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*Consultation & Engagement Team – Intelligence & Policy Service
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Background

Councillor Judith Blake commissioned an independent review into the statues in Leeds following recent protests. The public were asked to send feedback via email to a generic email address. The consultation ended on 10 August 2020 having received **813** responses.

The Consultation and Engagement Team were tasked with analysing these emails to provide further insight and to assist the review team in organising the large number of comments.

This report covers analysis of the emails using various tools such as comments coding, text mining and text analysis techniques. It does not cover the specific feedback from individual responses.

Response rates

A total of **813** email were received during the consultation period. **41** emails were not included in the analysis for reasons such as a duplicate responses from the same person or emails that had no significance to the subject matter.

This left **772** emails to analyse.

Feedback categorisation

All emails were reviewed individually and categorised into broader themes based on the comments made. This process, referred to as 'coding', provides an overview of the general feeling and sentiments of the participants as a group.

In addition this process allows the review team to filter comments in Excel based on a theme they wish to explore in a more detail.

Categorisation is based on the opinion of the analyst at the time of coding. A single email will generally fall into several categories if they refer to multiple issues in their response. In total there were **1262** references to specific themes listed in the chart below.

22 emails contained offensive language or hate speech (**2%** of the total). If a response contained hate or abuse but also referred to other themes, the other theme is still counted in the totals. The project team have the option to filter these comments and decide whether to omit the feedback or simply redact the offensive comments.

Overarching themes

- **55%** of comments made statements suggesting they were against the removal of statues or against the review as a whole
- **34%** of the comments provided suggestions on future statues or art installations
- **10%** of comments were generally supportive of the review or wanted a specific statue removed

Sub themes

Comments against the review or removal of statues (**55%** of total):

- **52%** said that they are part of our history or heritage
- **29%** said LCC were submitting to demands of protesters
- **10%** did not give a specific reason

Comments providing suggestions (**34%** of total):

- **33%** said we need more diverse statues such as females, people from the BAME/LGBT community or people with disabilities.
- **24%** made suggestions for a statue of a specific person
- **22%** gave feedback on what they would like, or provided a very detailed response on the subject
- **21%** said we should include more information on the history of a person, such as through blue plaques

The chart below shows all themes and sub-themes along with the counts and percentages for each group.

Overarching theme	Count	As %	Sub Theme	Sub Theme %	Count	% of total
Against removal or review	692	55%	It part of our history	52%	362	29%
			Pandering to BLM/protesters	29%	199	16%
			Leave them alone (not specific)	10%	66	5%
			Waste of LCC money	7%	49	4%
			Retain a specific statue	2%	16	1%
Suggestions for future statues/installations/art	425	34%	More diverse statues required	33%	139	11%
			Specific person mentioned	24%	102	8%
			General feedback	22%	95	8%
			Need plaques/explain the history	21%	89	7%
Support removal or review as a whole	123	10%	Generally support the review	65%	80	6%
			Remove specific statue	35%	43	3%
Contains abuse/hate	22	2%	Contains abuse/insults/hate	2%	22	2%
TOTALS	1262	100%			1262	100%

The review team have the option to filter these categories and explore the individual responses in more detail depending on what the team see as a priority subject. The full dataset is included in this report.

Suggestions for future artwork

The table below shows a list of the characteristics most referred to when calling for more diverse statues.

Characteristic	Counts
Women	82
BAME	68
Disabled	22
LGBTQ+	19
Migrants	19
Working class communities	11
Jewish people	3
Young people	3
Elderly people	2
Age related (general)	2
Travellers	1
Diversity (general)	50

The table below shows a list of people who were suggested as subjects for future artwork in the city:

Ideas for new installations - named people	Count
Nichola Adams	23
David Oluwale memorial	19
Beryl Burton	13
Leonora Cohen	12
Pippa Hale's Ribbons	11
Mary Gawthorpe	10
Alan Bennett	8
Marcelo Bielsa	8
Mel B	8
Sue Ryder	8
Ivy Bensen	7
Alice Bacon	6
Arthur France	6
Isabella Ford	5
John Smeaton	5
Louis Le Prince / cinema	5
Albert Johanneson	4
Gertrude Paul	4
Pablo Fanque	4
Peter O'Toole	4
Barnbow Lasses	3
Fanny Waterman	3
Florence Bell	3
Joseph Priestley	3
Matthew Murray	3
Wilson Armistead	3
Angela Morley	2
Arthur Ransome	2
Corinne Bailey Rae	2
Ellen Wordsworth Dawrin	2
Jack Charlton	2
Jane Tomlinson	2
John Atkinson Grimshaw	2
John Fowler	2
Marks & Spencer	2
Mary Seacole	2
Montague Maurice Burton	2
Oluadah Equiano	2
Richard Oastler	2
Sophie Wilson CBE FRS, FREng	2
Tom Maguire	2
Alice Mann	1
Alison Lowe	1
Alistair and Jonny Brownlee	1
Andrea Radrizzani	1
Angela Griffin	1
Ann Carr	1
Atkinson Grimshaw	1
Benjamin Gott	1

Ideas for new installations - named people	Count
Bernard Atha	1
Captain Lawrence Oates	1
Caryl Phillips	1
Christopher Tolkien	1
Damien Hirst sculptures	1
Danny Freeman	1
David Kaufman	1
Denys Wilkinson	1
Donisthorpe	1
Doris Storey	1
Edna Ginesi	1
Ellen and Wilam Craft	1
Emily Ford	1
Frances Segelman	1
Fred Trueman	1
Frederick Douglass	1
Gerald Balfour	1
Gloria Yates	1
H. H. Asquith	1
Hannah Hauxwell	1
Hannah Mills, Quaker	1
He laos	1
Helen Fielding	1
Henry "Box" Brown William	1
Henry Moore works	1
Ian Charles	1
Ian Randle's Steeped Vessels,	1
Jacob Kramer	1
Jake Thackray	1
Janet Baker	1
Jimi Heselden	1
Jo Cox	1
John Barran	1
John Blenkinsop	1
John Charles	1
John Harrison	1
John Throp	1
John Tomlinson	1
John Towlerton Leather	1
Joseph Aspdin	1
Joseph Stones	1
Josh Warrington	1
JRR Tolkien	1
Kate Granger	1
Kay Mellor	1
Keith Waterhouse	1
Lady Brenda Hale	1
Lassie (writer Eric Knight)	1
Lawrence Oates	1
Lizzie Deignan	1
Lucas Radebe	1

Ideas for new installations - named people	Count
Mary Fitzpayne	1
Nadine Senior	1
Nelson Mandela	1
Norma Hutchinson	1
Norman Hunter	1
Phoenix Dance Theatre founders - Donald Edwards, Vilmore James, Edward Lynch and David Hamilton	1
Ralph Thoresby	1
Rev Mackie	1
Rob Burrow	1
Robert Blackburn	1
Rosa Parks	1
Sarah Crosby	1
Sarah Remond	1
Sarah Wigglesworth's Bike Tree,	1
Sir Charles Henry Wilson	1
Sir Tom Moore	1
Stephen Hawking	1
Storm Jameson	1
Teresa Garnett	1
Terry George	1
Thackrah	1
The Sisters of the Cross & Passion (St Gemma's)	1
Tolkien	1
Tony Harrison	1
Tony Yeboah	1
Trevor Cherry	1
Trevor McDonald	1
Wells Brown	1
William Bragg	1
William Gascoigne	1
William Henry Bragg and William Lawrence Bragg	1
Wordsworth	1

The table below shows a list of other themes which were suggested as subjects for future artwork in the city:

Ideas for new installations - other	Count
More public art (general) e.g. murals, installations etc	24
Leeds West Indian Carnival	9
Temporary artwork similar to Trafalgar Square's "fourth plinth"	7
Values based work / non figurative	7
Sports people / athletes / sport	6
Public vote to decide on new art	5
Animals e.g. Owls	3
Experts to decide on new art	3
China Gate	2
Colonial forces (in addition to the existing war memorial)	2
Diverse groups to decide on new art	2
Musicians	2
Scientists	2
A Morley style industrial heritage celebration of Coal and Wool, Miners and Weavers	1
A walk of fame on footpaths	1
An NHS celebration	1
Applied arts like Leeds pottery and Burmantofts tiles,	1
City's dedication to Peace	1
Clothing and textile industry e.g. Marks and Spencer and Burtons	1
Durban	1
Educators	1
Engineers	1
Hangzhou	1
Hard working good character law abiding individuals	1
Homeless veterans	1
Kitsons and Company	1
Leader of the Minders Dederation, East Ardsley	1
Leeds Convention of 1917 / Leeds Coliseum theatre	1
Leeds Dripping Riots	1
Leeds volunteers in the Spanish Civil War	1
LUFC (womens teams)	1
Mining and Miners in Hunslet	1
Music Hall Stars, numerous	1
Old site of Leeds Odean theatre	1
Pregnant Black Woman With Young Child	1
Restaurants	1
Shire horses of Tetley Brewery	1
Slave trade / modern day slavery	1
Textile heritage	1
The first black circus owner	1
The Leeds Pals	1
The Northern Star, Briggate	1
Tower Works	1
Writers	1
Young girls who have suffered horrific abuse of grooming gangs	1

Single word analysis

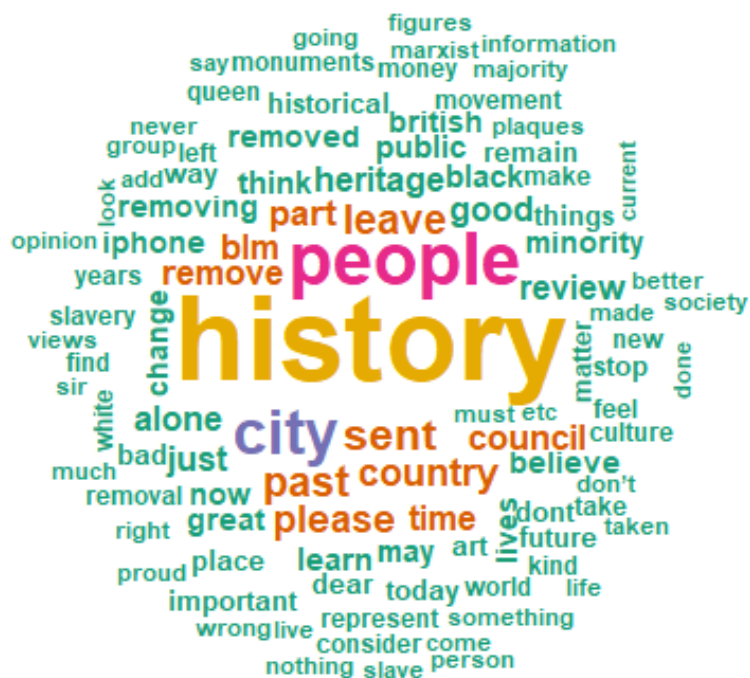
All comments were processed using text mining techniques to identify common words. Words that are not relevant (such as 'the' or 'and') were removed before processing.

The words have been visualised as a 'Word Cloud'. This shows all words that appear frequently in the emails with the size of the word denoting how often the word was seen. The colour of the word is for aesthetic reasons and has no significance to the word.

Word Cloud based on all comments



Word Cloud from comments that were against the review or removal



Word Cloud from comments that did not state they were against the removal



A full list of all words and counts can be found in the accompanying spreadsheet.

Bigram analysis

Bigrams are where two words are commonly seen together. It can provide more insight into the words used and their context. The table below shows the 10 most commonly seen bigrams along with the number of times the two words were seen together in emails.

Rank	Word 1	Word 2	Times seen
1	public	art	163
2	queen	victoria	89
3	lives	matter	76
4	robert	peel	75
5	city	square	69
6	black	lives	61
7	statues	review	51
8	slave	trade	49
9	city	centre	46
10	woodhouse	moor	46

A full list of bigrams can be found in the accompanying spreadsheet.

Using Excel filters, it is easy to find matching word associations. As an example in the screenshot below we have filtered the word 'Leeds' in column A to show all common bigrams starting with the word 'Leeds'.

	A	B	D	F
1	Word 1	Word 2	Frequency	
17	leeds	council	29	
31	leeds	statues	24	
37	leeds	united	20	
42	leeds	resident	19	
67	leeds	history	14	
77	leeds	consultation	13	
120	leeds	residents	9	
142	leeds	people	8	

The same method can be used on column B to show bigrams that end with a specific word.

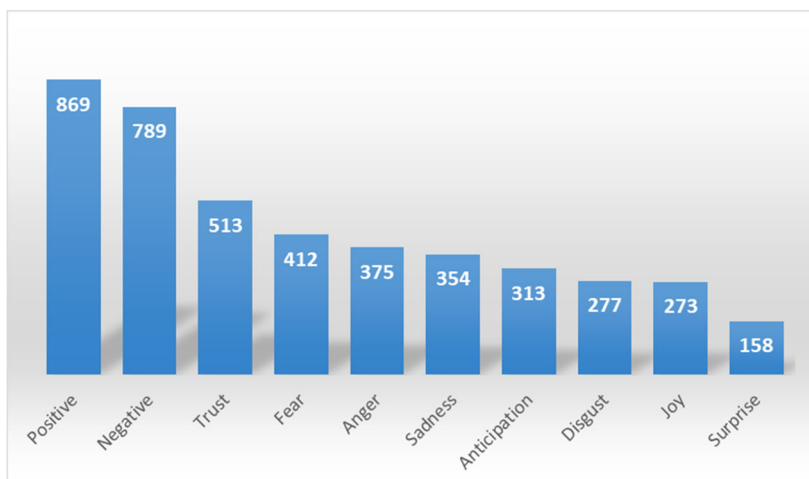
References to public figures or monuments

As seen in the bigram analysis section these are useful to identify references to specific people. The table below shows the number of times a specific person or monument was referred to 10 or more times, regardless of the content in which they were referred to.

Name/Monument	Times seen
Queen Victoria	89
Robert Peel	75
Black Prince	42
Sir Robert	40
David Oluwale	32
Nicola Adams	31
Martin Zebracki	28
Arthur Wellesley	26
James Watt	26
Beryl Burton	20
War Memorial	20
Henry Moore	19
Arthur Aaron	17
Nelson Mandela	17
Legs Walking	14
Billy Bremner	12
Joseph Priestley	12
Leonora Cohen	12
Sue Ryder	12
Alan Bennett	11
Mary Gawthorpe	11
Alderwoman Alison	10
Aon Revie	10
Joe Williams	10
Marcelo Bielsa	10
Peter Fairbairn	10

Word sentiment analysis

All significant words were classified into groups depending on what type of word this was. For example words expressing anger, fear, or general positive or negative words. The chart below shows how these words were classified and their distribution across the classification groups.



Sentence sentiment analysis

All text was broken down into individual sentences. There were **7316** sentences in total.

Each sentence was given a score based on the combined net positive and negative words used in the sentence. A negative score denotes that more negative words had been found, and a positive score is given where more positive words are used. A score close to zero denotes a neutral response.

The table below shows examples of how sentences are evaluated using this technique.

Sentence	Positive words	Negative words	Score	Sentiment
"Though I no longer live in Leeds, may I commend the fact of the consultation."	2	1	0.19	Positive
Your gesture of removing history might be nice but it's causing further divide .	2	2	0.00	Neutral
To pander to the demands of minority groups is disrespectful to the law abiding majority	2	3	-0.18	Negative

It should be noted that this is an unsupervised method of analysis and **may not reflect the true sentiment** in all cases. The data was extracted from emails, therefore the sentences also include email signatures, salutations and other irrelevant information.

The overall sentiments found are shown in the pie chart below and attached spreadsheet lists all sentences along with the sentiment score for each.

