**Changing Places – content and case studies**

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| **The nature and importance of places** | |
| The concept of place and the importance of place in human life and experience.  How perceptions of place vary. | |
| Insider and outsider perspectives on place. | |
| Categories of place:   * Near and far places * Experienced places and media places | |
| Factors contributing to the character of places:   * Endogenous – location, topography, physical geography, land use, built environment and infrastructure, demographic and economic characteristics. * Exogenous – relationships with other places | |
| **Changing places** | **Examples where case studies could be applied** |
| The agents of change that may influence the nature and character of places | **Coin Street** – local Community  **Stratford** – National Government and Olympic Committee, Westfield Corporation, local people and businesses  **Detroit –** Motor industry and the new technology businesses  **Poundbury** and **Milton Abbas** – the aristocracy  **Godalming** – National government (immigration policies, transport, house building), local government, businesses, local communities |
| How does media influence the perception of place?  Think about all the different types of media (Books, magazines, newspapers, TV, movies, internet) | **Godalming** – Guardian newspaper  article on property (positive)  **Stratford** – Carpenters Estate documentary (negative), Olympics (positive), Westfield shopping centre adverts (positive), Detroit Eminem music (negative)  Detroit |
| Rebranding  Reimaging  Regeneration | **Stratford** – an area of multiple deprivation to a great place to live, work and play. Think about the changes associated with the environment, retail, businesses, housing, transport etc. and how those changes have been communicated.  **Detroit** – from abandoned offices and factories to new businesses opportunities.  **Llandudno** – ‘Alice Town’ to attract tourism |
| Changing place and conflict | **Stratford** – Carpenters estate  **Detroit** – social inequality and poverty  **Milton Abbas** – moving of a village  **Coin Street** – community response to redevelopment  **Llandudno** – local community may not all appreciate the influx of tourists |
| How and why do organisations manipulate perceptions of place?  Increase number of visitors  Attract new businesses | **Olympic committee/national government - Stratford**  **Westfield Corporation - Stratford**  **Llandudno Town Council**  **Detroit – Quicken loans** |
| Shifting flows on investment, people and resources | **Stratford**  **Detroit**  **Godalming** |
| **Place Studies – Local and Distant/Contrasting** |  |
| The location and locale | **Godalming and Stratford** |
| Brief history |
| Demographic characteristics and change |
| Economic characteristics and change |
| Social characteristics, inequalities and change |
| Endogenous and exogenous factors responsible for its place making |
| Media portrayal |
| Examples of people’s lived experience |
| **Data Representation** |  |
| Different types of qualitative and quantitative data and the strengths and limitations of their use. |  |