

*Year 9 Geography fieldwork*

Is Guildford



a clone town..?

# *Introduction*

A **CLONE** is something that is identical to something else – remember Dolly the sheep? She was genetically modified so that she was a clone of her mother. It follows therefore that a **CLONE TOWN** is a town which is identical to another town. A few years ago people started to notice that towns up and down the country were starting to look very much like one another. Towns had more and more **CHAIN STORES** (shops of which there are many branches, e.g. Tesco, The Carphone Warehouse, Gap) and fewer **INDEPENDENT STORES** (privately owned individual shops).

Another way that we can determine whether a town is a clone is by comparing statistics for things like the type or cost of housing and levels of crime with other towns and with the national average. In England and Wales, statistics are collected every ten years through the **POPULATION CENSUS**. Every household has to complete a detailed survey about their home, their family and their income (amongst many other things!) The last census was in 2001. The results of the census are available to look at online.

Today you are going to conduct some fieldwork and look at census data to find out whether **GUILDFORD** is a clone town.

There are three sections to your fieldwork booklet:

- ✂ **SECTION ONE:** Tasks you have to complete **BEFORE** you go to Guildford.
- ✂ **SECTION TWO:** Tasks you have to complete **DURING** the fieldwork in Guildford.
- ✂ **SECTION THREE:** Tasks you have to complete **AFTER** the fieldwork, back at school.



# Section One: Before you go...

There are two tasks that you need to complete before you go to Guildford. Discuss these tasks in your small groups and then fill in the relevant sections of your booklet.

## Task One

Read the Guardian article on the next page about clone towns ("*Retail chains 'cloning' UK towns*"), and decide whether you think Guildford fits the description of a clone town. Fill in the section below:

I think we will find today that Guildford is a clone town  Yes  No

I think this because \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Task Two

On the page after the article, you will find a section called '*Higher or Lower*'. In this section, you have to predict how you think Guildford compares to the rest of England and Wales for four different statistics:

1. Housing type
2. House prices
3. Crime levels
4. Satisfaction with the local area

Think very carefully and fill in your predictions using your own knowledge of Guildford.

## Retail chains 'cloning' UK towns

**Global brands are swamping the individuality of the high streets**

John Carvel, social affairs editor

Monday June 6, 2005

[The Guardian](#)

Britain's town centres are rapidly becoming indistinguishable, losing all sense of local identity as they are taken over by global and national chain stores, economists warned today.

A report from the New Economics Foundation estimated how far the nation's high streets had been taken over by a phenomenon it called "clone town Britain".

It found 42 of the 103 towns it surveyed in England, Scotland and Wales had become clones. In these towns, independent butchers, greengrocers, pet shops and dry cleaners had been driven out by national supermarket retailers, fast food chains, mobile phone shops and global fashion outlets.

The most extreme example of a clone town was Exeter in Devon, the foundation said. On a scale awarding points for the number of independent outlets and range of specialist shops, it scored 6.9 out of 60.

At the other end of the scale, Hebden Bridge in West Yorkshire scored 48.6. This was the best example of what the foundation called a "home town" - one retaining its individual character. Others included Peebles, Lewes, Whitley Bay and Monmouth.

The foundation said 34 of the 103 high streets it surveyed could still be described as home towns. Another 37 were "border towns" where colonisation by the clones was not fully established.

Andrew Simms, the foundation's policy director, said: "Clone stores have a triple whammy on communities. They bleed the local economy of money, destroy the social glue provided by real local shops and steal the identity of our towns and cities. Then we are left with soulless clone towns."

He added: "Banality has taken root like a relative from abroad invited to stay because their foreignness seemed interesting, before realising they were tiresome and refused to leave."

# Higher or lower...?

Below are some **national STATISTICS** for England and Wales. They were collected during the Census of 2001. They show the average results for the country in four categories. You are going to be collecting data for these four categories in Guildford today. How do you think Guildford will compare to the nation as a whole?

Write your prediction under each box.

## 1. Housing type in England & Wales:

22.8%	Detached
31.6%	Semi-detached
26%	Terraced
18.8%	Flats
0.4%	Other (e.g. caravans, mobile homes)

Source: [www.statistics.gov.uk/glance/](http://www.statistics.gov.uk/glance/) (→ "Population" → "Census 2001: Housing Type")

I think the figures for Guildford will be \_\_\_\_\_

\_\_\_\_\_

I think this because \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## 2. Average house prices in England & Wales:

£292,773	Detached
£173,760	Semi-detached
£148,282	Terraced
£175,599	Flats
£189,983	Overall average of all property types

Source: ([www.neighbourhood.statistics.gov.uk](http://www.neighbourhood.statistics.gov.uk) → Enter Guildford postcode → Select "housing" tab

I think the figures for Guildford will be \_\_\_\_\_

\_\_\_\_\_

I think this because \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### 3. Crime in England & Wales:

3.0 per 1,000 people	Burglaries
5.6 per 1,000 people	Criminal damage
0.5 per 1,000 people	Robberies
9.0 per 1,000 people	Vehicle thefts
4.5 per 1,000 people	Violence against the person

Source: [www.crimestatistics.org.uk](http://www.crimestatistics.org.uk) (→ "Statistics by region and area" → "England & Wales")

I think the figures for Guildford will be \_\_\_\_\_

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I think this because \_\_\_\_\_

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### 4. Satisfaction with the local area in England & Wales:

77%	Felt that rubbish collection was good or very good
71%	Rated local health care services as good or very good
46%	Said that they know most or many people in their neighbourhood
58%	Felt they could trust most or many people in their neighbourhood.

Source: [www.statistics.gov.uk/glance/](http://www.statistics.gov.uk/glance/) (→ "Society" → "About Neighbours")

I think the figures for Guildford will be \_\_\_\_\_

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I think this because \_\_\_\_\_

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*Additional notes:* \_\_\_\_\_

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# Section Two: Collecting your data

*(It doesn't matter what order you collect your data in, but make sure all sections are completed before the end of the day.)*

## PART ONE: THE HIGH STREET

### (a) The top of the High Street: HOUSE PRICES

At the top of Guildford High Street there are several estate agents. Pick two... one that looks really expensive from the outside, and one that you think sells the cheapest houses.

<b>Estate Agent 1...</b> ...the most expensive!	<b>Estate Agent 2...</b> ...the cheapest!
Name: _____	Name: _____
What made you think that this was the most expensive Estate Agent? _____ _____ _____	What made you think that this was the cheapest Estate Agent? _____ _____ _____
Record house prices from the window of the Estate Agent here:	Record house prices from the window of the Estate Agent here:
Detached house    £ _____	Detached house    £ _____
Semi-detached house    £ _____	Semi-detached house    £ _____
Terraced house    £ _____	Terraced house    £ _____
Flat    £ _____	Flat    £ _____

How do these house prices compare to the predictions you made before you set out?

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### (b) The length of the High Street: *CLONE TOWN?*

You are going to complete a survey to find out whether Guildford is a clone town in terms of the shops it has on the High Street.

-  **Read** the instruction sheet carefully.
-  **Record** your findings on the survey sheet (remember only 50 shops required).
-  **Add up** your totals.

Now you can use the formula given on the sheet to work out whether Guildford is a **CLONE TOWN** (indistinguishable from dozens of others around the country), a **HOME TOWN** (distinctive and recognisable as a unique place) or a **BORDER TOWN** (somewhere between the two!).

Your scores for Guildford:      Route 1       Route 2

What do your findings make Guildford? CLONE TOWN / BORDER TOWN / HOME TOWN

Did your findings match your prediction?  Yes  No

Why? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### (c) Shopper Survey

To find out more about whether Guildford is a clone town, you are going to seek the opinion of some shoppers on the High Street. On the following page is a questionnaire with six questions. Four of these have been completed; the two blanks are for you to think up some questions of your own... What else would you like to find out about shoppers' opinions of Guildford? Do they think it is a clone town? Discuss this with your group and add your questions to the grid.

Try to ask as many shoppers as you can in the allocated time – you will need to divide up the space on your survey grid.

Don't forget, if they are not in Guildford to shop, you don't have to ask them any further questions. Thank them, and move on to the next person.

# Shopper Survey: Try to ask as many people as possible!

Location: Route: \_\_\_\_\_

What is your purpose for coming to Guildford today? (if "shopping", proceed with questionnaire. Any other answer, thank the person and move on)						
		Person 1	Person 2	Person 3	Person 4	Person 5
1)	Name 4 shops you will visit today. (take their first four answers)					
2)	Rank the following three reasons for shopping in Guildford in order of their importance to you, 3 being the most important, 1 the least.					
1	Major department stores (e.g. M&S, Debenhams, House of Fraser)					
	2	High Street chains (e.g. Boots, WHSmith)				
	3	3. Independent specialist shops				
3)	Which town would you choose to visit to buy a unique gift for a special occasion? (write down all that they mention)					
4)						
5)						

## PART TWO: GUILDFORD'S HOUSING AREAS

You will visit two different areas of Guildford to study the housing and environment. This is to collect data to compare with the national census.

In each of the two areas you need to complete **4 TASKS**:

1. A tally of the different housing types.
2. A photo environmental quality assessment.
3. A survey of any evidence of crime.
4. A questionnaire about people's satisfaction with the local area.

### 1. Housing types

Record the first 50 houses in your area:

(a) Area 1: \_\_\_\_\_

Type of Housing	Tally	Total/50
Detached		
Semi-detached		
Terraced		
Flat		
Other		

(b) Area 2: \_\_\_\_\_

Type of Housing	Tally	Total/50
Detached		
Semi-detached		
Terraced		
Flat		
Other		

How do your findings compare with your earlier predictions for Guildford?

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# Photo Environmental Quality Assessment

Draw a field sketch of each photo that you take in the table below. Remember to label the key features of your sketch.

	<p><b>Street Furniture</b> (e.g. benches, bins) <b>1 - 2 - 3 - 4 - 5</b></p>	
	<p><b>Traffic Congestion</b> <b>1 - 2 - 3 - 4 - 5</b></p>	
	<p><b>Litter</b> <b>1 - 2 - 3 - 4 - 5</b></p>	
	<p><b>House size</b> (how many floors / windows?) <b>1 - 2 - 3 - 4 - 5</b></p>	
	<p><b>House quality</b> (i.e. state of repair) <b>1 - 2 - 3 - 4 - 5</b></p>	
	<p><b>Pedestrian numbers</b> <b>1 - 2 - 3 - 4 - 5</b></p>	
	<p><b>Evidence of crime</b> (e.g. graffiti, vandalism) <b>1 - 2 - 3 - 4 - 5</b></p>	
	<p><b>Greenery</b> (trees, gardens, open space) <b>1 - 2 - 3 - 4 - 5</b></p>	

(b) Area 2: \_\_\_\_\_

Date:
Time:
Weather conditions:

Photo	Shows...	Photo	Shows...
1		11	
2		12	
3		13	
4		14	
5		15	
6		16	
7		17	
8		18	
9		19	
10		20	

Additional notes on aspects of environmental quality that you can't take photos of, for example, air quality or noise:

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# Photo Environmental Quality Assessment

Draw a field sketch of each photo that you take in the table below. Remember to label the key features of your sketch.

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	<b>Traffic Congestion</b>  <b>1 - 2 - 3 - 4 - 5</b>	
	<b>Litter</b>  <b>1 - 2 - 3 - 4 - 5</b>	
	<b>House size</b> (how many floors / windows?) <b>1 - 2 - 3 - 4 - 5</b>	
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	<b>Pedestrian numbers</b>  <b>1 - 2 - 3 - 4 - 5</b>	
	<b>Evidence of crime</b> (e.g. graffiti, vandalism) <b>1 - 2 - 3 - 4 - 5</b>	
	<b>Greenery</b> (trees, gardens, open space) <b>1 - 2 - 3 - 4 - 5</b>	

### 3. A survey of any evidence of crime

Jot down any evidence of graffiti or damage you see in each area.

(a) Area 1: \_\_\_\_\_

Notes - any evidence of crime?
I think crime rates will be HIGH / LOW in this area because _____ _____ _____ _____

(b) Area 2: \_\_\_\_\_

Notes - any evidence of crime?
I think crime rates will be HIGH / LOW in this area because _____ _____ _____ _____

How do these findings compare with your earlier predictions for the amount of crime in Guildford?

_____
_____
_____
_____

#### 4. Survey of people's satisfaction with the local area

Now is your chance to find out whether local people are happy with their local area. Select a person to interview who looks typical of the area! Explain what you are doing politely, and ask whether they would mind participating in a short survey.

There are three questions that you must ask them, these are shown below. Try to come up with two other questions of your own. For some ideas of what you might ask them, look back at your predictions page – what do you want to need to find out about how people feel about their local area so that you can compare Guildford with other places?

(a) Area 1: \_\_\_\_\_

	Question	Response
1.	On a scale of 1 (unsatisfied) to 5 (very satisfied), how happy are you with your local area?	1      2      3      4      5
2.	What do you like most about your local area?	
3.	What do you like least about your local area?	
4.		
5.		

(b) Area 2: \_\_\_\_\_

	Question	Response
1.	On a scale of 1 (unsatisfied) to 5 (very satisfied), how happy are you with your local area?	1      2      3      4      5
2.	What do you like most about your local area?	
3.	What do you like least about your local area?	
4.		
5.		

# Section Three: Back at School

## TO DO LIST:

1. Create your **photo environmental quality assessment** using the template provided, and save it in the class folder.
2. **Input your data** to the class Excel spreadsheet.
3. **Analyse your class findings:** compare them to your predictions, to the actual census data for Guildford and to national statistics.
4. Create your group presentation: ***IS GUILDFORD A CLONE TOWN?*** using Google Earth or Google Maps. Don't forget to include lots of evidence to support your answer.

## Websites you will need to use:

<a href="http://www.neighbourhood.statistics.gov.uk">www.neighbourhood.statistics.gov.uk</a>	Type the school postcode (GU1 1SJ) into the "Neighbourhood Summary" section on the right for comparisons between Guildford and England & Wales. Gives <b>housing type</b> and <b>price</b> (under "Housing") and data for the extension task.  To search for more data, type Guildford into the "Find Statistics for an Area" box on the left, and select Local Authority as the type of area. You can then search the <b>census data</b> to your heart's content!
<a href="http://www.statistics.gov.uk">www.statistics.gov.uk</a>	This is the site for <b>UK summary data</b> . Click on the "UK Snapshot" tab and selection "Population" then "Census 2001: Housing" for more information on <b>housing type</b> . Going back and selecting "Society" and then "About Neighbours" will tell you about <b>satisfaction with the local area</b> .
<a href="http://www.crimestatistics.org.uk">www.crimestatistics.org.uk</a>	Click on "Statistics by region and area" and type the school postcode into the search engine at the top right hand corner. You can then search for <b>crime figures</b> by type, and compare Guildford with England & Wales.

## Extension tasks:

Ideas for extra research you could do to impress your teachers!

1. Compare your results for Guildford to other towns of a similar size in England & Wales. Guildford had a population of 129,701 at the last census. Why not try some of these:

<b>Norwich</b>	<b>121,550 people</b>
<b>Preston</b>	<b>129,633 people</b>
<b>Windsor</b>	<b>133,626 people</b>
<b>Middlesbrough</b>	<b>134,855 people</b>

To find out about these towns, enter their names into the “Find Statistics for an Area” box on the Neighbourhood Statistics website ([www.neighbourhood.statistics.gov.uk](http://www.neighbourhood.statistics.gov.uk)), and select “Local Authority” as the type of area.

**Where are these towns? Why might they have different results to Guildford?**

2. What other statistics from the census could you use to compare Guildford with the national average? There are plenty on the websites! To start you off, why not look at **Life Expectancy** (under ‘Health’), **Ethnic Diversity** (under ‘People’) or **Indices of Deprivation** (under ‘Deprivation’). What do these tell you about how Guildford compares to the rest of the country?

