

Is Guildford a ~~Clone~~ Home Town?

Or.....

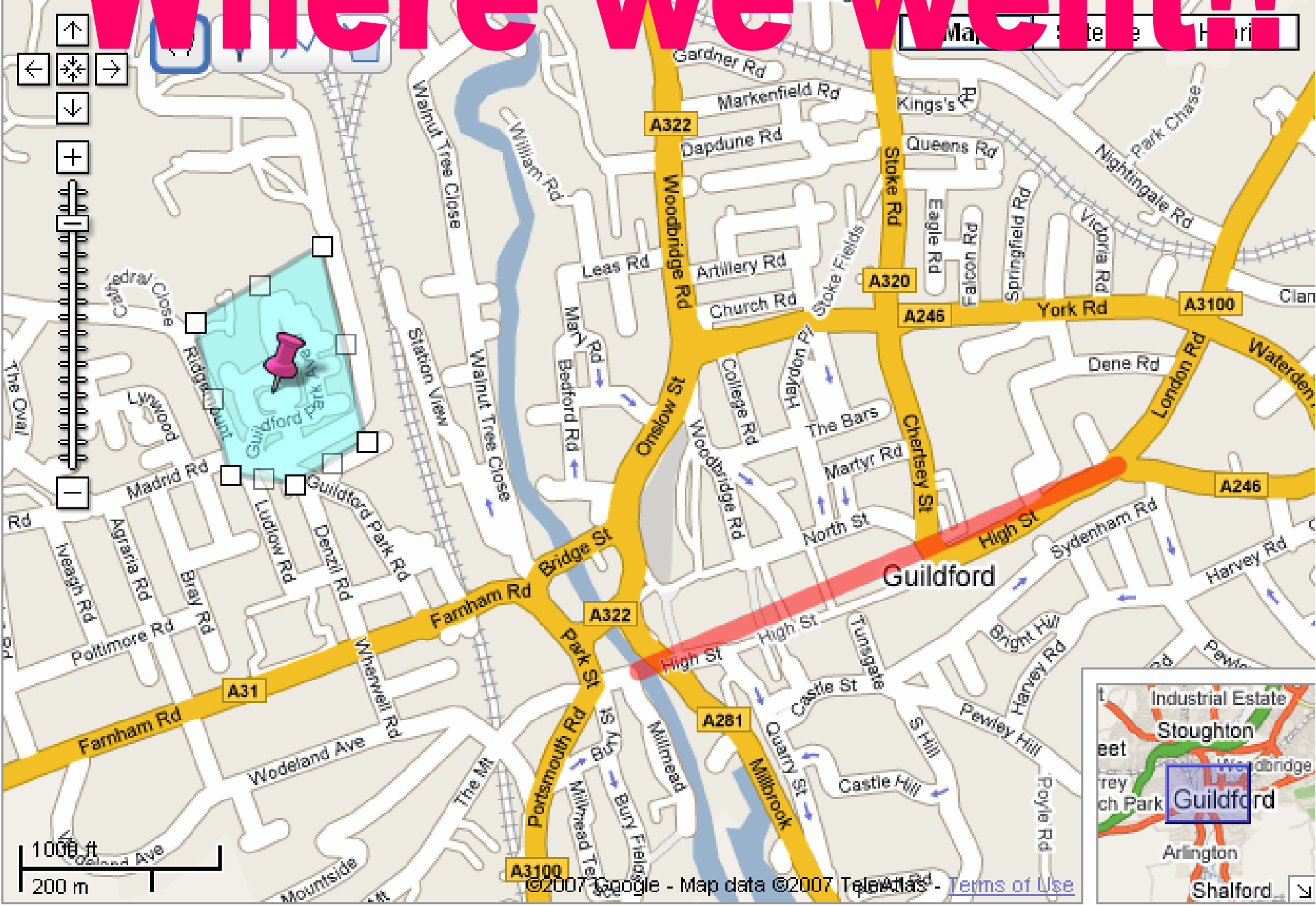
By Claire Mulvenna, Chloe Birch, Joely Charlton, Beth Duncan, Julia Jeffries and Lizzie Robinson

# Aims of the day.....

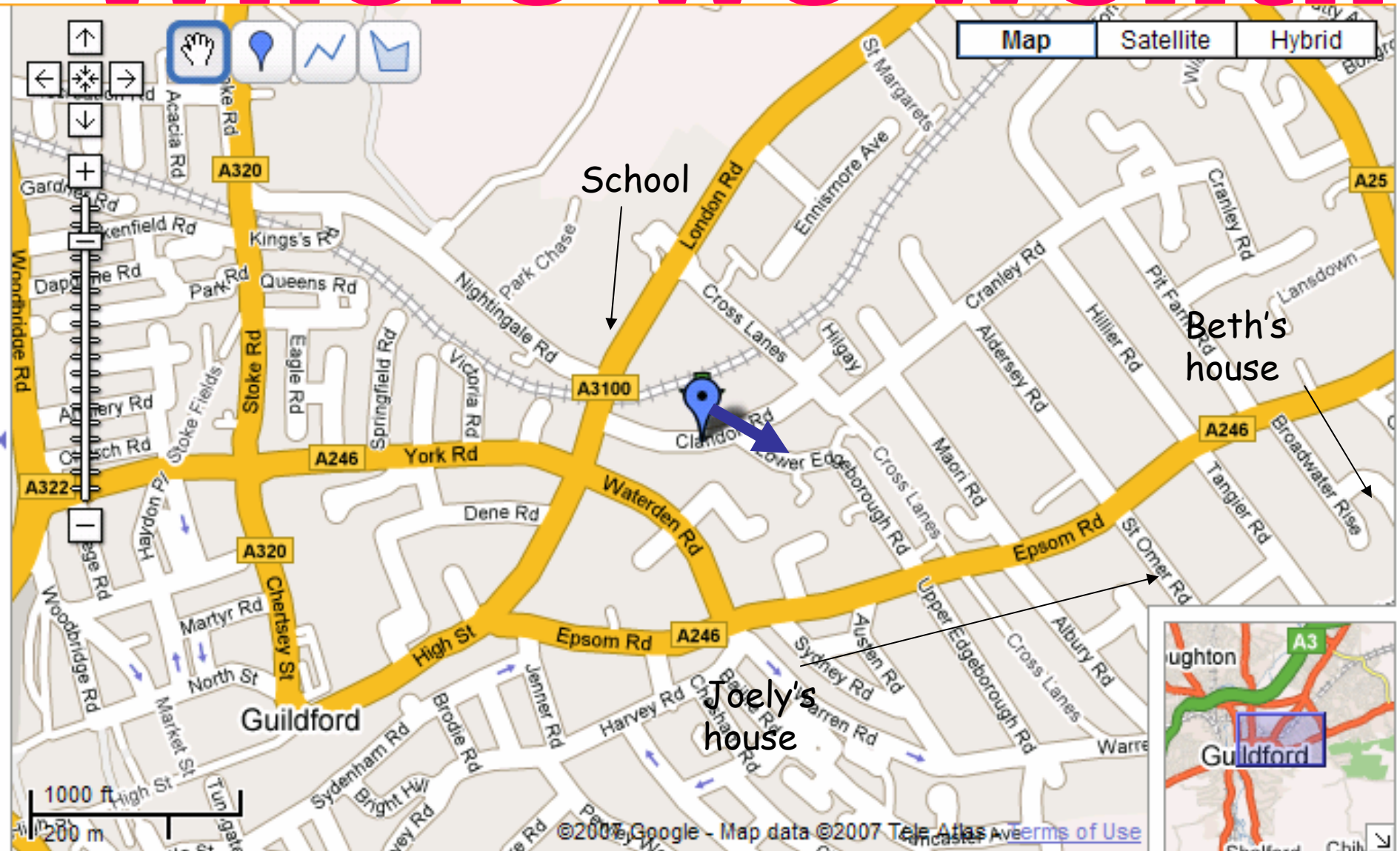
- To find out if Guildford is a clone town, we looked at;
- Does it have many big name shops? e.g. Jack Wills, Orange, Nike etc.
- Does Guildford have any specialist shops and if so what ratio to the brand shops?
- Do people visit Guildford for the specialist shops or the big brand shops? If so; how far do they travel?
- Is Guildford safe to live in?
- Is there much litter in the suburbs?



# Where we went!!



# Where we went!!



# Crime

We surveyed two areas for evidence of crime...

Guildford Park Avenue

& Lower Edgeborough Road

**Was there any evidence of crime ?????**

Guildford Park Avenue

- 5 stolen shopping trolleys.
- Smashed glass on the pavement
- Beer bottles on walls.
- Fly tipping
- Stolen car

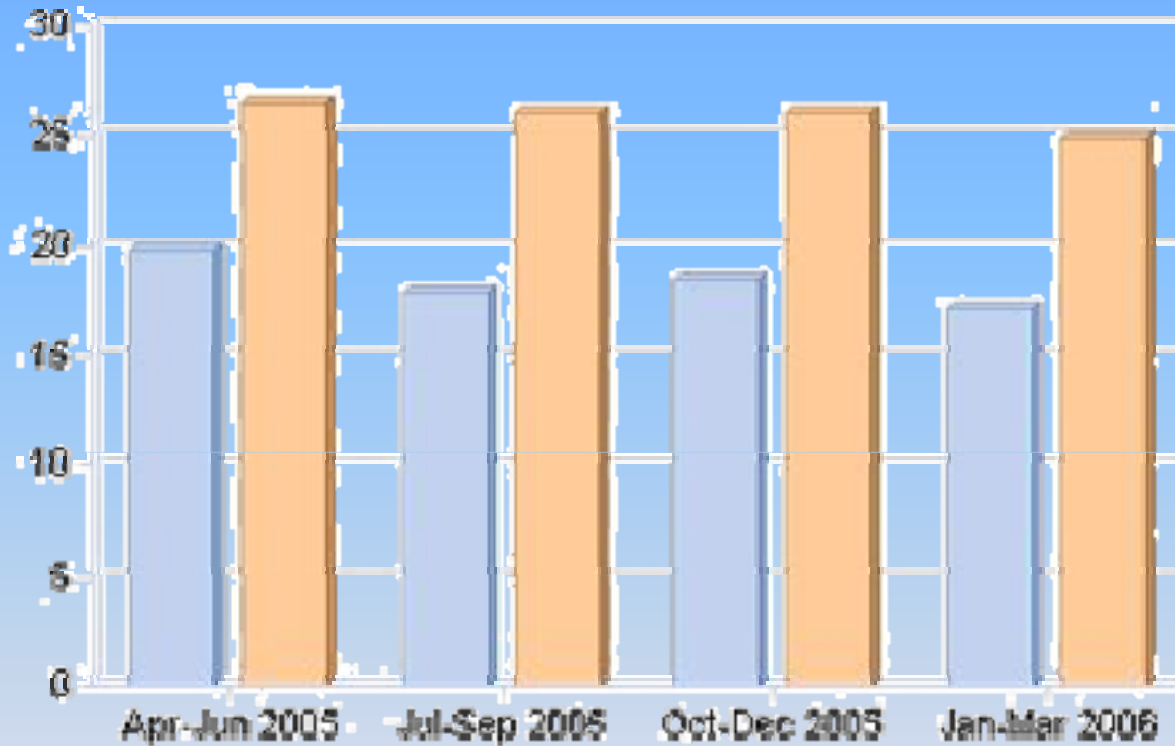
Lower Edgeborough Road

- Burglar Alarms
- Stolen car with 'body' in (probably just a blanket).
- Some suspicious school girls (us)
- No other crime evident.



# The Crime Statistics for Guildford

■ Guildford ■ National Average



For our school (GU1  
1SJ) and Guildford

# So why do people visit Guildford????

For the department stores- 8

For the individual shops- 3

For the chain shops-7

Do you travel past other similar towns to get here?- **yes- 7** **no-11**

Our data was taken from a survey of people from Guildford from Castle St. High St. and North St.



# Photo Survey of **Edgeborough road** and Guildford Avenue



Good



1 2 3 4 5

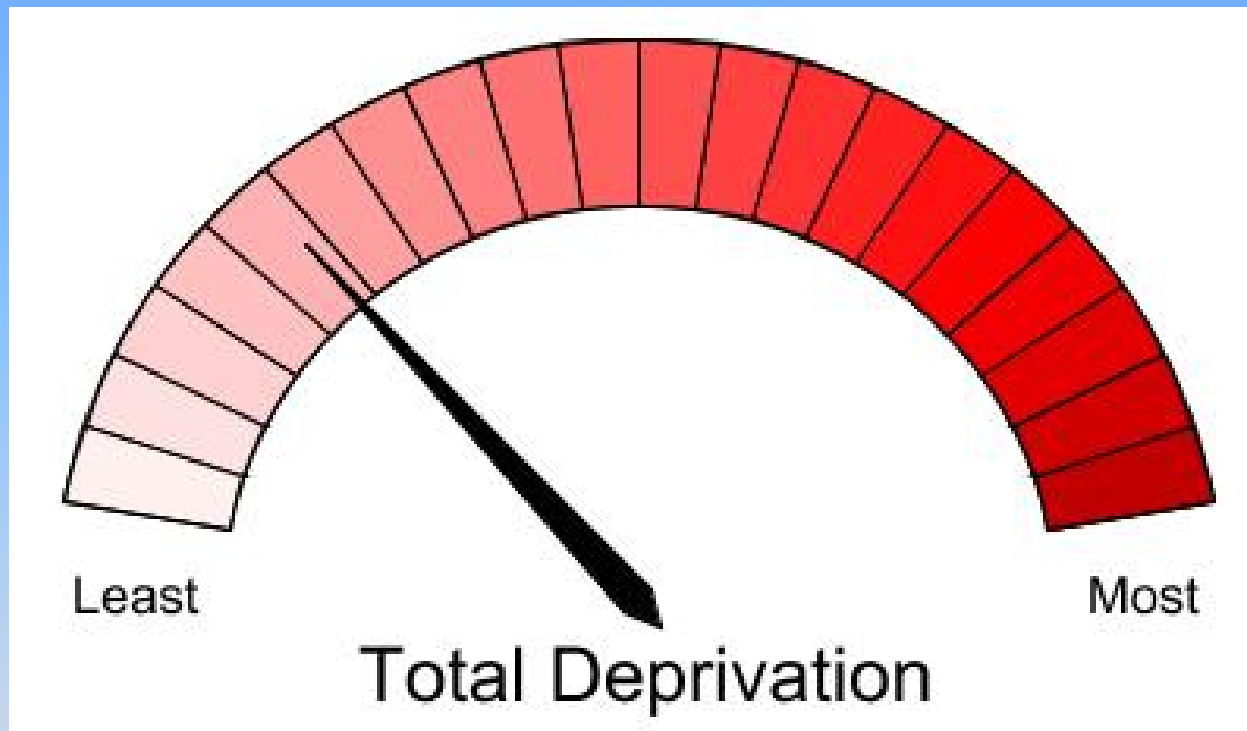


1 2 3 4 5





# Guildford's Stats!

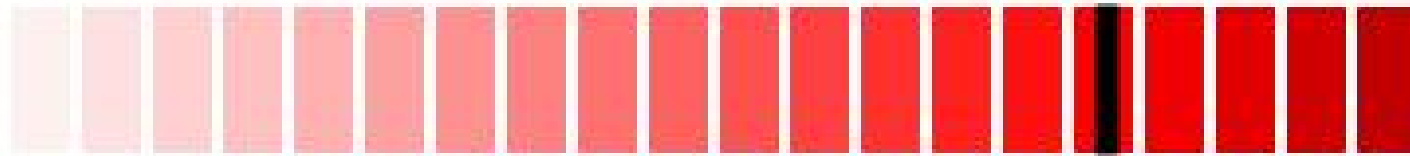


This dial shows the total deprivation of the people who live in the vicinity of GHS! It shows, as you can see, that Guildford registers very near 'Least' on an overall scale, this shows that the town as a whole, has a very low rate of deprivation, which means we have good services, education and income. On the next few slides you will see the different ratings for Guildford on different topics!

These three dials are Guildford's best topics – they show education, income and health – all very important to daily life in today's society. They are very near least which means people have more than average/a lot of these services!



Least

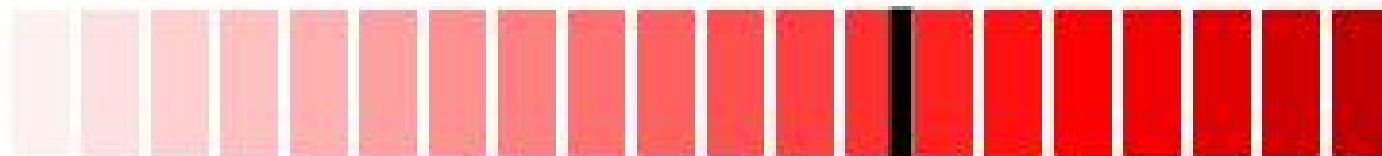


Most

Barriers to Housing and Services

'Barriers to housing and services' and 'Living Environment' are the highest in deprivation in Guildford.

Least



Most

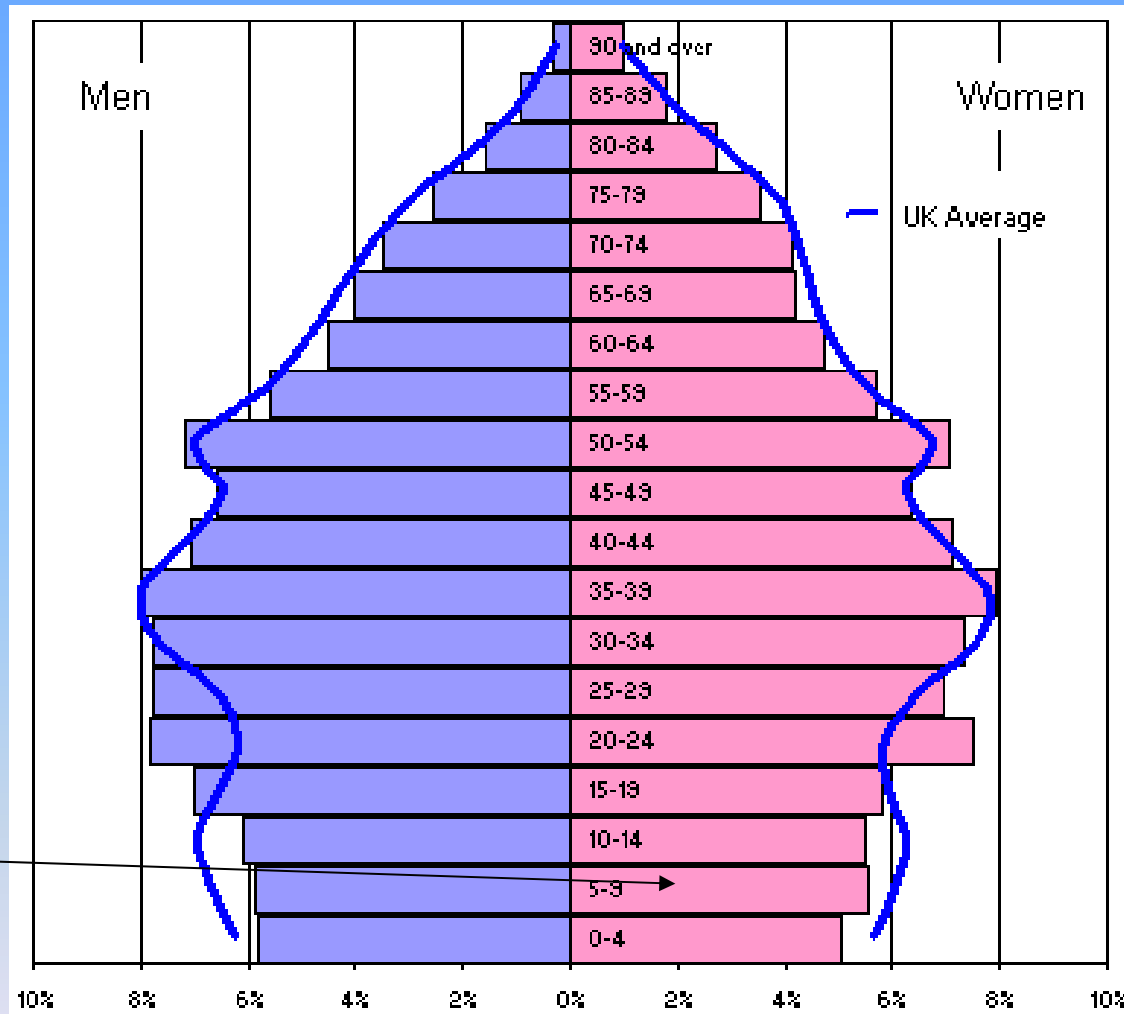
Living Environment deprivation

# Guildford Population Pyramid

2001  
census

⋮

You are here!  
As you can see  
there are  
more males to  
females! 😊



The percentages on the pyramid represent the percentage of 'all males' (to the left) and the percentage of 'all females' (to the right) that are in that age group.

Is Guildford a

~~Home~~ Town?

Clone

Or.....

# Survey Analysis

Overall we believe Guildford is a clone town because it has all the signs such as big brand shops and from what we saw, there were hardly any individual or specialist shops. Also, a lot of people travel to Guildford especially to shop.

This shows that people think of Guildford as a SHOPPING town - rather than a village town.....



# Survey Analysis

## What we enjoyed

- We enjoyed surveying the members of public and trying to convince people that we weren't trying to sell them anything.

## What we didn't

- Traipsing up the hill to GA, we never knew that Guildford was so big!!

Thanks for  
watching :-)