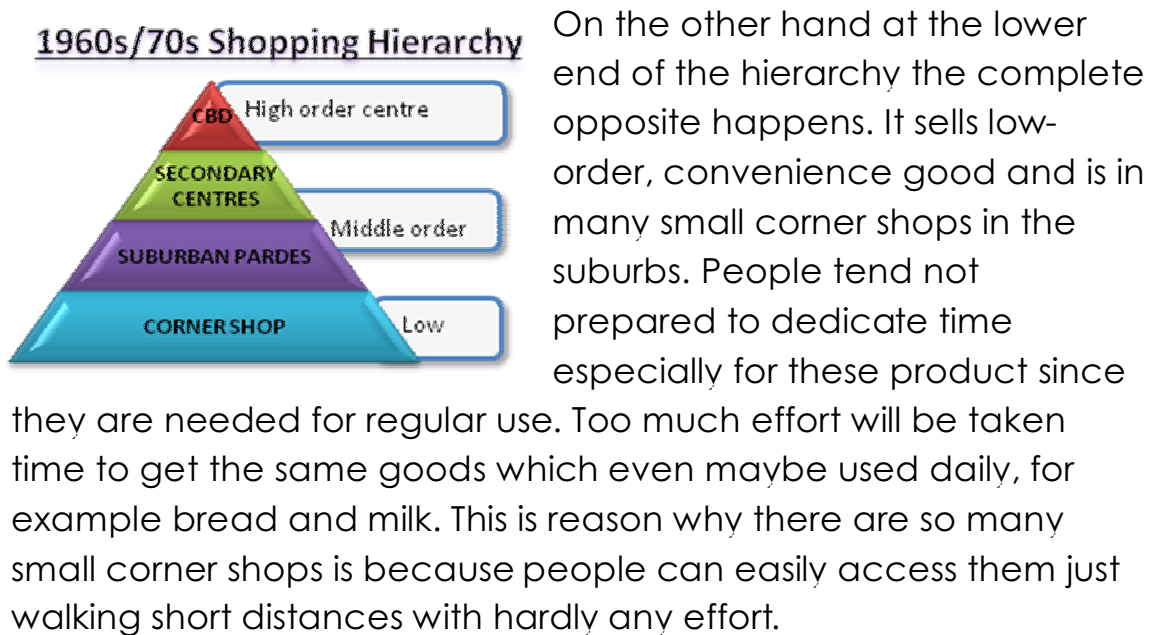


The Theory

Shopping Hierarchy

Firstly I will talk about the shopping hierarchy. The shopping hierarchy system works by highest being at the top that means that it has increasingly higher-order goods with comparison and specialist shops and this in one city centre. At the top of the hierarchy are more likely and more willing to travel longer distances as they people target and focus on particular item. The reason people do that is because the shop are specialised and for that reason people attend to The Central Business District's (CBD) less consistently.



In the middle to there are two sections. The higher section in the middle is has a small number of shopping zones along side main roads directly into city centre. Then the lower section of the middle section has numerous suburban shopping estates.

This theory in may be opinionated as out dated bearing in mind it was made in 1960s/70s. Now at the top is the a new category all together called regional shopping centre and out of town superstore like Bluewater because of improved mobility for

example :the result of increased car ownership and more advanced London transport people can travel further to shops, visit shops with a broader range and quantity of stock and buy in larger sizes. I agree with this opinion because it is current dated and because the old theory will have changed. Also because of the way transport is dramatically advancing people can reach places easier than 40 to 30 years ago. Also train developments are doing on in Greenhithe near Bluewater. On this website shows some development:

<http://www.infotransport.co.uk/trains/station/49>

The diagram of the "Modern shopping hierarchy" shows at the top that the shopping centres like Bluewater have over taken the CBD this has as effect on all of the whole of the hierarchy has been effected because of the CBD, secondary centres,



suburban parades, corner shops have gone down one place in the hierarchical system. So putting this theory in practise by putting it in the area this study is located. According to the therapy it says it Bluewater, has affected central London's CBD, Bexleyheath, Woolwich and corner shop negatively.

Some ideas were influenced by:

<http://www.geography.learnontheinternet.co.uk/topics/hierarchy.html>

In collusion the diagrams of the shopping hierarchy shows what really is going since in really seem to go in accordance in what is going in the study area. Prove of this is this that suburban shopping centres selling middle order to high order goods seems to fit Bexleyheath's description as it advertises a large number of high and low order goods. Again providing evidence the trueness the

theory as Woolwich matches suburban shopping parades sell mainly medium order goods. Once more this seems to fit as here there are many convenience stores, and comparison stores are often selling cheaper versions of expensive goods.