

## Geography Summer Assignment

Your summer assignment must be submitted in the **first lesson for this subject in September**. The completion of this assignment is compulsory and we expect you to put every effort into completing it to the best of your ability. Failure to submit this assignment will jeopardise your place on this course.

### Geography summer assignment - Home Town or Clone Town?

One of the consequences of globalisation is the domination of chain stores on local high streets which are driving out small, often family owned shops in towns across the UK, a survey has suggested. According to research conducted by the New Economics Foundation, 40% of the nation's high streets have become "clone towns".

This means that "the individuality of high street shops has been replaced by a monochrome strip of global and national chains" and that many towns have become "somewhere that could easily be mistaken for dozens of bland town centres across the country".

A further 26% of towns were on the border of becoming clones, while just 33% were identified in the survey as "home towns" - where a town has "retained its individual character and is instantly recognisable and distinctive to the people who live there, as well as to those who visit".

The creep of huge retail companies on to town centres across the UK does have its benefits. Some people enjoy the choice of goods and competitive prices offered by chain stores.

### Your task

For your summer assignment you will follow a route of enquiry to carry out some fieldwork to collect data which you will then present, analyse and come to a conclusion on. The enquiry question you will be trying to answer is:

***“To what extent can my local high street be considered a clone town?”***

The Clone Town Britain Survey is designed to determine whether your town has become a ‘Clone Town’ increasingly indistinguishable from dozens of others around the country; or whether it survives as a ‘Home Town’, distinctive and recognisable as a unique place.

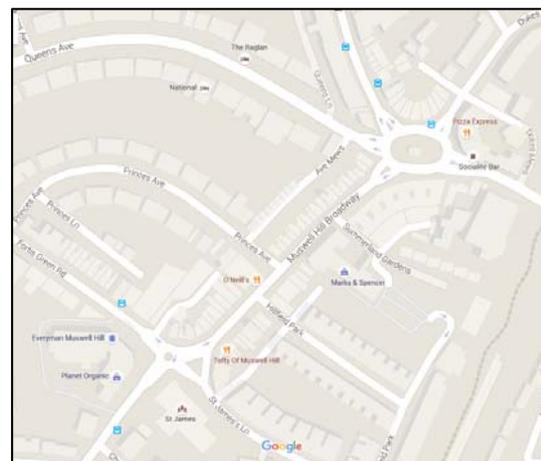
The Clone Town Britain Survey is simple. It should take no more than 30 minutes and can be completed while strolling along your local high street.

### How to complete your survey -

#### 1. Before you go:

**a) Your route** - plan out where you are going to collect your data. It is best to choose your local high street or another nearby high street. Start at the place you consider to be the heart of the high street. Services such as post-offices, banks, benefit offices, job centres, doctors’ surgeries and public buildings should **not** be counted.

Ideally you should record **40+** shops, but certainly no less than 35 and no more than 50.



b) **Data collection sheet** - make sure you have the data collection sheet.

c) **Map** - a map of the high street. You will also need to print off a map of your chosen high street (you could use Google Maps for this). An example of a suitable scale of map can be seen on page 1 – A4 size would be best.

## 2. Collecting your data:

a) **Clone town index** - As you walk along the high street, fill in the form on the sheet provided. For each shop, you should note down only **two** things:

- The **type** of shop
- The shop **ownership**: is it independently owned, or a part of regional, national or international chain.

The ownership of the shops on your high street is crucial to understanding its 'homeliness' or 'cloneliness'. If you're not sure, go in and ask one of the staff.

b) **Land use map** - As you walk along the high street identify the different types of shops on your map. You should use the same categories that are on your data collection sheet - this will allow you to see how chain / independent shops are distributed spatially along your high street.

c) **Photo diary (extension)** - You should also keep a photo diary as you walk along, as this will help you to provide further evidence of whether your local high street could be considered a 'clone town'. You could also do this by using Google Earth 'Street view'.

## 3. The scoring:

Once you have filled in the survey for the shops on your high street, you are ready to score your town and see whether it is, or is on its way to becoming, a 'clone town'. This is determined by the number of different types of shops (i.e. diversity), and the number of chain stores versus independently owned shops (i.e. identity).

Follow the simple steps below to calculate your town's score:

- Add together the total number of **types of shop** on your high street: how many **types** of shop are there?
- Add together the total number of **independently owned** shops on your high street.
- Multiply the total number of independently owned shops by 75, then divide this by the total number of shops (multiplying by 75 scales the index allowing us to give a 'Clone Town Britain' score between 0 and 100).
- Add the total number of **types of shop** to this calculation. This gives your 'Clone Town Britain' score.

### Example: 'Blandton'

A survey of 50 shops carried out on the high street of 'Blandton' found 18 different types of shops. It also revealed that, out of the 50 shops counted, 10 were independently owned and 40 were chains. 'Blandton' therefore received the following score:

$$\text{Clone Town Britain Score} = \frac{10 \text{ (no of independent stores)} \times 75 = 750}{50 \text{ (number of shops)}} = 15 + 18 \text{ (no of types of shop)} = 33$$

With a score of 33 we see that 'Blandton' is indeed a Clone Town.

10	20	30	40	50	60	70	80	90	100	
Clone Town					Border Town		Home Town			

The Clone Town Britain Index measures both the identity and diversity of outlets on the core of the high street. It weights more for identity because ownership is critical to the health of the local economy and community. However, diversity is also important, and so is also included.

Towns scoring below 50 on the scale are classified as 'Clone Towns' which means that over half of the stores counted are chains, and there is little diversity.

Towns scoring over 65 are classified as 'Home Towns', where almost two thirds or more of the stores are independent, and there is a wide range of outlets.

In between are 'Border Towns,' which are neither highly homogenised, nor strongly independent and diverse.

#### 4. **Writing up your study:**

##### a) **Introducing your study** – (½ side of A4)

In the introduction of your write-up you need to:

- identify what your study is aiming to find out;
- briefly describe the location of your study – make sure you identify where the study was carried out using at least one annotated map;
- briefly describe the geographical context of the study – e.g. What is the area like that you surveyed? Are there any relevant theories that you think may apply to your study?

##### b) **Presenting your data** – (1+ sides of A4)

As well as calculating your score you need to decide how you will present your data. This could be in the form of a couple of graphs or maps.

\*Extension - present your photo diary in an effective way, making sure you label and annotate the key features.

##### c) **Analysing your data** – (1 side of A4)

In this section you need to:

- Describe the results you obtained – make sure you support this with extracted or manipulated data that you collected;
- Explain the patterns or trends you found – suggest some reasons for what you found. Why might there be more/less chain shops in your local area? What are the characteristics of the population in your area and why might this lead to more/less chain shops? Why might some parts of the high street have more chain shops than others?  
\*Extension – carry out some secondary research about the shopping street to provide extra evidence to back up your comments.

##### d) **Concluding your study** – (½ side of A4)

You now need to revisit your original enquiry question and answer it based on what you have found out both through your primary (and secondary) data collection.

## How will you be assessed?

You will be assessed based on the criteria below. The grade that you will be awarded for this piece of work will be entered as your induction grade. You therefore need to take this piece of work seriously so that we have a clear idea of your starting point.

<b>Assessment Criteria</b>	
9 – 10 7 – 8 5 – 6 3 – 4 1 – 2 0	<b>1 Purpose of investigation – developing a focus</b> <ul style="list-style-type: none"> <li>• A very clear, focused statement of aims and detailed location.</li> <li>• A clear, focused statement of aims and location.</li> <li>• A clear statement of aims and location.</li> <li>• A statement of aims and location.</li> <li>• A weak statement of aims and location.</li> <li>• Student fails to state purpose.</li> </ul>
9 – 10 7 – 8 5 – 6 3 – 4 1 – 2 0	<b>2 Data Presentation</b> <ul style="list-style-type: none"> <li>• Appropriate range of well presented, appropriate data representation.</li> <li>• Range of well presented, usually appropriate data representation.</li> <li>• Satisfactory range of data representation, usually appropriate.</li> <li>• Limited range of data representation, often basic and not well selected.</li> <li>• Very limited range of data representation, basic and poorly selected.</li> <li>• Student does not attempt to represent the data collected.</li> </ul>
9 – 10 7 – 8 5 – 6 3 – 4 1 – 2 0	<b>3 Analysis of Results</b> <ul style="list-style-type: none"> <li>• Precise explanation, detailed analysis of all results. Clear understanding of overall trends. Appropriate use of models and theories to inform data analysis.</li> <li>• Sound explanation and analysis. Some understanding of overall trends. Does refer to theory on occasion.</li> <li>• Satisfactory explanation and analysis of most results. Attempts an overview, but lacks understanding of overall results.</li> <li>• Some explanation and analysis of results. Uses limited techniques often basic and inappropriate.</li> <li>• Many results not analysed. Little ability to see overall trends.</li> <li>• No attempt to analyse and explain the results of the enquiry.</li> </ul>
9 – 10 7 – 8 5 – 6 3 – 4 1 – 2 0	<b>4 Conclusion</b> <ul style="list-style-type: none"> <li>• A very thorough conclusion which is effectively evidenced.</li> <li>• A thorough conclusion which uses both primary and secondary data to support.</li> <li>• A satisfactory conclusion which uses either primary or secondary data to support.</li> <li>• A conclusion attempted with limited evidence that may be inappropriate.</li> <li>• A very limited attempt to conclude with no supporting evidence</li> <li>• No attempt to conclude and evaluate the study.</li> </ul>

## Grade Boundaries

The marks in the table below represent the lowest mark needed to gain that grade. Depending on your position within the grade boundary you will be awarded a fine grade which will give you a number from 3-1 depending on how secure your grade was. E.g. if you are at the lower end of the B grade boundary, attaining 29 marks you would be awarded a B3 whereas if you are at the upper end of the boundary, attaining 35 marks you would be awarded a B1.

<b>A</b>	35
<b>B</b>	30
<b>C</b>	25
<b>D</b>	18
<b>E</b>	14

# Clone Town Britain Survey II

Town: \_\_\_\_\_ Name of high street: \_\_\_\_\_

## Shop Count

Type of shop	Independently owned	Chain store
1 Food retailer (butcher, baker, supermarket, etc.)		
2 Newsagents/tobacconists		
3 Stationery/books		
4 Department and catalogue stores		
5 Restaurant/takeaway/fast food/coffee shop		
6 Pub/bar		
7 Off licence		
8 Professional (insurance, accountancy, legal, etc.)		
9 Estate agents		
10 Health care shop/pharmacy		
11 Household items (furniture, kitchen, etc.)		
12 Clothing retailer (shoes, accessories, etc.)		
13 Cinema/theatre		
14 Electronic/IT (TVs, phones, computers, etc.)		
15 Pet shop/pet supplies/vets		
16 Barbers/hair salons/beauticians and cosmetics		
17 Toys/sports/cycling/outdoor leisure		
18 Mechanics/car accessories/petrol station		
19 Music/games/DVD/video (includes rentals)		
20 DIY/builders' merchant		
21 Garden centre/florists		
22 Dry cleaning/laundrette		
23 Travel agents		
24 Camera/photo developing shops		
25 Post Office (please count a sub post office as independently owned, and Crown Post Offices as part of a chain)		
26 Other (betting shop, casino, taxis, antiques, watch repairers, charity shop, cobblers, jewellers, etc.)		

## TOTAL

No. of types of shop \_\_\_\_\_

No. of independently owned shops \_\_\_\_\_

Total no. of shops \_\_\_\_\_  
(Ideally 50, but no less than 40 and no more than 60.)

## Clone Town Britain Score

$$\text{Clone Town Britain score} = \frac{\text{no of independent stores} \times 75}{\text{no. of shops}} + \frac{\text{no of types of shop}}{\text{no. of shops}} =$$

## Clone Town Rating

10	20	30	40	50	60	70	80	90	100
Clone Town					Border Town		Home Town		