Name _____ **Teaching group** _____

Group members _____

Godalming Fieldwork

Enquiry questions to investigate

- To what extent is Godalming a 'Placeless' town?
- How does the microclimate of Godalming change?
- How globally connected is Godalming town centre?
- How does the land use and environmental quality vary between towns X and Y?

Your time in Godalming: _____

Time for microclimate session: _____

Meeting point: Outside Fat Face

College mobile numbers:

Fieldwork tasks to complete

1) **Clone town survey**
2) **Microclimate recordings**
3) **International business survey**
4) **International product survey**
5) **Mapping evidence that represent Godalming's links with the wider world**
6) **Photos evidencing globalisation (make sure that you map the location of your photos)**
7) **Environmental quality surveys**

You must register with a member of staff at the start and end of the fieldwork sessions.

You must also make sure that you attend your microclimate session on time so that the equipment can be shared.

CLONE TOWN BRITAIN SURVEY

nef

Home Town or Clone Town?

The Clone Town Britain Survey is designed by **nef** (the new economics foundation) to determine whether your town is a Clone Town indistinguishable from dozens of others around the country; or a genuine Home Town that is distinctive and recognisable as a unique place. The Clone Town Britain Survey is simple and can be used in any town in the UK. It should take no more than 30 minutes and can be completed while strolling along your local high street.

How to do the Survey

I) The route

Start at the place you consider to be the high street of your town – a street where most of the shops are concentrated. To do the Survey you simply need to walk along the high street and record the first 50 shops you pass (you can start at any point on the high street). Services such as post-offices, banks, benefit offices, job centres, doctors' surgeries and public buildings should not be counted.

II) Filling in the Survey

As you walk along the high street, fill in the form on the reverse side of this page. For each shop, you should note down:

- The type of shop
- Whether the shop is 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.

III) The scoring

Once you have filled in the survey for 50 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:

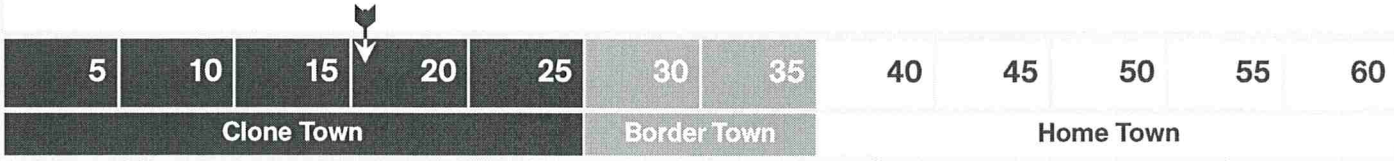
1. For each **type of shop** counted on your high street, give **5 points**.
2. For each **independently owned shop** counted on your high street, give **50 points**.
3. For each **chain store** counted on your high-street, give **5 points**.
4. Add up the scores from steps 1–3 and divide the total sum by the number of shops counted (i.e. 50).

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:

$(18 \times 5) + (10 \times 50) + (40 \times 5) = 790$ **790 / 50 = 15.8**

With a score of 15.8 we see that 'Blandton' is indeed a Clone Town!



Please return completed surveys to:

Clone Town Britain Survey, **new economics foundation**, 3 Jonathan Street, London SE11 5NH Fax: 020 7820 6301

Clone Town Britain Survey

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/launderette		
23	Travel agents		
24	Camera/photo developing shops		
25	Other (betting shop, casino, taxis, antiques, watch repairers, charity shop, cobblers, jewellers, etc.)		
	TOTAL		

Points

Number of types of shops	_____	x5 =	_____
Number of independently owned shops	_____	x50 =	_____
Number of chain stores	_____	x5 =	_____
Total points			_____

CLONE TOWN SCORE

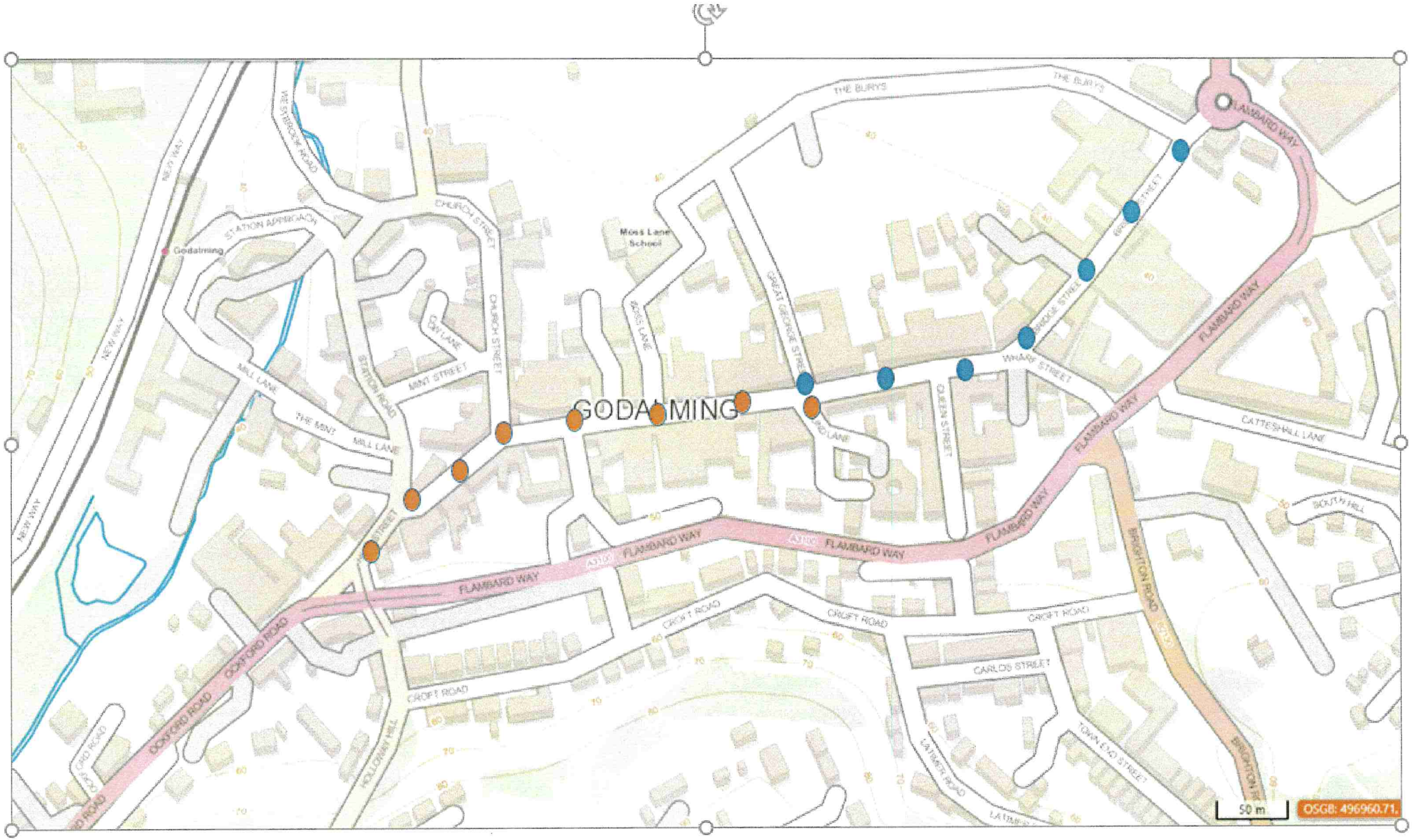
Total points / Number of shops = Score

/ 50 =

CLONE TOWN RATING

5	10	15	20	25	30	35	40	45	50	55	60
Clone Town					Border Town		Home Town				

Please return completed surveys to:
Clone Town Britain Survey, **new economics foundation**, 3 Jonathan Street, London SE11 5NH Fax: 020 7820 6301



https://mapshop.emapsite.com

Microclimate readings

Distance from starting point – corner of Great George Street (WEST)	Temperature °C	Humidity %	Wind speed (mph)	Wind direction	Sun/shade	Surface type
0						Not applicable for this transect. We are walking down a high street and so the surface type will not vary. However, it may be something to record if different surfaces e.g. grass were encountered. Surface type
50m						
100m						
150m						
200m						
250m						
Distance from starting point – corner of Great George Street (EAST)	Temperature	Humidity	Wind speed	Wind direction	Sun/shade	
0						
50m						
100m						
150m						
200m						
250m						
300m						

International Business Survey

Start at one end the High Street and record the first 50 shops that you pass from wherever you start. As you walk along the High Street fill in the form in the booklet and note whether the company is owned by an International brand or not. You may need to google this or go in and ask. At the end you will have a list of different businesses and whether they tend to be global brands or not. You could then calculate the ratio or proportion of local/national versus international businesses.

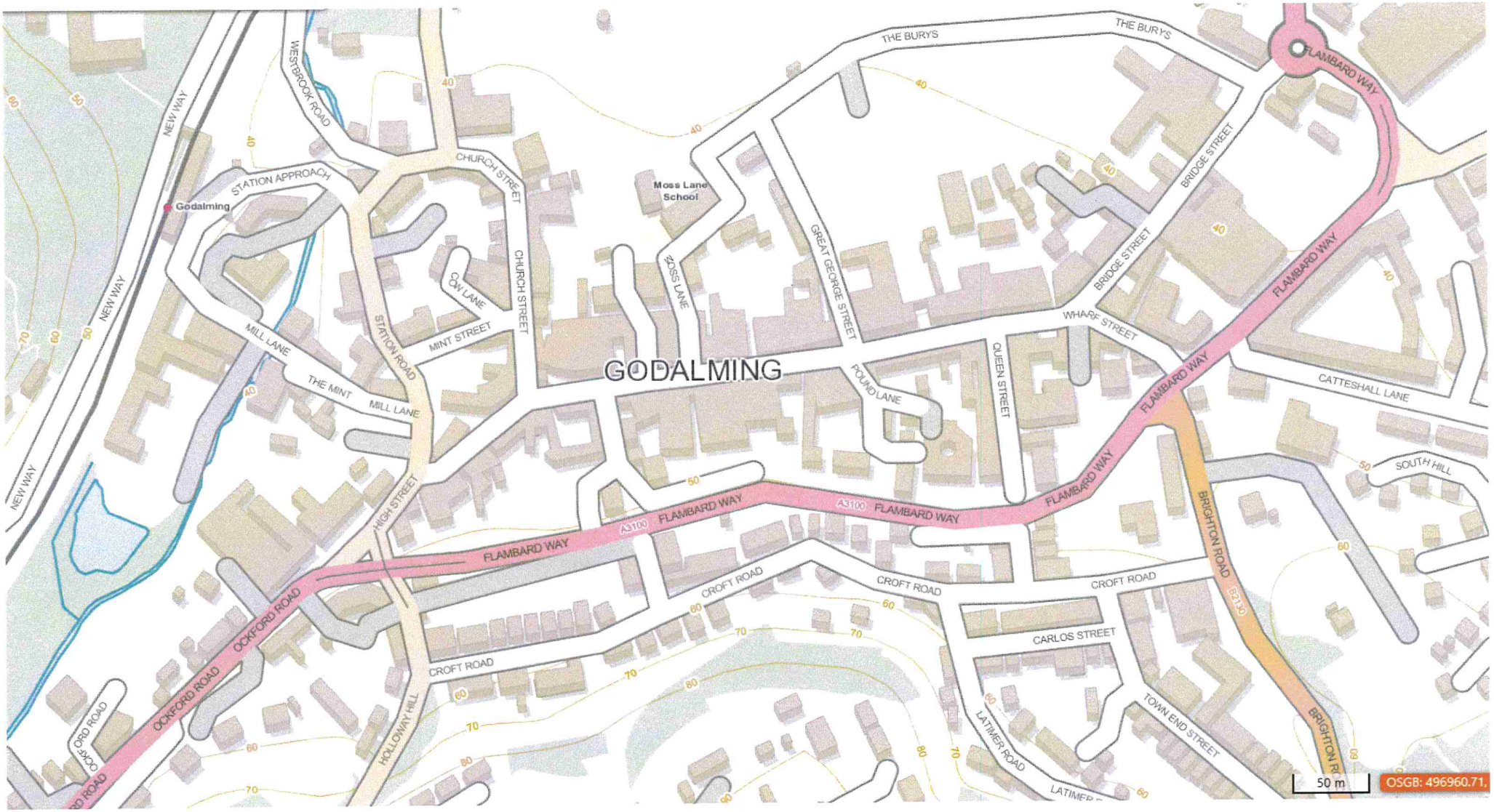
Product Survey

Choose 5 different shops in Godalming (make sure that they are not all the same e.g. food shops). Try to do this systematically e.g. every 5th shop. Randomly select 5 items from each shop and record where the product was made or grown. This can then be plotted on a map. Make sure that you record the name of the shop

Name of shop	Products found and where grown/made

	International business tally	National or local business tally
Food retailer (butcher, baker, supermarket, etc.)		
Newsagents/tobacconists		
Stationery/books		
Department and catalogue stores		
Restaurant/takeaway/fast food/coffee shop		
Pub/bar		
Off licence		
Professional (insurance, accountancy, legal, etc.)		
Estate agents		
Health care shop/pharmacy		
Household items (furniture, kitchen, etc.)		
Clothing retailer (shoes, accessories, etc.)		
Cinema/theatre		
Electronic/IT (TVs, phones, computers, etc.)		
Pet shop/pet supplies/vets		
Barbers/hair salons/beauticians and cosmetics		
Toys/sports/cycling/outdoor leisure		
Mechanics/car accessories/petrol station		
Music/games/DVD/video (includes rentals)		
DIY/builders' merchant		
Garden centre/florists		
Dry cleaning/launderette		
Travel agents		
Camera/photo developing shops		
Other (betting shop, casino, taxis, antiques, etc.)		

International Business Survey



https://mapshop.emapsite.com

Environmental Quality - *Area*_____

General description of the area:

	0	1	2	3	4	5	
Buildings							
High density (many properties within a small space)							Low density (few properties, lots of space)
Badly designed / ugly							Well designed / pleasing to the eye
No maintenance / no evidence of improvements							Evidence of maintenance / improvements
Extensive vandalism / graffiti							No vandalism / graffiti evident
Total Score - Buildings							
Traffic							
Parking is difficult - Many vechicles parked on road							Parking in garages or driveways.
Air smells heavily of traffic fumes							No smell of car fumes
High noise volume from traffic							No traffic noise
Dangerous for people							Safe for people
Total Score - Traffic							
Open Space and Gardens							
No garden / open space – door opens to street							Large gardens or open space outside house
Garden / open space in poor condition							Garden / open space in good condition
No greenery visible							Trees / shrubs / greenery visible
No public parks							Public parks easily accessible
Total Open Space Score							
General Quality							
Much litter							No litter
Paths poorly maintained / broken paving etc.							Paths well maintained
Area is undesirable							Area is desirable
Unwelcoming feel							welcoming feel
Total Score - General Quality							

Total Environmental Quality Score	

Environmental Quality - *Area*_____

General description of the area:

	0	1	2	3	4	5	

Buildings

High density (many properties within a small space)							Low density (few properties, lots of space)
Badly designed / ugly							Well designed / pleasing to the eye
No maintenance / no evidence of improvements							Evidence of maintenance / improvements
Extensive vandalism / graffiti							No vandalism / graffiti evident
Total Score - Buildings							

Traffic

Parking is difficult - Many vechicles parked on road							Parking in garages or driveways.
Air smells heavily of traffic fumes							No smell of car fumes
High noise volume from traffic							No traffic noise
Dangerous for people							Safe for people
Total Score - Traffic							

Open Space and Gardens

No garden / open space – door opens to street							Large gardens or open space outside house
Garden / open space in poor condition							Garden / open space in good condition
No greenery visible							Trees / shrubs / greenery visible
No public parks							Public parks easily accessible
Total Open Space Score							

General Quality

Much litter							No litter
Paths poorly maintained / broken paving etc.							Paths well maintained
Area is undesirable							Area is desirable
Unwelcoming feel							welcoming feel
Total Score - General Quality							

Total Environmental Quality Score	