



Key Words	
Sense of place	The emotional attachment someone can feel in a place.
Perception	Our opinion of a place based on what we see in the media etc.
Identity	The reputation a place has based on activity, setting and sense of place
Meaning	A combination of identity and sense of place.
Representation	How a place is shown by different quantitative and qualitative sources.
Place character	The physical characteristics and setting of a place.
Lived Experience	How people feel about a place based on their own experiences.

Categories of Place	
Near	Places that are similar to where we live where people live a similar way of life.
Far	Places that are distant where people live in contrasting ways to us.
Experienced	Places we have visited and developed our own sense of place.
Media	Places we have learnt about in the media.

Endogenous and Exogenous factors	
These are the factors that can cause a place to change. Endogenous factors are internal forces whereas exogenous factors are external forces.	
ENDOGENOUS: <ul style="list-style-type: none"> Land use Economic characteristics Physical geography Topography Demographic characteristics Built environment Location Infrastructure 	EXOGENOUS: These are flows in and out of a place including: <ul style="list-style-type: none"> People Money Resources Ideas  

What is place?
The geographical concept of place has 3 aspects: <ul style="list-style-type: none"> Location – its literal place on a map. (longitude and latitude) Locale – the activities that take place there. Sense of place – how people feel about that place based on their experiences. A SPACE becomes a PLACE when it is given a meaning.




'The independent coffee republic of Totnes'



Placelessness
Some places lose their sense of place and uniqueness. This means they become placeless as they could be anywhere in the world. We call these clone towns . The driving force behind this is: GLOBALISATION : The interconnection between countries including trade. TNCs have expanded across the globe meaning you could walk down any high street and see all the same shops!

Clonestopping : TOTNES, DEVON

Totnes, in south Devon, has resisted this change when Costa wanted to open up a branch. Totnes is a small town full of local independent stores. The people came together and signed a petition to stop Costa from gaining planning permission and they won!

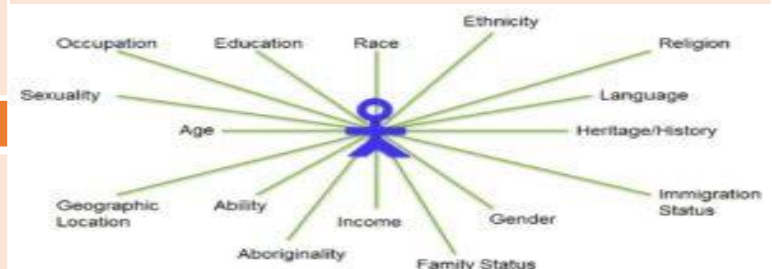


Unit 2b: Changing Places

Relationships and Connections
A place can change due to its relationships and connections with other places. These connections can fall into the following categories: <ul style="list-style-type: none"> PEOPLE / MOVEMENT OF PEOPLE A SPECIFIC BUSINESS / INDUSTRY EXTERNAL ORGANISATION. EG. The National Trust TRANSPORTATION LINKS HISTORICAL EVENTS This can lead to intentional or unwanted change.

Continuity Example	Change Examples
BOURNVILLE, BIRMINGHAM Bournville was developed in 1879 when the Cadbury family built their factory there. The town was built as homes for their workers. Despite this not being the case anymore the character of Bournville is still the same.	LAS VEGAS Las Vegas grew due to the road that ran through the desert to South California. This meant the tourist industry grew and it has developed in a place known for gambling. ERDINGTON, BIRMINGHAM Erdington has changed due to our connection to the EU. In 2004 there was migration from Eastern European countries leading to a change in population and place character.

Perception of Place
The way you view a place is affected by your positionality . This might be characteristics of yourself that affect your opinions:



Insiders	Outsiders
If you are an insider you: <ul style="list-style-type: none"> Might be from that place Feel comfortable and at home Understand social customs and norms. 	If you are an outsider you: <ul style="list-style-type: none"> May not be from that place originally. May feel like you don't fit in. Not understand social customs and norms.

Social and Spatial exclusion	
Voluntary exclusion: Some people may choose to be excluded and separate from society. Some people feel safer in Gated Communities	Involuntary exclusion: Some outsiders may feel like they don't belong. EG. Anti-homeless benches have been created to stop rough sleepers.

Meaning and Representation
Places can be represented in a variety of ways: <ul style="list-style-type: none"> Formal – Objective representations such as OS maps and census data – there is limited bias. Informal – more creative and stylised representations that may not be as factual. They may only show certain aspects of a place via the news, paintings, TV etc. Abstract – Sources that may be harder to understand. EG. London Tube map. Places may be represented in certain ways to create certain place meanings . EG. The council may represent a place in a positive way to encourage people to move there whereas a local resident may represent a place in a negative way to reveal the truth of what that place is really like.

Quantitative Advantages	Quantitative Disadvantages
+ More reliable and less bias. +Can infer what a place may be like.	-Can't give a sense of place -Some may not show what exactly is there.
Qualitative Advantages	Qualitative Disadvantages
+Learn how people experience a place. +See what a place actually looks like and feels like.	-Subjective and may be biased and unreliable. -Certain aspects may be hidden.

Key Words	
External forces	Forces that come for outside that place that invoke change.
Corporate bodies	A legal identity that can be identified by a particular name. Can be private or voluntary. EG. A TNC.
Government bodies	Parts of the government that work towards change.
Regeneration	When a place is redeveloped and changed to encourage improvement.
Place making	When a place is made in a particular way for a particular purpose. EG. Tourism.
Rebranding	When a place is given a new reputation for a particular purpose.
Gentrification	When an area's status is upgraded to improve an area's wealth.

Regeneration and Rebranding Successes and Failures

BIRMINGHAM EASTSIDE – Rebranded as a Learning and Technology Quarter to attract investment.

+Education improved including Aston University. +Jobs at Millennium Point.	-Not all jobs were suitable for locals.
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LONDON DOCKLANDS – Gentrified in 1980 to attract wealth and investment into the area.

+Businesses such as HSBC moved there. +20 000 new homes provided.	-Locals could not afford housing or do the jobs so were forced out of the area.
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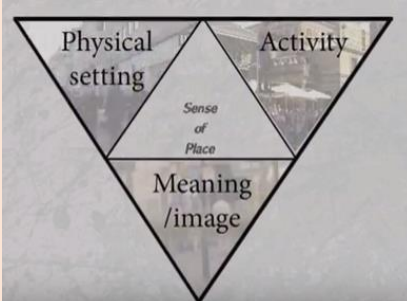
LLANDUDNO – place where Alice in Wonderland was written. Rebranded as 'Alice Town' for tourism.

+Trail takes people around the town which means money is spent in the economy.	- Some people are opposed to the statues being built in a conservation area.
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STRATFORD – Regenerated to improve the area for when the Olympics came.

+Olympic buildings converted into offices after – 50 000 new jobs. +Lea Valley Park – more attractive area.	-Residents only got £8500 in compensation. -Residents were supposed to get houses after – not affordable enough.
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Place Identity
<p>The meaning and significance of the place to the people who live there and its users. It is how people experience a place and the meanings they give to it. A place needs to have 3 things to form an identity:</p> <p>CAMBRIDGE: Cambridge is a city that has a strong identity. It is symbol of education and has a very distinctive style of buildings. It meets all 3 criteria.</p> <p>HEATHROW AIRPORT: While Heathrow has activity and a physical setting, it doesn't have any meaning as it looks like any other airport, therefore it lacks identity as it is purely functional.</p>



Multiple Identities: Digbeth, Birmingham

<p>Relationships and Connections Digbeth developed during the industrial revolution as a place of manufacturing. The change Birmingham has undergone since then has caused Digbeth to develop lots of different identities.</p>	<p>Identities</p> <ul style="list-style-type: none"> ▪ Place of industry – the style of buildings are old factories. ▪ Quirky – full of street art and home to Digbeth Dining Club (pop up food stalls). ▪ Seedy and unsafe.
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Unit 2b: Changing Places



Conflict resulting from change

Immigration into the UK

+Bigger workforce for the UK. +More contributions to the economy.	-Racism and social tension. -Ethnic segregation can occur.
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Suburbanisation on Greenbelt – Newcastle Great Park

+Slow down loss of 1500 people a year. +4500 new homes being built.	-Homes not affordable (£188 000) -Contradicts the point of the greenbelt.
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Counter-urbanisation – St Ives, Cambridgeshire

+House prices increase in St Ives. +More investment in roads.	-Locals cant afford housing (£291 000). -Loses its sense of community.
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Community Groups rebranding – Crowd sourcing - GLASGOW

Over 1500 people responded to the question 'What makes Glasgow a great city?' The council used this to rebrand Glasgow – what people suggested were included in the advertising campaign through social media and online. This was advantageous in getting people involved and passionate about their city which has attracted people to it.

LOCAL PLACE STUDY: ERDINGTON			
Age <15	17%	White	58%
Age 16-64	67%	Asian	30%
Age 65+	16%	Black	9%

Key Infrastructure Changes:
 -Investment in key areas such as Erdington Leisure Centre.
 -Opening up of Polish supermarkets and Halal butchers.
 -Closing down of Mothers nightclub.
 -Development of train line in Birmingham city centre

Lived Experience Quotes:
Insider: "Excellent transport links." "House prices lower than Sutton Coldfield." "Some areas common and rough". "Sense of pride from local residents".
Outsider: "Predominantly working class area." "High crime rates and a bit dodgey and rough". "Shopping centre is good but run down in places."

Endogenous Factors:
 -Demography has influenced the services provided. EG. Polish supermarkets.
 -Economic characteristics may have led to higher crime and gangs.
 -Flat land – developed as a suburb.

Exogenous Factors / Relationships and Connections:
 -Developed due to urban sprawl when people moved to Erdington.
 -Train connections to the city centre encourage people to live here.
 -Relationship with EU encouraged Eastern European migration.

DISTANT PLACE STUDY: TORQUAY

Age <15	15%	White	96%
Age 16-64	62%	Asian	1%
Age 65+	23%	Black	0.5%

Key Infrastructure Changes:
 -Hotels such as The Grand have been modernised to attract tourists.
 -Redevelopment of seafront – chains like Las Iguanas have been attracted.
 -Tram gone and roads have been invested in.
 -Increase in bingo halls and care homes.

Lived Experience Quotes:
Insider: "Young have to leave for job opportunities." "Homelessness is a problem." "Decline in shops and services." "Houses prices high but wages are low".
Outsider: "Very scenic and beautiful place." "Old fashioned sea side town." "Reminds me of my childhood". "Pace of life is much slower down there."

Endogenous Factors:
 -Coastal – developed as a sea side town in the tourist industry.
 -Hilly area – has expanded as pressure is put on houses.
 -Elderly – opening up of bingo halls and care homes. Pressure on healthcare

Exogenous Factors / Relationships and Connections:
 -M5 links – brings people down on holiday.
 -Has had to adapt as more people holiday abroad as it is cheap.
 -Elderly move down there for retirement.