

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.

What is place?

The geographical concept of place has 3 aspects:

- **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'

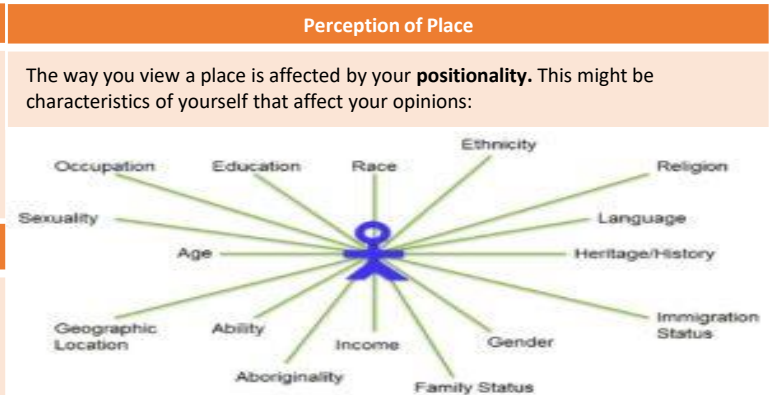


Placelessness

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!



Insiders	Outsiders
<p>If you are an insider you:</p> <ul style="list-style-type: none"> ▪ Might be from that place ▪ Feel comfortable and at home ▪ Understand social customs and norms. 	<p>If you are an outsider you:</p> <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:

- **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.

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:	EXOGENOUS:
<ul style="list-style-type: none"> • Land use • Economic characteristics • Physical geography • Topography • Demographic characteristics • Built environment • Location • Infrastructure 	<p>These are flows in and out of a place including:</p> <ul style="list-style-type: none"> • People • Money • Resources • Ideas



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:

- 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.

Types of data

Qualitative	Descriptive. Approximates and characterises. Can be observed and recorded. E.g. gender/hair colour
Quantitative	Numerical e.g. data/statistics
Discrete	Countable (no intermediate values)
Continuous	Measurable (to any degree of accuracy)

Key Words

External forces	Forces that come from 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.

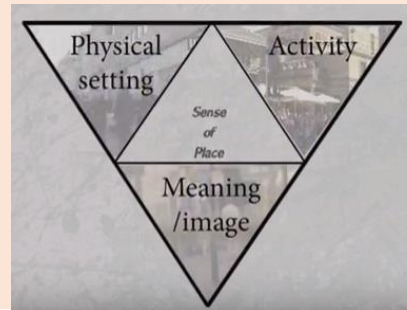
+Olympic buildings converted into offices after – 50 000 new jobs. +Lea Valley Park – more attractive area.	-Residents only got £8500 in compensation. -Residents were supposed to get houses after – not affordable enough.
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Place Identity

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:

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.

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.



Multiple Identities: Digbeth, Birmingham

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.

- Identities**
- **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.**

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: Liverpool

Redevelopment and rebranding of a number of areas including:

- **Albert Dock**
- **Liverpool 1 area**
- **Kings Dock**
- **Pier Head area**
- **Rope Walks area**
- **Cavern Quarter**
- **Cathedral Quarter**
- **Baltic Quarter**
- **New Chinatown**

KEY REBRANDING PLAYERS
Local Companies – setting up franchises in the area to increase and consumer culture.
Wealthy Merchants – Importing more goods in order to increase local economy.
Liverpudlians – More business means more jobs and can generate more tourism.
Council – Bring in more money, which would generate more expenditure.
Media – Better PR
European Union – funding from the EU as part of the Capital of Culture (2008)

BENEFITS TO LOCALS/ENVIRONMENT/ECONOMY
The removal of derelict warehousing will mean new housing will occur this will bring in new jobs and a new image for run down areas, this will allow more tourism to enter the city.
Bring in wealthy merchants that will set up new businesses in the area such as: media, publishing and design sectors once again this will attract more jobs and re-image the area.
With the area being re-branded more companies would want to invest in the area such as: leisure and dining, cinema and café's.
Increased night life: music, entertainment and comedy.
More people means more supporters for the local football clubs meaning more money being put into the economy and support for your local area.
Derelict warehousing will be replaced with new housing built upon Brownfield sites, meaning no more harm to the land.

SUCCESS
A 7.4% increase in visitor numbers – up to 38m.
A 5% increase in the number of staying visitors (2.7m). The wider benefit of this growth is the 8.4% rise in jobs – to almost 38,000.
The Visitor Economy economic impact is now £3.3bn – a rise of 10% in the last year. Over the last 5 years, there has been a 28% growth in the economic value of the visitor economy to the Liverpool City Region, rising from £3.83bn to £4.93bn.
Over the same period there has been an increase in the number of day and staying visitors, rising annually from 58.72m in 2014 to 67.38m by 2018
Consequently, the region has enjoyed increased employment in the sector – over 57,000 jobs, an increase of 6.7%.

1. London
2. Edinburgh
3. Manchester
4. Birmingham
5. **Liverpool**