

Candidate 6 evidence

Higher Geography Assignment

To what extent is Edinburgh a clone ^{to} town.

Introduction

My question is, to what extent is Edinburgh a clone town.

The aim of my assignment is to evaluate to what extent Edinburgh may be considered a clone town through my use of primary data and theory.

I believe that Edinburgh will be a clone town, although due to its heritage will retain a certain degree of individuality.

Background Information

The central business district (CBD) area within all towns or cities is usually a central location where roads and railways meet and is the commercial and business centre. As well as shops and offices there is often several other land uses which attract a high foot traffic, such as cinemas, theatres and clubs. A clone town is the general term for a town or city where the major shopping area is mainly comprised of chain stores. According to the Clone Town Britain Survey carried out by the New Economics Foundation a town can either be a clone town, border town or home town, but within each of these options there is a wide range of potential scores.

In general whether a place is distinctive is often subjective. The opinions of local residents can help when determining a clone town.

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Streets with a high retail diversity index ^{score} are usually clone streets. Department stores and high street chains are ~~given~~ given the highest index weighting and are most commonly found on clone streets, hence the correlation. Clone streets are predominantly comprised of very few independent stores. If the street is not a clone it will likely have many independent specialist stores.

Clone streets have come to be over time due to the fall of choice and diversity. Consumer misapprehension has allowed major ~~chain brands~~ ~~store~~ corporations to increase their share of the market in these towns - this has posed a significant threat to local jobs and communities in these towns and cities. Many people wanted the well known chain brands to dominate the market as they misunderstood the impacts that these companies would have. They largely were unaware as to what a clone town is and the possible negative implications that it may have. Companies that are driven by making a profit locate their shop in the major shopping area. Companies that dominate the market don't allow smaller shops to occur. We end up feeling a sense of déjà vu when we visit the various towns and cities of the UK.

Edinburgh has expanded over time, with areas transitioning between different sections of the Burgess and Hoyt model of a town, that they fall into. Throughout this Edinburghs CBD has remained in the same area, although it has expanded a bit. However, the shops that you would find in this area have changed, with what was once independent stores being replaced by the same chain brands. This a major factor leading to the creation of a clone town.

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Research methods - Method 1

My first ~~technique~~ research method was the Clone Town Britain Survey which I did for Edinburgh's Princes Street, George Street and Rose Street. I surveyed a set amount of shops for each street on whether they were independent or clone stores and what kind of shop type they were. I then applied the formula provided to calculate the score for each street. My sampling method was the first 50 shops for each street, this worked as it meant that I was doing the same thing for all three streets. However this did not take into account the whole street, which could have potentially given different results. One end of the street could be more ~~heavily~~ heavily done or independent than the other. Nonetheless this survey gives an idea as to what extent Edinburgh may be considered to be a clone town. It indicates whether a street follows the typical structure of a clone/border/home street and can help me to understand how other factors may contribute. However there are drawbacks to this ~~same~~ survey. ~~each~~ For example not all shop types are included - post-offices, banks, ~~benefits~~ benefits offices, job centres, medical surgeries and ~~the~~ public buildings. This did not have much of an effect on the streets that I analysed in Edinburgh, for different streets, it may have effected my results.

Method 2

My second technique was ~~to~~ a questionnaire. I walked along Princes Street. My sampling method was to stop someone every five minutes. I stopped ten people in each of the morning and afternoon. This accounted for the fact that people go into town for different reasons at different

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times in the day. My questions were all closed questions as it meant that the answers of my respondents would be easier to compare as well as preventing ~~the~~ any irrelevant answers to the questions. If I was to do this again I would ask more people as it would reduce the impact of results timings as I would have a wider range of responses. A questionnaire gives a variety of information about ~~what~~ the public's opinion and knowledge around clone towns. A problem I ran into was the ~~fact~~ fact that not everyone wanted to stop to answer my questions, often I would have ~~to~~ to wait longer than five minutes for a willing participant, which skewed my results timings.

Analysis

As explained above in my research methods. I ~~assessed~~ assessed which of these streets were clone/border/home streets. I found that Princes Street and George Street were clone streets and Rose Street was a home street.

Figure 8 states that Rose Street has a Clone Town Britain Survey score ~~over~~ around three times that of Princes Street and George Street with scores of 42, 13 and 14 respectively, with an average score of 23.

This indicates that ~~Princ~~ Edinburgh is a clone town. This would make sense as I recorded more streets that were clone streets than home streets and the one that was a home street had several benefits allowing it to keep its home street status. This will structure my analysis below.

Shop type gives a representation as to how diverse a street's shop selection is and can be ~~used to determine~~

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useful in determining a clone town. Figure 1 states that Princes Street in Edinburgh has 28% of the possible shop types with 9 out of a possible 25 categories. This ~~was not~~ makes sense due to the large number of chain brands with a presence eg River Island and Next. The area analysed was a major shopping area, so it was interesting that it did not house a wider variety of shop types eg butcher, baker. This ~~is not~~ ~~indicates~~ This is due to bid rent theory, as well as demand for these shops being reduced due to a lack of residential housing in this area. This would indicate that Princes Street is more likely to be a clone street and as it is often regarded as Edinburgh's premiere shopping street this would then indicate that Edinburgh itself may ^{then} be more likely to be a clone

Figure 5 states that Princes Street has an environmental quality score 15% greater than George Street with scores of 69 and 60 respectively. These high environmental quality scores indicate that both these streets may potentially be clone streets. ~~Clone~~ Clone streets are home to well known chain brands, therefore are more popular, so the shops themselves look after these streets to make them more attractive to handle foot traffic and to keep shoppers happy. This explains why environmental quality score is a useful indicator when it comes to determining a clone town.

Figure 5 states that 14% of Princes Street's environmental quality score is its landscaped/vegetation score, ~~with a score of 10~~ with a score of 10 ~~deducted~~ from the total score of 69. This indicates that the street is well maintained, indicating a clone street. However, this does not take into consideration the

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other side of Princes Street, which I did not analyse due to it largely being a public recreational area. On the other side ~~of~~ of the street is ~~the~~ Princes Street Gardens which is a unique feature to find in a CBD, as well as the National Gallery. This indicates that looking at both side of streets is an important factor when it comes to determining a clone town.

Figures 2, 3 ~~4~~ and 4 state the retail diversity ~~scorer~~ scores of Princes Street, Rose Street and George Street, with Princes Street having a score almost a third greater than Rose Street and George Street having a score almost a 20% greater than Rose Street, with scores of ~~196~~ 196, 153 and 183 respectively. As Rose Street is a heritage site it has increased tourism and foot traffic. There are restrictions as to what can be done to the land in this area such as building height and front / style can not be heavily altered. So Rose Street is less attractive to chain brands. Not all streets ~~have these advantages~~ in the major shopping area has these advantages, this indicates that Princes Street may then be more likely to be a clone.

Another factor is bid rent theory. As demand for land ~~is~~ is higher towards the centre of the CBD people are willing to pay more for land in this area. Independent stores can't locate here so are forced to locate elsewhere in the city ~~where rents~~ where rents are cheaper. * This * is a major factor leading to Princes Street and other streets becoming clone streets.
* Specialist stores can't survive on these streets.

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Figure 6 states that 55% of people asked did not know what a clone town is with 45% knowing, 11 and 9 respondents respectively. People are unaware that they have unknowingly caused the death of choice and diversity, leading to the creation of so many clone towns. Another question posed was how similar is Edinburgh's CBD compared to other CBDs in Scotland on a scale of 1-10? Figure 7 states that of the 13/20 people that answered the question, the average score was 5.6 with scores ranging from 1-10.

This indicates that Edinburgh is a border town due to its score being in the middle of the range. How distinctive a place is is important when determining local opinion as to whether a place feels like a clone border/home town.

Distinctiveness is very vague and there is no exact way of measuring it and often it is left to local opinion to determine, as you can see from the results.

Figure 1 states that Rose Street has over four ~~times~~ times the amount of independent stores compared to other ~~the~~ George Street or Princess Street, with exact numbers of 40, 9 and 8. Areas which are more popular have been taken over by chain stores. However, as you can see from these scores, even on done streets independent stores can still flourish due to the type of shop as well as the heritage of the street. This shows how Edinburgh, even on its main shopping street, kept an element of individuality.

Conclusion

In conclusion, the aim of my assignment was to evaluate to what extent Edinburgh may be considered a clone town

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through my use primary data and theory. From my research I can conclude that ~~the Edinburgh~~ Edinburgh is a clone town albeit not an extreme example. This is in line with my hypothesis. My most reliable source, the Clone Town Britain Survey also came to the same conclusion, as well as ~~my other~~ most of my other data. If I was to conduct this assignment again I would include both sides of streets and building style, which could have altered my results. What makes Edinburgh so different is its unique and ancient building style, which is not currently a factor in my assignment.

There are many factors which lead to the creation of clone towns but one of the main ones is the death of diversity. Whilst ~~being~~ being a clone town ~~can~~ may inherently be a ~~serious~~ problem there are some benefits such ~~as~~ as a flourishing economy. The area analysed also has the benefits of being near the geographical centre of Edinburgh at the same time as having so many well known brands as well as its individuality which it has retained.

Figure 1 Higher Geography Assignment

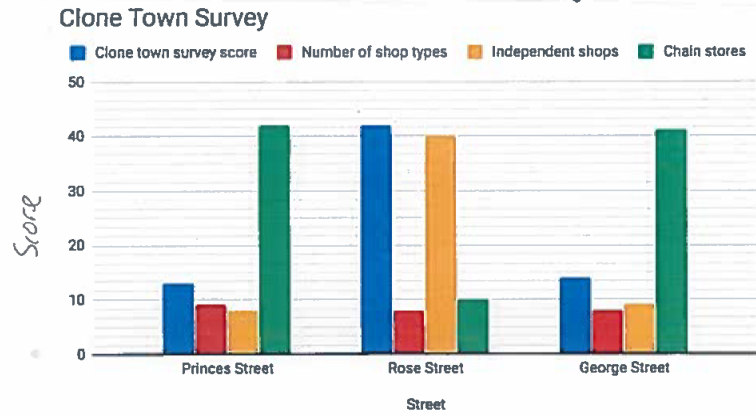


Figure 2

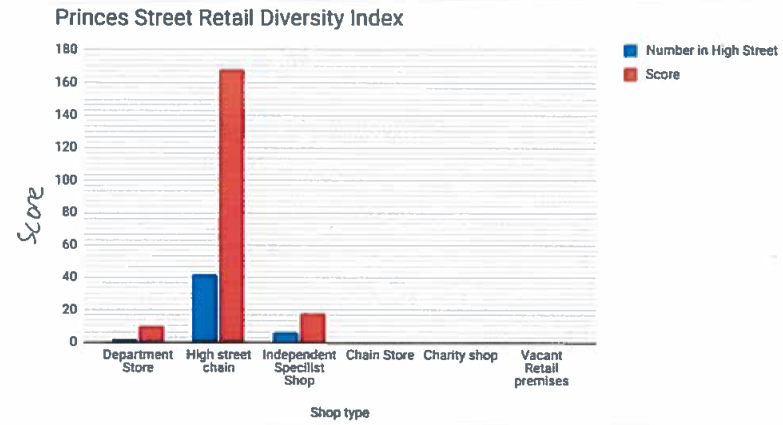


Figure 3

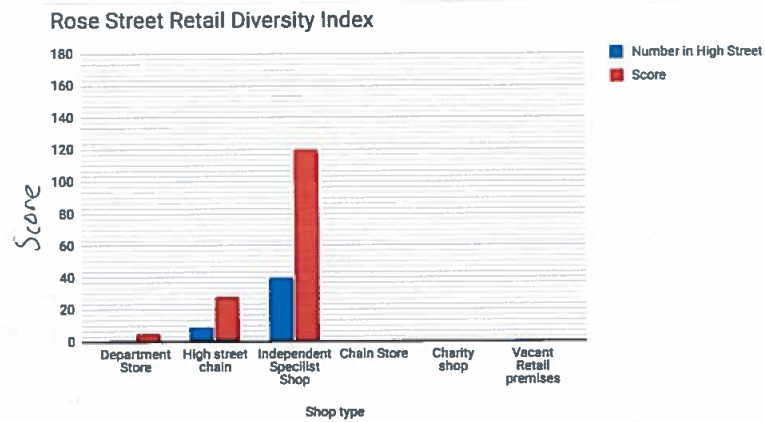


Figure 4

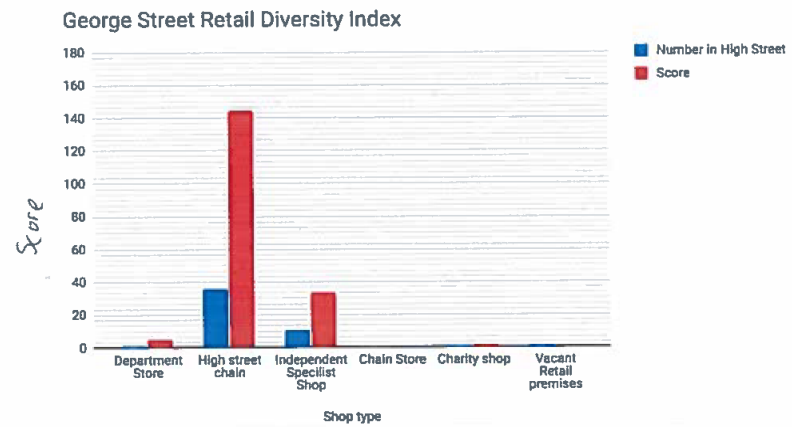


Figure 5 Higher Geography Assignment

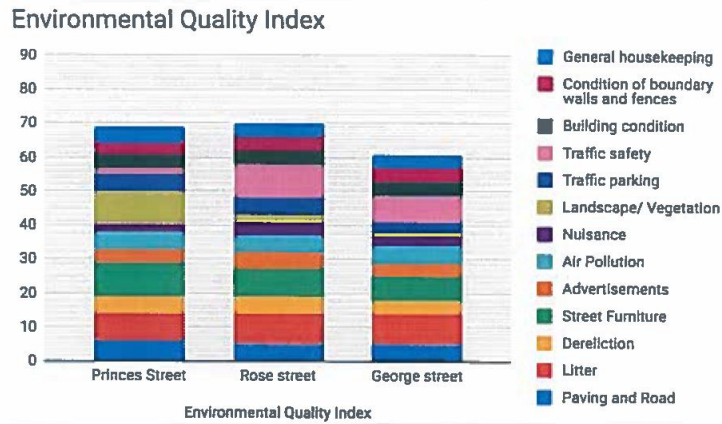


Figure 6

Do the public know what a clone town is?

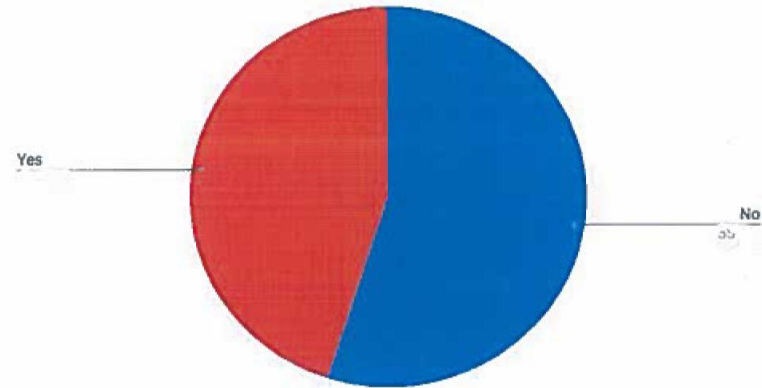


Figure 7

How similar is Edinburgh's CBD compared to other CBDs in Scotland?

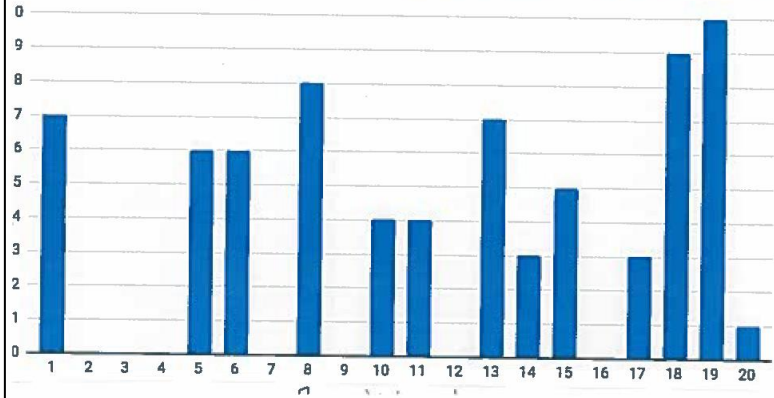


Figure 8

