



Thinking about places

In this section, you'll learn about how we get attached to places and can identify with them.

A good day for Yorkshire!

It's 5 July 2014. Rick, a salesman from Leeds, is up early. He and some friends have spent the night in the small Yorkshire Dales town of Hawes. They're up early to get a good viewing point. In a few hours the first cyclists will appear – travelling through the Yorkshire Dales on Day 1 of the Tour de France (one of the world's biggest sporting events). The race is starting outside France this year, as it often does; beginning in Leeds, it will head north and circle its way around the Yorkshire Dales over some of northern England's most challenging hills. Figure 1 shows the full route of the three UK stages – Day 2 sees it ending in Sheffield. It's a great time for Yorkshire!



Figure 1 The start of the Tour de France in 2014

A sense of belonging

Where Rick comes from is important to him. Born in Leeds, where he still lives, he proudly declares himself to be a Yorkshireman. July 2014 was a great time to come from Yorkshire, and people there lost no opportunity in announcing their heritage! Those who had moved away also declared their Yorkshire roots with pride. Looking at its landscapes in Figure 2, it's easy to see why.

What we call 'Yorkshire' is actually four counties: West, South, and North Yorkshire, plus the East Riding. Over the years, the Yorkshire region has varied in size – depending on boundary changes by different governments – but at its core is a sense of identity; if you think you're from Yorkshire, then you are!

Figure 2 Tour de France cyclists in Yorkshire's Pennine landscape



BACKGROUND

Identifying with places

How do we become attached to a place and develop a strong sense of identity with it? Some factors are personal, such as our families, friends, and things we've done there growing up. But what makes Leeds different from London or Cornwall? Much of what makes a place distinctive is geographical in nature, and includes its:

- ◆ physical landscapes, which result from geology and landscape processes (such as erosion).
- ◆ human landscapes, which are often linked to physical factors. Local geology has produced Yorkshire's gritstone buildings, e.g. Leeds Town Hall (see Figure 3).
- ◆ economic past. Leeds Town Hall dates from the city's wealthy Victorian industrial past. Many of West and South Yorkshire's towns and cities have grand civic buildings like this.

Other things which make a place distinctive include:

- ◆ its religious past. Places of worship – churches, mosques, temples or synagogues – form the heart of many places.
- ◆ its food and drink, with regional specialities such as Yorkshire pudding.
- ◆ how it's portrayed in the media. Books, film and TV often characterise places – e.g. *Coronation Street* (Manchester) or *Doc Martin* (Port Isaac in Cornwall).



Figure 3 Leeds Town Hall – typical of the imposing civic buildings of many northern towns and cities, built during their Victorian industrial heyday

Key word

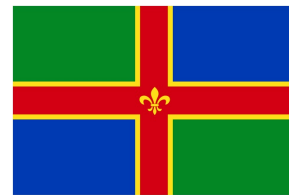
Regeneration – Redeveloping former industrial areas or outdated housing to bring about economic and social change. Regeneration plans focus on the fabric of a place: new buildings and spaces with new purposes.

Rebranding – Ways in which a place is deliberately reinvented for economic reasons, and then marketed using its new identity to attract new investors.

Rebranding places

Place image is also used to encourage economic growth. The 2014 Tour de France was worth a lot to Yorkshire's tourism industry. The Yorkshire region has been through hard times since the 1970s – with the closure of most of its coalmines and textile mills, as well as many of Sheffield's famous steel mills. What's left is a region that sometimes struggles to find an economic future – hence the importance of **regeneration** (see the key word box). Part of that process involves changing people's image of a place from somewhere that's run down to somewhere that has economic potential and excitement. This change of image is called **rebranding**. Regeneration, and the ways in which places change and rebrand, are what this topic is all about.

Rebranding Lincolnshire



- To what extent does Lincolnshire have strong characteristics? What are they? Have they changed over time?
- How would you rebrand Lincolnshire?
 - What would be the benefits of rebranding? Why do it? What would be the outcomes?
 - Justify your rebrand. Why/how would this rebrand work? Who are you appealing to? What would it look like in practice?



Glossary—Regenerating Places Key Terms

Old Economy	
New Economy	
Knowledge Economy	
Footloose industries	
Rural-urban continuum	
Postcode lottery	
'Glasgow effect'	
Quality of Life	
Functions	
Studentification	
Regeneration	
Rebranding	
Re-imaging	
Infrastructure	
Sink Estate	
Gated Communities	
Commuter villages	
Lived experience	
Flagship Regeneration Projects	
Match funding	
Pump priming	
Poverty	
Deprivation	
Catalyst (for regeneration)	
Gentrification	
Deindustrialisation	

Tasks

1. Complete the glossary of key terms on page 3.
2. Watch the brief YouTube clip focussing on images of Lincolnshire.
www.youtube.com/watch?v=LI-5Auy2C8I
3. Devise a six slide PowerPoint presentation, using both text and photos, to describe either Lincolnshire or Nottinghamshire and its characteristics as follows:
 - Physical and Human Landscape
 - Population and Religions
 - Buildings
 - Distinctive local food and drink options
 - People's image of it
 - Any other characteristics of your choice

Make sure that your text justifies and explains the images you have chosen.

4. Extended Writing task

- (a) To what extent does either Lincolnshire or Nottinghamshire have strong geographical characteristics and how have these evolved over time?
- (b) How could either Lincolnshire or Nottinghamshire be rebranded in people's minds to attract investment?