

CHANGING PLACES

PLACE: A place can be where you live, your street, or a place with special significance for you – holiday destination.

SPECIAL PLACE – MT SNOWDON: highest mountain in Eng/Wales – 1085m. Climbed by 360 000 people/yr. Very memorable experience. But it can be very dangerous –cold/strong wind/heavy rain in winter.

PLACELESSNESS – some landscapes could be anywhere – not unique – eg. An airport. Or a British High Street – dominated by chain stores & very similar to each other – clone town.

TOURIST GAZE: This is how the tourist experience is affected by social/cultural/political factors & how important it is for businesses & governments to manage the tourist experience. So 'death sites' like Ground Zero, Auschwitz are marketed & managed. The visitor experience is managed carefully. But each visitor will experience the site differently depending on their upbringing, religion, culture, ethnicity, education ...

9/11 Memorial, New York – site of the former World Trade Centre. Some people would find this site v depressing and horrific. Others would find it an amazing experience that would be v emotional.

LOCATION: Where a place is on a map. **LOCALE** – a place is made up of settings where activities take place –(locales) an office, park or home – even an internet chat room! These locales affect attitudes, interactions, behaviours and have a set of rules we follow. **SENSE OF PLACE** – subjective/emotional attachment to a place – what it means to us.

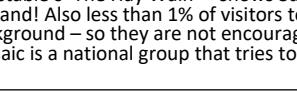
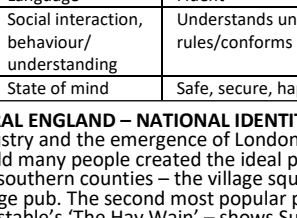
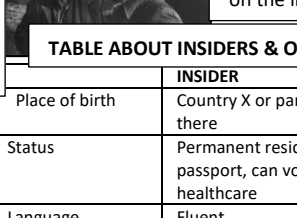
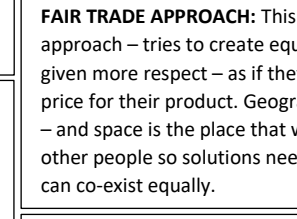
IMPORTANCE OF PLACE: Humanist geographer Yi-Fu Tuan says our understanding of our environment & our attachment to it expands with age - as we explore the world more. SO a young child has less experience and attachment to place than an adult. It is also affected by our knowledge & understanding of a place – which increase with age. Also affected by the quality of the experience we have – more enjoyable & safe we feel.

IDENTITY AND PLACE: Our sense of place & the meaning we give to a location can become part of our identity. Some people say – I am a Cockney – others say I am European – very different sense of scale!

CHANGING PLACES-CHANGING IDENTITIES: Places change their social, economic, environmental nature and this changes people's sense of identity. Eg Brazil getting thrashed 7-1 by Germany in the 2014 World Cup – Brazil could no longer consider themselves the greatest footballing nation in the world. Industrial decline causing unemployment in S Wales coalfields – completely changes the identity of that place – from mining community to depressed, derelict region.

INSIDERS/OUTSIDERS PERSPECTIVES: anyone whose behaviour varies from what is seen as 'normal' will feel uncomfortable. People with economic, social & cultural power in an area may make these people feel **out of place**. They may be ethnic minorities, immigrants, locals.

EXCLUSION FORM RURAL ENGLAND: few black & Asian people are members of the National Trust or Ramblers Association in the UK. Most immigrant groups have moved to big urban areas – London, Birmingham, Manchester. The south of England has many very patriotic rural areas – which have very little to do with these urban, immigrant populations.



CATEGORIES OF PLACE: NEAR AND FAR PLACES – Home is secure & gives us identity. It is also a tie, people crave to travel. All people know the difference between 'us' and 'them'.

NATIONAL IDENTITY, DIFFERENCE & XENAPHOBIA – Belonging to a place provides a community with solidarity People compare themselves with people from other places, especially those who are alien/exotic. We create phrases 'excuse my French' (sorry I swore). The French talk of our food as 'a l'anglaise – food cooked in a simple way! Even though the 2 countries are next to each other – they see themselves as very different.



RACISM, CONFLICT & COLONIAL POWER – Australians call English – whinging Poms! Racist hate crime is the other end of the spectrum. Racist ideas were used to justify colonialism.



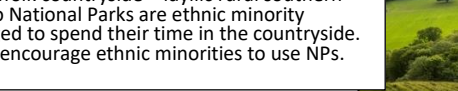
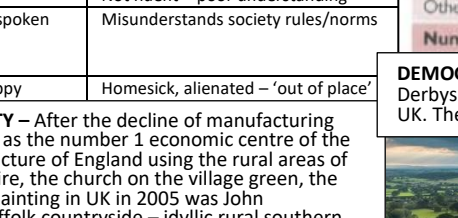
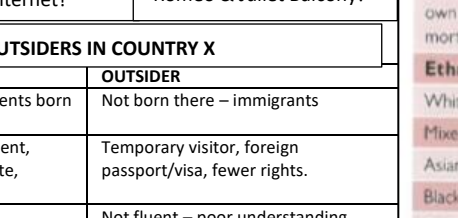
HOW DO WE GET A SENSE OF PLACE? We develop a deeper sense of place about places we have been to than read about or seen in books. But we depend on the media to represent places and give us a sense of place about the world. But how valid is using the internet to gain a sense of place about somewhere?

Comparison of 2 wards in Derbyshire

DIRECT EXPERIENCE: Actually visiting a place stimulate the senses. We taste food, smell the sea, hear the cicadas, sweat .. this gives us a deeper understanding of a place

GENIUS LOCI – SPIRIT OF A PLACE: Planners try to get the 'spirit of a place' when they are developments a new place. But – does this really exist or is meaning given to a place something that is given by society? Different people see different things in the same place and react differently to it. Some people love a place – the same place maybe hated by others, eg – Snowdonia.

SENSE OF PLACE & FICTION: Is a place described by an author better if they have visited it – or can they research it on the internet?



THE ROLE OF THE MEDIA: Photos are constantly available – Instagram! But we must sift through it to make sense of it. The media may give a different image of place compared to other data – like census data, because target audiences differ.

MEDIA USES: Film, apps, SatNav/maps, advertisements, social media, newspapers, TV, media, online reviews, brochures ..

SHAPING THE CHARACTER OF A PLACE: we use our own experience or media representation. Every place is unique. Architects must think about the Genius Loci of a place when they are designing. This includes the key characteristics and context of a place.

WHAT AFFECTS THE CHARACTER OF A PLACE? Physical Geography – Aberdeen is the 'Granite City' with Abbotsbury village in Dorset – yellow sandstone. Both use local stone to build the houses – it gives a very different character.

Rocks shape the topography of an area – Derbyshire is rugged, Dorset is quaint – this is about the landscape, which is shaped by the rock. Dorset has gentle rolling countryside whereas Derbyshire is dark and rugged due to the millstone grit (rock) which makes up the landscape. Geology also affects drainage, soil fertility and land use.

	Hathersage and Eyam	Sinfin	England
Health (%)			
Very good health	51.0	43.2	47.2
Good health	33.2	34.8	34.2
Not good: day-to-day activities limited a lot	6.4	9.5	8.3
Employment status: aged 16–44 (%)			
Employed full-time	35.1	34.2	38.6
Unemployed	2.2	7.5	4.4
Education of people aged 16 and over (%)			
With five or more GCSEs grade A–C	13.6	15.6	15.2
With no formal qualifications	14.5	31.7	22.5
Homeownership (%)			
All households who owned their own accommodation outright	46.2	18.7	30.6
All households who owned their own accommodation with a mortgage or loan	28.6	26.2	32.8
Ethnicity (%)			
White	98.6	71.0	86.0
Mixed or multiple ethnicity	0.8	5.9	2.2
Asian or Asian British	0.5	14.9	7.5
Black or Black British	0	6.4	3.3
Other	0.1	1.8	1.0
Number of households	1663	5760	22063368

DEMOGRAPHIC & ECONOMIC CHARACTERISTICS: 'Ay up mi duck' is a common Derbyshire greeting – means 'how are you my friend?' **Dialects** vary greatly in the UK. They help with a sense of place.



ENDOGENOUS FACTORS: Local factors like demographics and physical geography of a place can affect the character. Topography – hills, mountains, flat, Physical geography – floodplain/river valley, Infrastructure – road, rail, distance to airport, demographics – ageing pop, young pop, ethnic make-up, Built environment – Victorian, modern, Location – height above sea level, coast, economy – primary, secondary, tertiary, quaternary industry, Land use – farming, urban, industrial.

EXOGENOUS FACTORS: these are the relationships with other places. Eg, a village may supply workers to a nearby town. Or a place maybe a tourist destination. This is shown by the movement of people, ideas, money and resources from place to place.

MIGRATION WITHIN THE EU: Until Brexit (2016) the UK welcomes EU migrants from 28 countries. And Brits can live/work anywhere in the EU. In 2004 10 new countries joined the EU – mainly Eastern European. And between 2004-09 1.5mill migrants came to the UK. 2/3 were Polish. They worked in Fishing in Scotland, farming in East Anglia. But some places received more migrants than others. New Polish shops on some high streets, some schools struggle with the non- English-speaking migrants. Lots of the money that these migrants made was sent back to their families in the country of origin – like Poland.

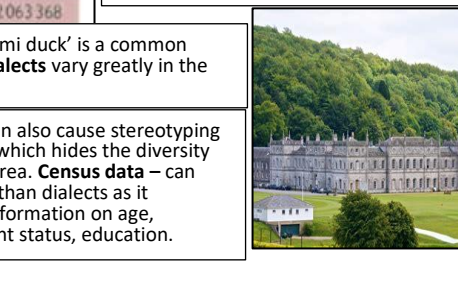
THE DYNAMICS OF CHANGE: Places are always changing – Shanghai (China) has changed in relation to China's Economic growth. Shanghai – changed a lot in 20 years.

THE TERM PLACE IN ENGLISH: The word place is used in English in a way that suggests it never changes – 'A special place in my heart' or 'know your place' – suggests a permanent idea of place.

PLACE AS SOCIAL CONSTRUCTION: some geographers (Harvey & Massey) stated that places are dynamic (changing) and socially constructed (made by people).

LANDSCAPES OF POWER: 2014 the National Trust had 3.7 mill members and 17 mill people visited NT places. Many are houses/manors/mansions of great historical importance. Eg Milton Abbey – how did they get to be so important in the rural landscape? It is related to the wealth (economic power) of the people who owned them – the aristocracy. They used processes that would not be acceptable today.

MILTON ABBEY: In 1770 the owner of Milton Abbey got an agreement to knock down the village of Milton as it 'spoilt his view'! The village of Milton had a long history stretching back to the 10th century. Many local villages were forced to leave the area and lost their homes and their land.



POUNDBURY IN DORSET: Poundbury is a new town on the outskirts of Dorchester. The design of Poundbury took into account Prince Charles views of modern architecture – he is very critical of it! He says new urban developments should respect the land, use local materials, the pedestrian must be at the centre. He laid the foundation stone in 1993 to start the building of Poundburv. 2500 homes were built.



FORCES OF CHANGE: Both these examples show that it is the rich and wealthy who have the power to change things in rural England – The Lord of Milton in Milton Abbey and Prince Charles in Poundbury. But there are other people/groups who are now involved in social place-making. These include: Local Government, International groups (EU), Global Institutions (World Trade Organisation), National Groups (National Trust), Individuals (celebrities), Transnational companies (Tata Steel), Local community groups.

COMMUNITY GROUPS – SOCIAL HOUSING IN HACKNEY: They have used the power of protest, social media and celebrity to ensure that residents of the New Era Estate did not have to pay excessively high rents.

PLACE MEANING – HOW IS IT MANAGED? Rebranding is big business – used to try to increase footfall (shoppers/visitors) or increase job opportunities. Rebranders are paid to change our perception of a place.

REBRANDING OF PLYMOUTH – 400TH Anniversary of sailing of the Mayflower: Plymouth is being branded as 'Britain's Ocean City' – Mayflower400festival. Aims to – connect with the past, promote culture and economy and secure Plymouth's economic future. **The audiences** include – Marine industries, young people (university students), local people (an online planning portal was created for people to contribute to the vision), Creative industry – media and arts. Plymouth has maritime history, a naval base, is connected to the English Channel.

COMPLEX PATTERN OF DEPRIVATION IN ENGLAND: Large urban areas – conurbations have concentration of deprivation in them. Especially old industrial, manufacturing and mining areas - + seaside resorts & much of East London. Blackpool has the highest % (20%) of neighbourhoods in the most deprived 1% of areas in the UK.

DEPRIVATION IN THE UK: There are 98 neighbourhoods in the UK that are considered to be the most deprived in the country. There communities have the poorest quality of life. The most affected areas are Merseyside and Greater Manchester. Deprivation has fallen in E London neighbourhoods – especially around the Olympic Games developments for 2012.

REBRANDING FOR TOURISM: LLANDUDNO, NORTH WALES – ALICE TOWN: Developed in the 18609s as a purpose built holiday destination. Building work is strictly regulated giving the place a Victorian feel. **Lewis Carol** (Alice in Wonderland) – had friends who owned land in Llandudno - the real Alice was their daughter. Llandudno is dominated by a white limestone headland called the Great Orme. In 2012 **4 sculptures** of characters from the book were created for the town. Some loved them and some thought they were pointless. **The experience** - In 2012 the Alice Town Trail was created and the Alice in Wonderland idea began to be marketed worldwide. Alice Apps are used to guide tourists around the town. **Benefits** – money from the trail and the apps is reinvested in the community, jobs have been created, Alice Day and an Victorian extravaganza weekend involves local primary schools.



COMMUNITES AND PLACE MEANINGS: We can influence our view of entire continents – **LIVE AID** in 1985 gave us a particular image of Africa as a crisis ridden land of poverty and hopelessness – full of drought, disease, famine and war. These negative perceptions of Africa give westerners a feeling of pity towards African people. Today many Africans are sharing images on the social media link TheAfricaTheMediaNeverShowsYou.

ANALYSING DIFFERENT REPRESENTATIONS OF PLACE: *And did those feet in ancient time, Walk upon England's mountains green: And was the holy Lamb of God, On England's pleasant pastures seen!* This representation of England can make us feel patriotic.

RELIABILITY: But how reliable are secondary sources –= things that other people have collected – even a photograph is subjective – it is a personal view of a place. And we might like the photo of a place – or hate it!



LIMITATIONS – The source may give a positive or negative impression. What words are used? Provenance – this is when and by whom was the source produced – how does this affect it? How does it compare to other sources about the same place? Is there anything missing from what is written that the author must have left out on purpose?

USING GEOSPATIAL DATA: We can now use computers to provide and analyse data from places on a vast scale. **'BIG DATA'** requires large computer systems to analyse social & economic data. Often not a sample – but a whole population, often real info – transactions, often a by-product of another system – eg tweets. This can then be used to make predictions about a place.

UK CENSUS – gives 'big data' about population features of areas (places). The data is aggregated – so it is anonymous. **THE INDEX OF MULTIPLE DEPRIVATION (imd)**– in England over 32 000 neighbourhoods are ranked by income, employment, education, health, crime, housing, environment – these are combined to get a rank order of deprivation in England. **PROBLEMS WITH IMD DATA** – Ranks are relative – how much more deprived is one area is not shown, what about the variation within each area? It does not look at wealth – just deprivation.

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