

Dynamics of Change

Places are constantly changing and must be understood as dynamic NOT static.



The global shift – The international relocation of different types of industrial activity eg: Detroit car manufacturing to China.

Technological change – Online retail has meant many shops have had to shut eg: ghost towns

Demographics changes – Eg: UK population has increased to 67million due to migration and longer life expectancy

Cultural changes – Immigration will change local areas eg: in 2011 >80% of the population considered themselves as 'White British'.

Conflict resulting from change

Immigration into the UK

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| +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 – Curborough, Lichfield

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| +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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HS2 - Trainline from London to Manchester

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| +More industry and businesses locating in north of England
+Jobs created benefiting £92 billion for UK economy | -Locals cant afford housing (£291 000).
-Loses its sense of community. |
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Relationships and Connections

A place can change due to its relationships and connections with other places. This can lead to intentional or unwanted change which can last over a period of time.

Continuity Example

BOURNVILLE, BIRMINGHAM
Bournville was developed in 1879 when the Cadbury family built their factory there. The town was built as homes for their workers. Despite this not being the case anymore the character of Bournville is still the same.

Change Examples

LAS VEGAS
Las Vegas grew due to the road that ran through the desert to South California. This meant the tourist industry grew and it has developed in a place known for gambling.
LICHFIELD
Lichfield has changed due to our connection to the EU. 3% of the population from EU.

Categories of Place

Experienced Places – When you have visited a place. Likely to have a deeper attachment

- Topophilia = the human love of a place
- Genius Loci = The spirit of a place
- Topophobia = A dread or hatred of a place

Media Places – How places are portrayed in films, music, pictures etc. We live in the 'information age' where we are provided with different perspectives of places before we even visit. This makes us make sense of the world but not understand it

Near Places – It is a place like home where we feel secure and safe. We have a sense of belonging here

Far Places – Places we see as alien and different. Not just to do with distance but foreign ideas.

"With the forces of globalisation, some geographers propose that space is reducing the importance and the near is an expanding domain" (Levy, 2014)



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. This is based on culture, demographics and home places.

A **SPACE** becomes a **PLACE** when it is given a meaning.
"place is security, space is freedom" – Yli Fu Tuan (1977)

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:

- Land use
- Economic characteristics
- Physical geography
- Topography
- Demographic characteristics
- Built environment
- Location
- Infrastructure

EXOGENOUS:

These are flows in and out of a place including:

- People (migration)
- Money (free trade)
- Resources
- Ideas

Key Words

- **Place** = A portion of space that has meaning attached to it
- **Place character** = the physical characteristics and settings of a place
- **Lived experience** = How people feel about a place based on their own experience
- **Regeneration** = When a place is redeveloped and changed to encourage improvement
- **Gentrification** = When an area's status is upgraded to improve an area's wealth
- **Place making** = The deliberate shaping of an environment to facilitate social interaction

Regeneration and Rebranding

Laissez-faire – do nothing. This theory believes that change will leave society better in the long term as businesses will move to an area where there is surplus unemployment

Place re-making – Describes the collected physical, social, economic and cultural changes to a place: redevelopment, reimagining rebranding

Redevelopment – TEMPLE QUARTER, BRISTOL – Area was derelict due to flooding and slum housing being cleared. It was regenerated by enterprise status zones, transport access and entertainment area

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| +Created 4000 new jobs
+240 000m ² of new homes or offices | -cost £21 million
-Home prices have increased by 75% forcing people out |
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Rebranding - LLANDUDNO – place where Alice in Wonderland was written. Rebranded as 'Alice Town' for tourism.

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| +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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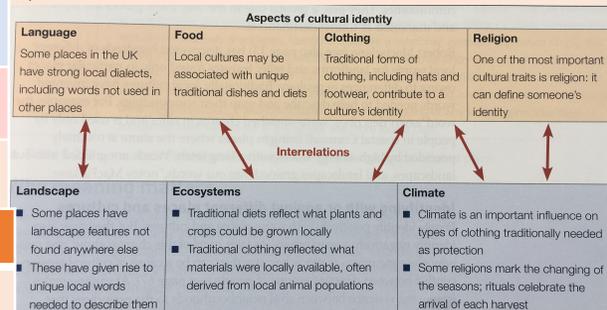
Reimagining - LONDON – Regenerated to improve environmental impacts

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| +Gave international recognition for its environmental impacts
+More attractive area using modern and local architecture. | -Has caused conflict as some businesses cannot afford the rent or homes
- Many calling pointless as traffic still an issue |
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Flagship development – High profile projects with signature buildings (eg: Selfridges, Birmingham = £60million in 2003)

Perception of Place

The interrelationships between a society's cultural identity and place identity explains why people have different perceptions of place.



Aspects of place identity	
Insider	Outsider
Someone who feels secure and at ease in a place. <ul style="list-style-type: none"> • Often plays an active social and economic role • Understands social norms 	Someone who feels homesick, alienated or excluded <ul style="list-style-type: none"> • Language barrier • Tourist • Immigrant • Disabled

Tourist gaze = Marketers will present the site in a way that they want it to be viewed to prevent tourists from feeling like outsiders eg: Ground Zero (911)

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.
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Cultural Diversity

Homogenous: A single ethnic group. May also be described as ethnoscape (Smethwick)	Heterogenous: A mix of a number of ethnic groups (Erdington)
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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!



Meaning and Representation

Places can be represented in a variety of ways:

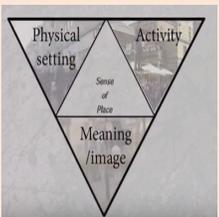
- Formal** – Objective representations such as OS maps and census data – there is limited bias.
- Informal** – more creative and stylised representations that may not be as factual. They may only show certain aspects of a place via the news, paintings, TV etc.
- Abstract** – Sources that may be harder 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.

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.

Sustainable places

Creating sustainable places has been at the heart of development projects since 1992 UN conference. It is about meeting the needs of the present without compromising future generations to meet their own needs eg: Curitiba

LOCAL PLACE STUDY: LICHFIELD

Age <19	21%	White	96.6%
Age 20-49	43%	Asian	2.4%
Age 50+	36%	Black	1%

Lichfield is located in South East Staffordshire, Central England.

Lived Experience Quotes:
Insider: "Excellent transport links." "House prices higher than surrounding areas." "Highly educated environment". "Sense of pride from local residents".
Outsider: "Posh area." "Low crime rates and lots of professionals". "Shopping centre is good with a range of shops"

Endogenous Factors:
-Flat land – developed as a suburb.
-Area of Outstanding Natural Beauty – Cannock Chase
- Demographics – Lichfield has an ageing population which means that its over

Exogenous Factors / Relationships and Connections:
-HS2 – 12miles of HS2 will run through Lichfield connecting 30million people with faster travel.
Creates jobs in local area
Negatively impacts the environment
Historic sites (such as wall) being destroyed
Homes sold when many do not want to lave (such as Packington Moor Farm).

-Government want to build 750 homes on a greenfield site in Curborough.
Helps to meet the demands of the UK housing supply. With an estimated 300,000 homes needed each year
Lichfield has a 30 year back log of affordable housing, so it is a good area to locate to
Government desire for new homes has been given over precedence over local views
Unsustainable as using green land.

Rebranding -
2018 Lichfield district council unveiled plans to raise the profile of Lichfield as a regional and national tourist destination at key hubs such as NEC and Heathrow airport. Their rebranding focuses on Lichfield having 6 key themes: being a city of: heritage, culture, leisure, festivals, browsing and hospitality. This has been successful with 70% increase in website views and over 1 million tourists visiting in December 2019



Quantitative Advantages

Measured by the quantity – the use of data

- + More reliable and less bias.
- +Can infer what a place may be like.
- +Easily comparable



- Can't give a sense of place
- Some may not show what exactly is there

Qualitative Advantages

Non-numerical. Collected through methods of observations.

- +Learn how people experience a place.
- +See what a place actually looks like and feels like.
- +Open to our own interpretation

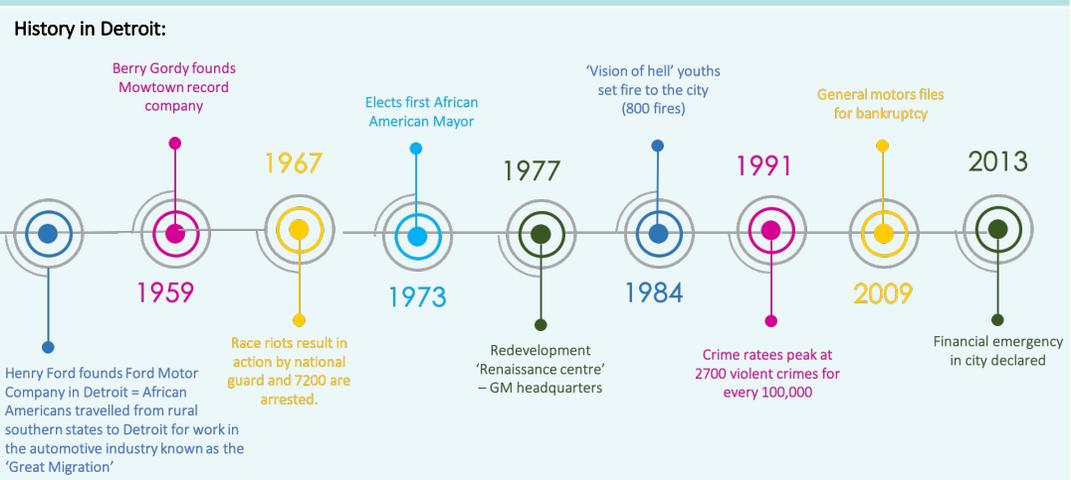


- Subjective and may be bias
- Unreliable as often secondary sources
- Certain aspects may be hidden.

DISTANT PLACE STUDY: DETROIT

Age <19	31.1%	White	14%
Age 20-49	39.2%	Asian	2.9%
Age 50+	29.7%	Black	78%

Detroit is the largest, most populous city of the USA-Canada border. It is located on the Detroit river that links Lake Hiron and Lake Erie.



Lived Experience Quotes:
Insider: "Young have to leave for job opportunities." "Homelessness is a problem." "Decline in shops and services." "It is very much a divided city"
Outsider: "Detroit is an abandoned city of ruins, like an American Pompeii", "No one would live in Detroit if they could leave.", "If you go to Detroit, you will get shot"

Endogenous Factors:
-Topography – canals and rivers
-Economic characteristic – rust belt
- Land use – derelict buildings

Exogenous Factors / Relationships and Connections:
-Relationship with other places – twinned with Minsk, Dubai and Toyota
-Great Migration '1930'
-TNC's headquarters = GA headquarters

Racial Segregation –
During 1900's the cities troubled encouraged white middle class people to migrate to suburbs 'white flight'.
-8 mile = an 8-lane road dividing the city and its suburbs. Separating the rich and the poor, white and black.
- Grosse Point Park – Physical barriers made of concretes blocking roads from haves and have nots.

Rebranding -
This was needed as it was the crime capital of the USA with high unemployment. Detroit rebranded using non traditional methods such as podcasts and social media. The aim was to increase tourism through flagships developments (Hudsons site) and hosting sporting events such as the Superbowl. However, it wasn't very successful because it widened the wealth gap and middle-class power in the suburbs as development occurred more outside the city centre.