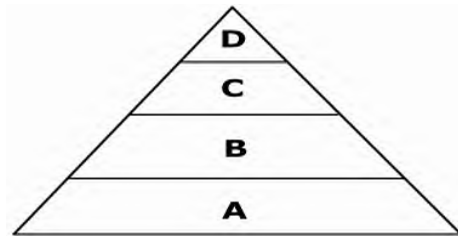


## Introduction

**Aim:** Centres of different sizes have different characteristics

### **Theoretical Background:**

1. A shopping hierarchy is: -



A – Corner Shops.

These services sell low order goods in old inner city areas and are often located on their own in residential streets or in a small row of shops. Goods are sold in small amounts, but at higher prices than they would be found in other shopping areas and more often (people may go in everyday to purchase bread, milk and newspapers).

These shops are small in size and stock a small range of convenience goods. The sphere of influence / range of these shops is quite small and there are lots of them, hence their position at the bottom of the shopping hierarchy.

B – Shopping Streets.

There are two types of shopping streets. The first can be found near the CBD in the low class residential areas, and sell anything from low order goods to specialist goods. The second types are found in the city suburbs and serve a local housing estate. People may visit several times a week, and the sphere of influence is bigger than a corner shop.

There are less of these than corner shops and they cover a wider area, hence their position on the hierarchy diagram.

C – Out – of – Town – Shopping Centres.

These modern shopping facilities are found on the edges of towns and cities and cover a much wider population than the previous two types of shopping service. The edge of town location means the land is cheaper and bigger and large car parks and other facilities can be added to the stores.

The sphere of influence of these types of centres is much bigger, as the stores themselves are much larger and can cater for a larger population than the previous two. People would probably only visit once or twice a month to buy in bulk, where all needs are met in one building.

#### D – Shopping Malls

These can be found in city centres or on a huge out-of-town location, with indoor shopping and car parking and protection from the weather. These cover a huge area and the sphere of influence is much larger than the previous three types of shopping service.

The range of goods is the biggest and a huge amount can be stocked on these sites, to cater for the huge amount of customers every day.

Because of their size, there are not a huge amount of them.

#### 2. A Comparison Shop is –

A shops that specialises in shoes, clothes etc.

#### 3. A Convenience Shop is –

A shop that specialises in newspapers, bread, milk etc.

#### 4. The range is –

How far people are willing to come and visit the shopping centre.

#### 5. A sphere of influence is –

The catchment area.

#### 6. What is Accessibility?

It is how easy/difficult it is for a person to get to a shopping centre, and what form of transport is being used.

### **Methodology**

I managed to gather my data for my project by going to my selected centres and asking various questions to people. These questions are all-relevant to my three

main essay titles and should have a good effect on them. I asked the same questionnaire in both Bromley and Wimbledon.

1. What is the purpose of your visit to Bromley/ Wimbledon today?

Shopping	
Work	
Leisure	
Other (please specify)	

This question was a help to find out why they were actually in that certain shopping centre that day.

2. What have you come to Bromley/ Wimbledon to shop for?

Convenience Goods	
Comparison Goods	
Durable Goods	
Browsing	
Other (please specify)	

This question was relevant to find out what people actually come to this certain centre to shop for.

3. What was your main method of transport getting here?

Car	
Bus	
Walk	
Train	
Other (please specify)	

This question is very useful as it helps with my accessibility question.

4. If you came by car, how do you rate the car parking facilities?

OR

If you by public transport, how do you rate the public transport services in and out of the centre

1 Excellent	2 Good	3 Adequate	4 Poor	5 Very Poor

This help because I now know what the public transport and the car parking facilities are really like.

5. Roughly where do you live

Street Name ..... Nearest street Junction  
 .....  
 Post Code .....

6. What made you choose Bromley/Wimbledon for your Trip

Range of shops/choice	
Easy to get to/accessible/close	
Nice environment	
Other (please specify)	

This will help because people are revealing why they are coming here.

7. How do you rate Bromley/Wimbledon as a shopping centre?

1 Excellent	2 Good	3 Adequate	4 Poor	5 Very Poor

8. What problems do you think Bromley/Wimbledon has a shopping centre?

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9. In what ways do you think that Bromley/Wimbledon could be improved as a shopping centre?

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All three of these questions as people are revealing people views on different aspects of the shopping centres.

10. What other shopping centres do you visit for shopping purposes? And what do you buy there?

Where?		
Convenience Goods		
Comparison Goods		
Durable Goods		
Browsing		
Other (please specify)		

This helps as I now know what other shopping centres others like and I can see what all these centres have in common.

### **Base Map**

Here is a base map on Wimbledon shopping centre.

### **Bromley's Sphere of Influence**

Here is a copy of Bromley's Sphere of Influence.

### **Data Interpretation and Analysis**

Does a larger centre have a larger sphere of influence?

The centres that I compared against each other were Bromley and Wimbledon. My aim was to see which of these centres had a larger sphere of influence. The way to do this was in my questionnaire was asking people how far they had come from to get to their chosen centre and with this I found out their area and plotted it into a map. This map is called a sphere of influence map of Wimbledon and Bromley.

Even though both centres showed large spheres of influence one can notice that Bromley had the larger sphere of influence. We notice that the furthest distance

people travelled to get to their chosen centre was from Clapham. This indicates also indicates people are willing to travel further to get a better range of goods and a better quality of service i.e. Clapham to Bromley rather than Clapham to Wimbledon. This is attained by the knowledge that there is greater distance between Clapham and Bromley than there is of Clapham to Wimbledon.

Bromley shows that it has a greater sphere of influence by having more of certain areas visiting for example Beckenham, Catford, Croydon, Clapham and Streatham are a few of fifteen areas that come into Bromley for one reason or another. Whilst Wimbledon has only ten including areas such as Richmond, Putney, Clapham and Carshalton.

Therefore after close analysis I can conclude that Larger Centres do have larger spheres of influence.

### **Conclusion**

In conclusion it has been proven that larger centres do have large spheres of influence, as people are willing to travel further and further for a better quality of goods and range of shops.

The results are unique considering that Clapham managed to be in both spheres of influence.

Problems that may have defected my data was that Bromley was taken on a weekday whilst Wimbledon was taken down on a weekend this may vary the results because people will come further distances on weekend rather than weekday when they are stuck at work.