

"Regional shopping centres have an impact on the surrounding areas"

Discuss



Regional shopping centres always have an impact on the surrounding areas. Regional shopping centres were built to create an out of town more upmarket easily accessible shopping experience with copious amounts of easy accessible cheap parking. These are good for the public as they have an easy to get to variation in shopping facilities but for business it can be both good and bad, especially for the business' in the centre of towns. This is because the centre of town shops rely on the surrounding population to shop in there local town centre.

Regional shopping centres can have a bad impact because they draw the customers from the centre of town shops to the shopping centres. This is due to the fact that most town centres have an annoying one way system and the customer has extra expenses when shopping like parking fares; and these can be quite expensive close to town centres. Even then you have to walk quite a while to get to the shops due to the parking being a distance from the shops. This is in contrast to the shopping centres which have trains running in close proximity to them; so people can travel long distances without the worry of their cars. Also the shopping centres are always close to the motorways so they are easily accessible; they also have free or cheap parking with lots of spaces. Shopping centres are covered as well so you can shop even when it's raining. This can be turned into a good thing though as it has forced town centres to specialise their shops; because for example Bluewater is an upmarket shopping centre trying to replicate London's west end this has forced Gravesend town centre to lose many clothes shops and focus mainly on basic amenities and other downmarket goods. Shopping centres have also given a challenge to town centres to try and fight for their customers back, for example Gravesend town centre has become a pedestrian zone so people feel more safe walking through the town and also it has created covered small shopping complex's of its own. To try and persuade people that Gravesend is an all weather town centre.



There are downfalls to the shopping centres as they are an eye sore which can sometimes put people off going there and making people move away because they do not want to live right next to the new busy roads.



There are also a lot of positive impacts, such as these are tourist attractions so more people visit the area and shop at the other places in the area as well which creates more business for the companies nearby. Another positive is the shopping centre will draw people to the area so population will go up in the surrounding area and this will create more business for other shops in the vicinity. The increase in demand of people wanting to live near the famous shopping centre will mean that house prices will soar up improving the economy vastly. The shopping centre would also increase employment in the area massively (4000 people applied for jobs at Bluewater before it was even built) which means the wealth of the area goes up which means more spending money for the shops and business' nearby, this boost in employment also boosts the economy (boosts local area economy £45 million a year). This extra employment is mostly in the service industry which is what the shopping centres draw most of their workers to. Most people around the Greenhithe area before Bluewater were working in the primary and tertiary industry. But after Bluewater was completed there was almost no primary industry in the area and tertiary industry had skyrocketed.



Overall out of town shopping centres have a massive impact on the surrounding area, this is mostly good impact but there are a few downfalls. The positive impacts outweigh the negatives so a shopping centre is a good thing to have to strengthen the economy and boost employment and the status of the area.