

**Grant Number**: ES/V01109X/1

**Sponsor: ESRC**

**Project title**: Rethinking place branding governance: the implications of a stakeholder-orientated approach when managing the presentation of complex places

The following files have been archived:

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| **File name** | **File description (Short description of content, sample size, format, any linking between different types of data, i.e. survey and interviews/focus groups)** |
| **Data files (Interview transcripts anonymised)** |
| P1 | Anonymised interview transcript with extended segments of data. Identifiers and descriptions of the individuals/organisations and the case study city have been redacted. Removed identifiers/statements are replaced with \*\*\*. |
| P2 | Anonymised interview transcript with extended segments of data. Identifiers and descriptions of the individuals/organisations and the case study city have been redacted. Removed identifiers/statements are replaced with \*\*\*. |
| P3 | Anonymised interview transcript with extended segments of data. Identifiers and descriptions of the individuals/organisations and the case study city have been redacted. Removed identifiers/statements are replaced with \*\*\*. |
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| P8 | Anonymised interview transcript with extended segments of data. Identifiers and descriptions of the individuals/organisations and the case study city have been redacted. Removed identifiers/statements are replaced with \*\*\*. |
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| P21P22 | Anonymised interview transcript with extended segments of data. Identifiers and descriptions of the individuals/organisations and the case study city have been redacted. Removed identifiers/statements are replaced with \*\*\*. |
| P23P24 | Anonymised interview transcript with extended segments of data. Identifiers and descriptions of the individuals/organisations and the case study city have been redacted. Removed identifiers/statements are replaced with \*\*\*. |
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| **Supporting documents** |
| readme | This document, which sets out data files and connections across materials. |
| Methodsdescription | Outline of the research project and the methods used to complete this research. This includes a description of how the data has been anonymised. |
| Interviewtopics | List of topics explored in the research and discussed in the research interviews. |
| Datalisting | Descriptions of participants and available characteristics. |
| Consentform | Consent form with case study site identifiers removed. |
| Informationsheet | Information sheet with case study site identifiers removed. |

**Publications**: In-progress