Is Guildford a Home Town?

Or...........

By Claire Mulvenna, Chloe Birch, Joely Charlton, Beth Duncan, Julia Jeffries and Lizzie Robinson
Aims of the day.....

• To find out if Guildford is a clone town, we looked at;
  • Does it have many big name shops? e.g. Jack Wills, Orange, Nike etc.
  • Does Guildford have any specialist shops and if so what ratio to the brand shops?
  • Do people visit Guildford for the specialist shops or the big brand shops? If so; how far do they travel?
  • Is Guildford safe to live in?
  • Is there much litter in the suburbs?
Where we went!!
Where we went!!

- School
- Beth's house
- Joely's house
- Joely's house
- Beth's house
We surveyed two areas for evidence of crime...

**Guildford Park Avenue**
& **Lower Edgeborough Road**

Was there any evidence of crime ??????

<table>
<thead>
<tr>
<th>Guildford Park Avenue</th>
<th>Lower Edgeborough Road</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ 5 stolen shopping trolleys.</td>
<td>▪ Burglar Alarms</td>
</tr>
<tr>
<td>▪ Smashed glass on the pavement</td>
<td>▪ Stolen car with 'body' in (probably just a blanket).</td>
</tr>
<tr>
<td>▪ Beer bottles on walls.</td>
<td>▪ Some suspicious school girls (us)</td>
</tr>
<tr>
<td>▪ Fly tipping</td>
<td>▪ No other crime evident.</td>
</tr>
<tr>
<td>▪ Stolen car</td>
<td></td>
</tr>
</tbody>
</table>
The Crime Statistics for Guildford

For our school (GU1 1SJ) and Guildford
So why do people visit Guildford????

For the department stores- 8

For the individual shops- 3

For the chain shops-7

Do you travel past other similar towns to get here?- yes- 7  no-11

Our data was taken from a survey of people from Guildford from Castle St, High St, and North St.
Photo Survey of Edgebourgh road and Guildford Avenue
This dial shows the total deprivation of the people who live in the vicinity of GHS! It shows, as you can see, that Guildford registers very near ‘Least’ on an overall scale, this shows that the town as a whole, has a very low rate of deprivation, which means we have good services, education and income. On the next few slides you will see the different ratings for Guildford on different topics!
These three dials are Guildford’s best topics – they show education, income and health – all very important to daily life in today’s society. They are very near least which means people have more than average/a lot of these services!
'Barriers to housing and services' and 'Living Environment' are the highest in deprivation in Guildford.
The percentages on the pyramid represent the percentage of 'all males' (to the left) and the percentage of 'all females' (to the right) that are in that age group.

2001 census:

As you can see there are more males to females! 😊
Is Guildford a Home Town?

Clone

Or............
Survey Analysis

Overall we believe Guildford is a clone town because it has all the signs such as big brand shops and from what we saw, there were hardly any individual or specialist shops. Also, a lot of people travel to Guildford especially to shop. This shows that people think of Guildford as a SHOPPING town – rather than a village town......
Survey Analysis

What we enjoyed

• We enjoyed surveying the members of public and trying to convince people that we weren’t trying to sell them anything.

What we didn’t

• Traipsing up the hill to GA, we never knew that Guildford was so big!!
Thanks for watching :-)