

What does the Butter Cross see?

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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.

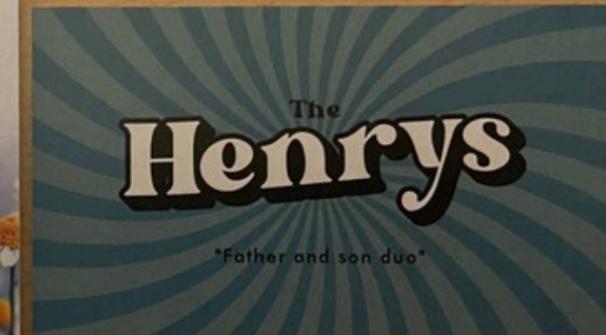
Collection

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

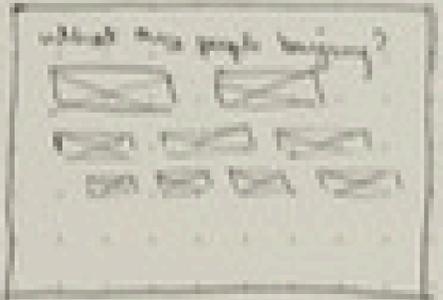
numbers



Trends



what are people buying?



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

- set 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

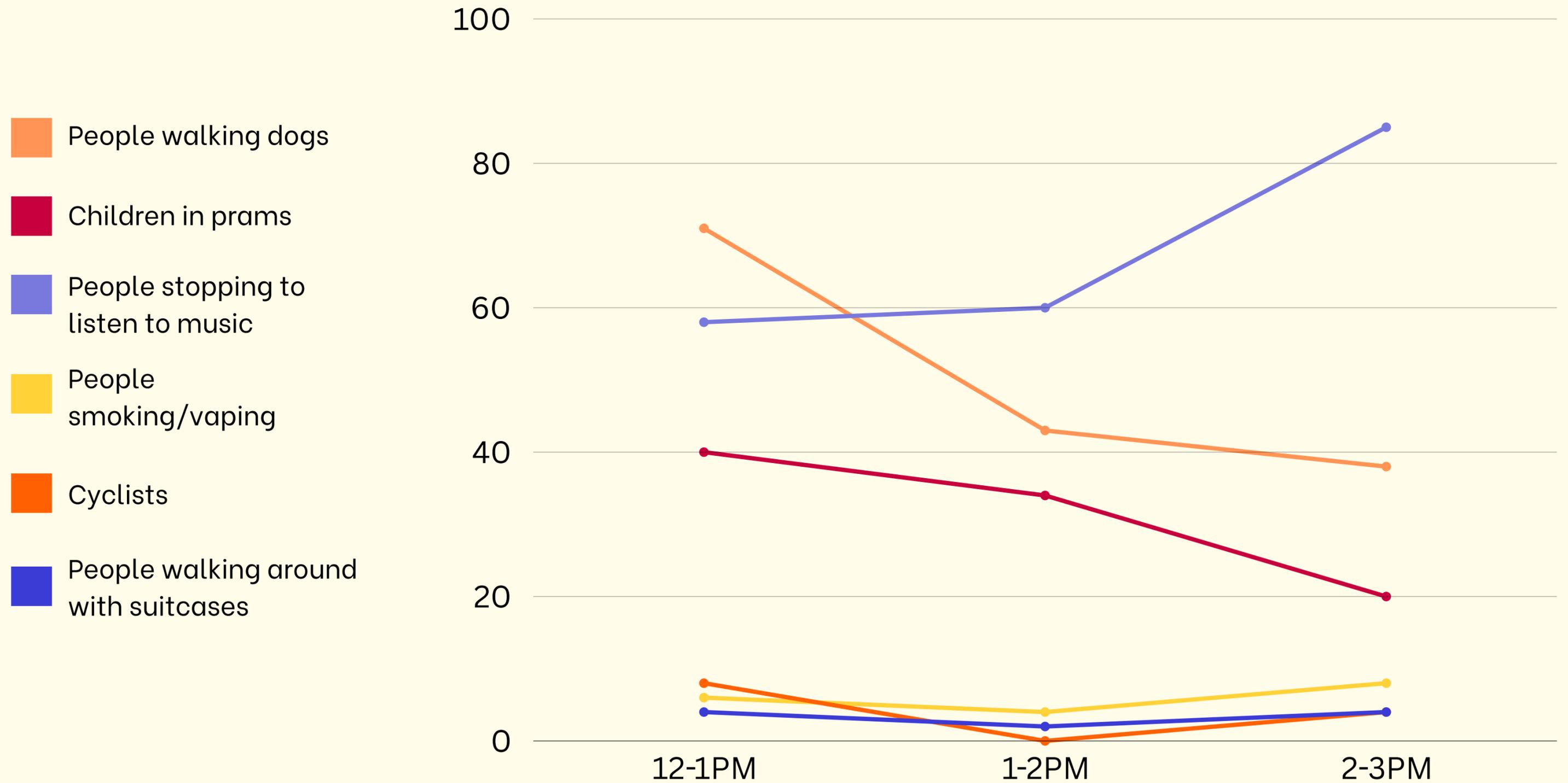
203

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?

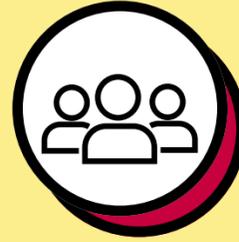
Space NK Sainsbury's
Jigsaw M&S Jones TK Maxx
Waterstones Primark Tesco
Superdrug Claire's Boots Robert Dyas
Winchester Market White Stuff

What are people eating & drinking?

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