterstones Primark Tesco
Superdrug Claire's Boots Robert Dyas
Winchester Market White Stuff

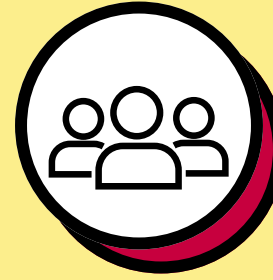
What are people eating & drinking?

A word cloud featuring various food and drink brands. The words are arranged in a circular pattern around the central word 'Starbucks'. The brands include: Costa (blue), Cafe Nero (orange), Gregg's (yellow), Starbucks (red), Pret A Manger (blue), McDonald's (orange), The Cornish Bakery (yellow), KFC (orange), and Bubble tea (red). The size of the words varies, with 'Starbucks' being the largest and 'Bubble tea' being the smallest.

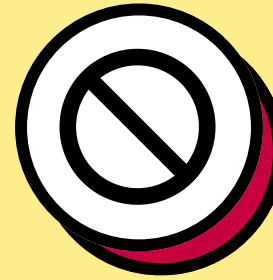
Costa Cafe Nero Gregg's
Bubble tea Starbucks
KFC Pret A Manger
The Cornish Bakery McDonald's

People are carrying takeaway bags or eating/drinking while they walk around High Street. This does not include people eating at restaurants.

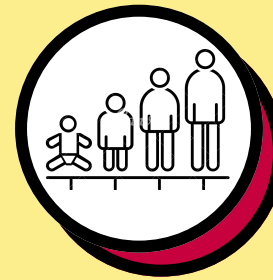
Key Observations



A wide-ranging set of people, with different reasons for being on High Street.



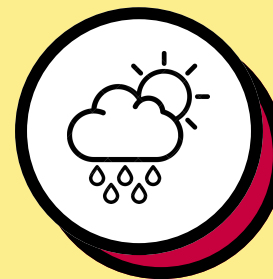
People don't care where they stand and if it blocks a path for others. Same with walking, there's no order.



Age demographic changed as it got later, and the number of people reduced.



Music makes a difference in crowd. When it's quiet, everyone walks past Butter Cross. Once the musicians start, a crowd quickly gathers.



Everyone was dressed for cold weather, a lot carrying umbrellas in case it rained again. A lot were also carrying reusable bags for their shopping.

Thank you