CHANGING PLACES: NATURE AND IMPORTANCE OF PLACES

KEY TERMINOLOGY

Location: Where a place is, for example the grid reference, county, country and latitude/longitude.

Locale: Where something happens and the effect that people have on where they live. Places are shaped by the people that live there, and the cultures and the customs experienced there.

Sense of place: The personal and emotional attachment to a place – this can differ between insiders and outsiders.

Insider perspective: How someone feels when they live or have lived in that location.

Outsider perspective: How someone feels when they do not live in that location, and they are looking in.

INSIDER AND OUTSIDER PERSPECTIVES

'To be inside a place is to belong to it and identify with it, and the more profoundly inside you are the stronger is the identity with the place' Relph, 1976, p491.

Insider perspective: The lived experience of a place. As an insider you will have spent significant time in a location, and you feel secure there. You would usually understand the language and culture of that location.

Outsider perspective: This comes from someone who does not have much experience in that location. Outsiders can misunderstand cultures and traditions, and they can feel out of place.

PLACE IDENTITY

Place and identity are closely related. Our sense of place is usually developed around where we are raised and the location we live in. That sense of place is affected by the identity of a location.

SCALES OF IDENTITY:

Localism: The preference we have for the area we live in.

Regionalism: Loyalty to the region, e.g. Cornwall has called for a regional government.

Nationalism: Loyalty to a nation, e.g. patriotism can be seen as nationalism.

EXOGENOUS FACTORS

These are external influences on a place's identity…

People: Migrants or workers come from outside of a place to live or work.

Resources: Raw materials and transport infrastructure, e.g. harbours and ports

Ideas: Urban planners, architects, businesses and artists may bring ideas to shape and change a place.

Capital: Investment from a business based outside of the area, e.g. when TNCs move into an area.

PLACES

Near places: Near can mean near to you, for example the town you live in or a place that is close to your heart.

Far places: Far places can be geographically far from you but can also have an emotional connection in a distant way.

Experienced places: These are places that someone has spent time in, e.g. on holiday.

Media Places: Places that someone has only read about or seen on a film or TV programme. Media places can become experienced places.

ENDOGENOUS FACTORS

Local, internal characteristics which create a place's identity…

Location and topography: Site or situation; Relief (e.g. hills and mountains), drainage, soil type.

Land use and economy: Residential settlement, industrial, commercial, farming – what are people doing for work?

Built environment and infrastructure: Age and type of buildings; Road and rail networks, waterways, airports

Demography: Age structure and ethnicity

CHANGING PLACES: RELATIONSHIPS AND CONNECTIONS

RELATIONSHIPS AND CONNECTIONS

We all have our own relationships and connections with places, and these can change over time due to external forcings, economic factors, regeneration and redevelopment.
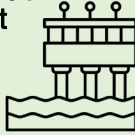
People can be resistant to change due to their connection with a location.

CONTINUITY AND CHANGE

Places can change over a short or long period of time – these changes can have a range of impacts due to how people feel about a location and how resistant they are to those changes.
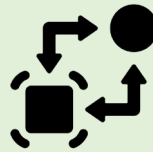
Placelessness: Loss of uniqueness. One place looks much like another place.

FACTORS THAT AFFECT RELATIONSHIPS AND CONNECTIONS

The depth of relationships and connections can be affected by:
- Endogenous and exogenous factors
- Insider and outsider perspectives
- The scale, e.g. local, regional, national
- Time lived there
- Experiences whilst living there
- Type of place: Is it near or far? Is it a media or experienced place?

WALTON-ON-THE-NAZE

Walton-on-the-Naze is a seaside town in Essex – a popular day-trip destination with residents of London and Essex due to the sandy beaches and long pier.

'Seaside charm': Locals want to protect this, e.g. keeping the beaches clean, and conserving the pier

Modernisation: The council want to modernise the pier, replacing children's rides with gambling machines and electronic games (for a bigger profit)

Topophilia: A love of your location – e.g. many locals feel nostalgia towards the pier, so are resistant to changes.

External forcing: Walton is influenced by other resorts such as Clacton-on-Sea – local council wants to replicate their popularity.
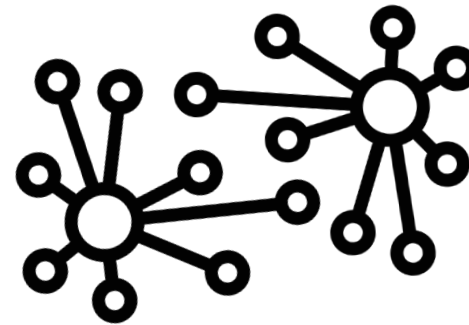
BOURNVILLE, BIRMINGHAM

1983: Bournville was designed and built by a Quaker family – the Cadburys (chocolate factory).

Worker accommodation: The Cadbury family wanted to build accommodation and social space for their employees as they wanted to ensure that their employees had spacious and sanitary living conditions.

Good quality of life: They also set up schools, public baths, reading rooms and hospitals as well as setting aside land for green spaces.

Relationships and connections: These were strong within the Bournville community – a great sense of loyalty to the Cadbury family

Today: Cadbury is owned by Mondelez, but the Bournville community remains. It is well known for its safety, strict planning controls and affordable homes, maintaining some of the core beliefs set out by the Quakers in the 1890s.

| AGENT OF CHANGE	EXAMPLE	IMPACT
MNCs and the decisions they make	Mondelez closed the Cadbury chocolate factory near Bristol and moved production to Poland.	• Job losses • Increase in unemployment • Conversion of factories into houses
Global institutions, e.g. the IMF and WHO	The Millennium Development Goals – now the SDGs	These have had various successes around the world e.g. improvements in water supply
Government policies	Enterprise zones and tax breaks	• Positive multiplier effect • New business start-ups • Increase in GNI

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CHANGING PLACES: RELATIONSHIPS AND CONNECTIONS THROUGH GLOBALISATION

GLOBALISATION

Globalisation is the increasing connections between people and places, with trade, communication and transport strengthening those connections.

Impact: We can now experience more of the world than we have ever been able to before due to shorter flight times, our ability to find out more about the world and the way in which technology has opened up how we view different places.

Technology: In the 1960s it would have taken around 25 days to reach Australia by ship. Now we can fly there in 24 hours or make a video call and speak to someone there instantly. This changes our relationships and connections with other places in the world.
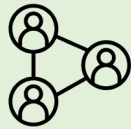
GLOBALISATION AND PLACE

Some people feel that globalisation has reduced our sense of place and now we experience placelessness.

Clone towns: Many shops on our high streets are chain Stores, and many restaurants are global fast food TNCs, e.g. McDonalds, Starbucks and Burger King. The New Economics Foundation designed the Clone Town Survey to help us to understand whether our towns are unique or are 'clone towns'.

In contrast: Individual and unique shops and recognises help to build our sense of place.

IMPACTS ON IDENTITY

'Steel City': This identity of Sheffield in South Yorkshire – due to its heavy-industry past and steel making

Employment: At its height, 150,000 people worked in the steelworks in the Don Valley area.

Deindustrialisation: Over 50,000 steel and engineering jobs were lost in the early 1980s due to economic downturn and privatisation.

'The Full Monty': Film based around the decline in the steel industry and the resulting unemployment and social issues.

Shift overseas: Most steel is now produced in countries such as China and India, with companies such as Tata who bought Corus Steel which was previously British Steel.

TOURIST PLACES

Tourism creates a set of relationships and connections which differ from lived experiences. A positive experience on holiday will lead to positive connections being made, e.g. someone may choose to buy a home there because of how they feel there.

Exogenous factors: Tourism brings a flow of people into a location – this impacts that location by catering for tourists, not just local people.

Tourist honeypots: Tourists may also change the feel of an area, e.g. Keswick in Cumbria. During tourist season there are more tourists than residents and this has an impact on both insider and outsider perspectives.

LOCALISATION

Localisation is the emphasis on using local resources and working with local people to try and avoid the threats of globalisation.

GLOBALISATION VS LOCALISATION - THE LAKE DISTRICT

Lake District Pound: The Lake District National Park launched its own currency in 2018 – accepted by 350 local businesses and could only be spent in the Lake District (around £220,000 in circulation). Bank notes featured local people such as Beatrix Potter.

Impact of contactless technology: Pushed the notes out of circulation and since 2020 they have not been legal tender. The notes are now collectors' items.

THE IMPORTANCE OF BEING LOCAL: NORTHAMPTON

Towns such as Northampton celebrate their local heritage despite the threats of globalisation.

Shoes: Northampton was once a famous shoe town, however the handmade shoe industry has struggled due to cheaper imports. But in the town this heritage is celebrated, with references to shoes across the town, and the famous shoe museum

Think local: A new market showcases what the town has to offer, including locally produced food and drink, and a creative space for local artists to showcase the best of the area.

SENSE OF BELONGING

This is affected by:
- Ethnicity
- Religion
- Age
- Gender
- Socio-economic status
- Education
- Sexuality

CHANGING PLACES: MEANING AND REPRESENTATION

FORMING ATTACHMENTS

Throughout our lives we form attachments to places due to our interactions with them…

- Places where we spent significant time, e.g. first home, school, grandparents' home, friends' houses
- Places visited occasionally, e.g. tourist attractions, holiday parks, religious buildings

Attachments can also be negative if there were bad experiences in those places.

DEVELOPING A SENSE OF PLACE

Place: 'Space with meaning' – when we form an attachment to a location it becomes a place – developed from a young age

Research suggests that our connections to our surroundings establishes an appreciation of that location in a deeper way.

Having a sense of place helps to encourage stewardship of a location.

PLACE-MEMORY

Place-memory is where a place can make the past come to life.

Museums: Bring the past to life through preservation, enabling visitors to experience what life was like in the past through re-enactments and the recreation of the historical places, e.g. the Black Country Living Museum.

Plaques: Placed on buildings to remind people of local heritage links – these create place-memory which then forms public memory.

PERCEPTION OF PLACE

Influence: We can also form perceptions of a place from what we have heard, read or seen.

TV show 'The only way is Essex': Has formed a perception of what Essex is like, how the people there speak and live - reinforcing stereotypes.

Versus reality: The experience of visiting towns in Essex is likely to be different to what is being portrayed on the TV show.

GOVERNMENT AND PLACE MEANINGS

The perception of a place can be manipulated by the government to try and attract people and investment to that place, e.g. Alberts Dock in Liverpool.

This can be done through:
- Marketing
- Re-imaging
- Rebranding
- Regeneration

KEY TERMS

Meaning: The perception of a place either from an individual or from the wider community or region.

Representation: How a place is seen in society, this could be based on stereotypes or the history of that location.

Re-imaging: Giving a place a new image to change it from a place associated with deprivation, crime, pollution, etc to a place with a positive image.

Rebranding: How a place is developed and marketed so it gains a new identity.

Regeneration: The long-term process of re-developing a location to reverse urban decline through a range of actions.

MARKETING AND PERCEPTION

Marketing and rebranding: In the last 10 years significant work has gone into marketing places around the UK, both by the government and its Department for Culture, Media and Sport and through corporate bodies.

The main aim of this is to create positive perceptions of a place.

Example: Northamptonshire

Some strategies used were:
- Widespread advertising campaigns on the TV and through social media
- An official website with the Northamptonshire Surprise branding
- A logo
- More localised marketing such as Northampton BID to 'Discover Northampton', rebranding and re-imaging the town to improve how people perceive the town and to encourage businesses to start there
- Creating boarding and branding to tell visitors more about the town when the market square was closed for regeneration

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REBRANDING

The aims of re-branding are:
- Revive an outdated place image – make it more positive
- Provide clarity on the unique features of a location
- Highlight changes in the character of a place
- Showcase the association with big events, e.g. the Commonwealth Games
- Create pride in a location
- Promote the location as a 'product'
- Attract new investment
- To make a place desirable to live in

RE-BRANDING/REGENERATION EXAMPLE: LIVERPOOL

Liverpool has had many identities and has also experienced industrial decline. The docks have long been an area of re-branding to encourage tourism.

European Capital of Culture: 2008 – made culture the focus of rebranding, e.g. British Music Experience, Tate North, Liverpool Museum.

Liverpool waterfront: Declared UNESCO World Heritage Site in 2004 bringing more visitors to the appreciate the maritime heritage, e.g. 'Three Graces', Museum of Maritime, River of Light art event.

Liverpool One shopping centre: Huge project to improve shopping and bring in further income.

Ropewalks: Cultural hub for independent shops, restaurants, bars, nightlife and galleries – developed through stakeholders such as Urban Splash and Liverpool Vision (named after rope making for the ships in the 19th century).

AGENTS OF CHANGE

GOVERNMENT	CORPORATE BODIES	COMMUNITIES/LOCAL GROUPS
Seek to improve an area through re-imaging, re-branding and regeneration	Many will have an interest in regenerating the area. Others will seek to manipulate perceptions for profit.	Can support or oppose the changes being made to an area Frequently becoming more involved in changes due to insider knowledge.

CORPORATE BODIES

Such as Visit Britain – the national tourism agency (part of Department for Culture, Media and Sport). Promote Britain through social media, tourism fairs and TV adverts.

'Great' campaign: Showcasing parts of Britain and featuring famous British faces such as Stephen Fry – the tag-line 'GREAT' in a range of ways.

TRAVEL COMPANIES

We see perceptions of place in travel company adverts. Travel providers such as airlines and train companies promote locations to sell tickets on their services, e.g. using posters to show the beauty of a location to entice people to visit.

COMMUNITIES AND LOCAL GROUPS

It is important that communities and local groups are involved in regeneration and re-branding.

E.g. Northampton BID: Works with local groups and companies in the town to promote local businesses and events, to encourage visitors and boost income through the unique features of the town.

REGENERATION EXAMPLE: NORTHAMPTON MARKET

Market Square has been central to the regeneration of Northampton.
- The market was relocated to a car park, this upset traders and local people as it reduced footfall and became less accessible
- Local people were consulted on what they wanted to see in the market square through surveys and open forum meetings, and local schools were involved through STEM projects and community outreach.
- New paving was installed to make it more accessible, as the previous cobble stones made walking difficult for some
- New permanent stalls were built to provide more safety and comfort to stallholders and those shopping there
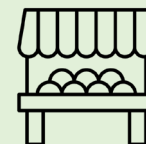
CRITICISMS OF REBRANDING

- Can ignore the feelings of local people
- It is difficult to satisfy all of the stakeholders in a location
- Rebranding that leads to regeneration can increase house prices and rents which drives out local people
- Local identities may be lost at the expense of the new branding

NORTHAMPTON

Northampton is a market town in Northamptonshire in the East Midlands. It is one of the largest towns in England with a population of around 244,000. The River Nene and the Grand Union Canal run through.

HISTORY

Evidence of a settlement in Northampton dates to the Bronze Age.

Northampton Castle: Built in the Middle Ages, however it experienced widespread destruction in 1662 as Northampton supported the Roundheads during the English Civil War and King Charles II ordered its destruction.

Town/city status: Designated a 'New Town' in 1968. Bid to be a city 4 times, most recently in 2022 (some claim it will never be a city after it's anti-royalist stance in the Civil War!).
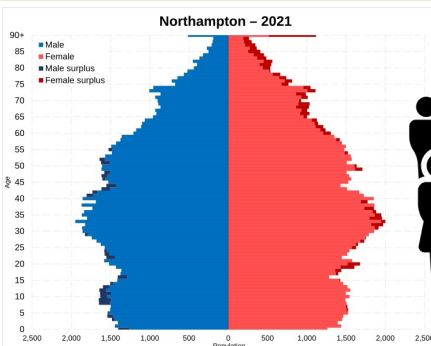
Industrial past: After the building of the Grand Union Canal and the railways, it became a hub for footwear and leather manufacturing.

POPULATION (2021 CENSUS)

Population: 244,357.
Gender: Male = 120,142 (49.2%); Female = 123,215 (50.8%)
Age groups: 0-17 = 55,277 (22.6%); 18-64 (working age) = 153,270 (62.7%); 65+: 34,810 (14.2%)

Northampton – 2021
(pyramid chart: Male, Female, Male surplus, Female surplus; axis Population 2,500 to 2,500)

LOCAL PLACE CASE STUDY

In your local place case study, you must explore the developing character or a place local to you. You must understand the lived experience of the people there in both the past and present.

DEMOGRAPHICS (2021 CENSUS)

Region of birth:
1. The UK
2. The EU
3. Middle East & Asia
4. Africa
5. Europe (non-EU)

Ethnic group:
1. White
2. Asian
3. Black
4. Multiple heritage
5. Other ethnic group

Religion:
1. Christian
2. Atheist
3. Muslim
4. Hindu
5. Sikh
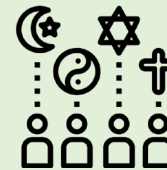
LIFE IN NORTHAMPTON

Industry: Centred around picking and packing for large companies.

Regeneration: Huge regeneration project is happening in the town to increase footfall in the town centre.

2024 Tour de Britain: Went through the town to build on sporting success.

Northampton Saints: Premiership rugby club – huge positive impact on the town's economy.

CHARACTER AND IDENTITY - SHOES

- Long been known as a shoe-making town with companies such as Churches and Trickers still trading from Northampton
- A shoemaking guild was set up in Northampton in 1401
- By 1871 40% of Northampton's men were employed in the shoemaking industry, this has declined over time, but shoemaking is still a major industry in Northampton
- The British Footwear Association is based in Northamptonshire
- Northampton Town Football Club is nicknamed the 'Cobblers'
- The film and musical 'Kinky Boots' is based on the true story of the W.J Brooks shoe factory in Earls Barton who created boots for the Drag industry following a decline in the demand for traditional men's shoes. Much of the film was shot in the Trickers factory in the Mounts area of Northampton)
- The Shoe and Boot Quarter is an area of Northampton dedicated to the leatherworks industry
- In Northampton museum there is a large exhibit dedicated to the shoe industry and global shoes and their stories
- A shoe trail was created in the town by local artists

BRICK LANE, LONDON

Brick Lane is a street in the Spitalfields area of the Borough of Tower Hamlets in East London. Some people refer to it as 'Banglatown' due to its large Bangladeshi community.

HISTORY

Thought to be named after the brick and tile producers who used the earth from the area in the 15th Century. Popular location for breweries in the 17th Century – the old Truman Brewery is now used as a creative space.

Migration:
- 17th century: Influx of French Huguenots who had been driven out of France
- 19th and 20th centuries: Increase in Jewish and Irish immigrants
- Post WW2: Many Bengalis from the Sylheti region of Bangladesh immigrated to London – the rise in the Bangladeshi population is evident in the street names also being present in Bengali

Multicultural: Along Brick Lane the lampposts and walls show a range of cultures – there are many different places of worship, including, Muslim mosques, Jewish synagogues, a Huguenot church and Christian chapels.

JEWISH TRADITION AND CULTURE

Evidence of Jewish immigration to Brick Lane can be still be seen through some of the buildings such as synagogues but also through the popularity of bakeries such as Beigel Bake.

POPULATION (2021 CENSUS)

Population of Spitalfields: 13,343
Gender: Males = 6,884 (51.6%); Female = 6,459 (48.4%)
Age group: 0-17 = 2,271 (17%); 18-64 (working age) = 10,312 (77.3%); 65+ = 760 (5.7%)

DEMOGRAPHICS (2021 CENSUS)

Region of birth:
1. The UK
2. Middle East and Asia
3. EU
4. Other regions
5. Africa

Ethnic group:
1. Asian
2. White
3. Black
4. Multiple heritage
5. Other ethnic group

Religion:
1. Muslim
2. Atheist
3. Christian
4. Hindu
5. Buddhist
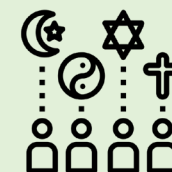
BRICK LANE AND CURRY

Brick Lane is known to some as the curry capital of the UK.

History: Many Bengalis settled in East London due to the docks where ships used to leave from Chittagong Port in Bengal and transit to the London Docklands. Many food outlets opened nearby to serve the workforce and these grew over time to the plethora of restaurants we see today along Brick Lane.

Brick Lane Arch: Built in 1997 to mark the entrance to Banglatown. It is red and green to represent the Bangladesh flag. The arch was installed following a campaign to get something to celebrate the Bengali Culture in Brick Lane.
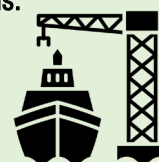
ARTWORK AND GRAFFITI

A wide range of graffiti can be seen in Brick Lane from a range of artists, with some reflecting Bengali culture, such as the famous crane mural (cranes are sacred). Many tourists visit to view the street art.
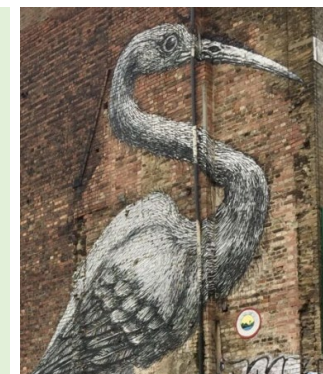
IN POPULAR CULTURE

- Sally Flood: Tales from the East End (1980)
- Monica Ali: Brick Lane (2003)
- Brick Lane film (2007)
- Brick Lane – song by Will Knox (2022)

REGENERATION

Brick Lane has seen regeneration, but many are not happy and feel that it has erased centuries of history and has priced local people out of the area.

CHANGING PLACES: USING DATA SOURCES

QUANTITATIVE DATA

Information that is usually numerical, e.g. statistics, which can be quantified and verified. This type of data is more objective, it is not influenced by personal feelings or opinions. We consider and represent places factually.

Examples:
- Traffic and pedestrian counts
- Demographic profiles
- Census information
- Migration patterns
- Council statistics
- Population pyramids
- Closed questionnaires

STATISTICS

UK Census: Household survey completed every 10 years. It provides socio-economic data on the population, that can be used to look at demographic trends and variations in quality of life between places and over time.

INTERVIEWS

Provide us with a first-hand report of lived experience of a location. They provide us with oral geographies and histories of a place, allowing us to delve deeper into the voices of local people so that we can accurately represent them.
Interviewer bias: When the interviewer asks leading questions which may alter the path of the interview.

MAPS

Maps provide us with clear information about the topography of a location at a range of scales.
Distortion: E.g. the Mercator projection distorts the relative size of landmasses and is Eurocentric. Northern landmasses look larger than those in the southern hemisphere. But which way up is the world?

QUALITATIVE DATA

Information that is usually non-numerical and used in a relatively unstructured and open-ended way. It can be observed and recorded. It is descriptive information, which often comes from interviews, focus groups, or by studying photographs or paintings. This type of data is more subjective, based on or influenced by personal feelings, our opinions and our tastes.

Examples:
- Field sketches
- Photographs and video clips
- Maps and use surveys
- Open questionnaires
- Written descriptions
- Oral recordings
- Creative sources, e.g. poems, stories, and artwork

TEXT SOURCES

Novels and poems can evoke a sense of place which can be both positive and negative. Many British cities have been portrayed in a negative way, e.g. high crime and deprivation.

PHOTOGRAPHS

Photographs provide us with an image aid our perception of a place (although can be edited).
E.g. Longyearbyen Airport in Svalbard: What does it tell us about this place? Without visiting we can build an idea of the place, but it also influence our perception so that if we were to visit we may discover something different.

ARTWORK

Pieces such as L.S Lowry's 'Industrial Landscape and Coming Home from the Mill' give us a sense of place in industrial locations such and the colours used help to evoke an emotional response to the painting.

TV AND FILM

This heavily influences our perception of a place, e.g. The Full Monty which depicted life in post-industrial Sheffield. Some are based on true stories and enable us to build a picture of that location. Game of Thrones increased tourism to Northern Ireland with people visiting filming locations.

MUSIC

Many songs have been written that can influence a person's perception of a place, e.g. Alicia Keys "Empire State of Mind". Music can also be associated with a place and help to shape how tourists feel about a location, e.g. reggae and Jamaica. Parodies of songs have also been made about places that their creators live in.

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