

Introduction

I am studying Portobello Road, which is in Central London in Notting Hill. Portobello road is going through a change from what it was like in the 1950's. Portobello road is going through gentrification, which means an area going through a negative or positive change. This coursework is going to show if Portobello Road is going through gentrification and answering these key questions will prove whether my hypothesis is right or wrong. The hypothesis for this coursework is to **prove whether Portobello road is going through a period of change.**

The Key Questions

What was Portobello Road like in the past?

The answer to this question will give me information on the history of Portobello Road and will show whether shops have changed. This will also show whether Portobello Road has as much of a variety of shops, as there are now and how the relationships with different cultures, the reputation of Portobello Road and compare to the relationship now to prove whether Portobello roads is changing.

What is Portobello Road like today?

The answer to this question will give us information, which I will compare to the past Portobello Road and decide whether Portobello Road is going through gentrification or not. Changes such as the relationships between cultures, the wealth of residents and reveal shops that are still there or if they have been overtaken by chain stores.

Why is Portobello Road changing?

The answer to this question will verify whether Portobello road is changing and will show in detail. Detail through specific comparatives such as the relationship between races, the change in shops and the look of the street maybe because of the new reputation, the change in time. Or maybe just for the sake of it as it has been like it was for too long answering this question while solve this.

What do people think about these changes?

This question will concern residents and get a view of the local's opinions off whether they think Portobello Road is going through a period of change. This answer can show whether they are happy with Portobello Road changing or disappointed and may discuss to the council if they are really upset.

Is Portobello Road becoming overrun by chain stores?

This question will be answered when I go to Portobello Road. The answer to this question will show one of the main reasons of change, which are the impact smaller shops getting taken over by the bigger shops e.g. small newsagent turned into Next.

Are the changes along Portobello Road changing its character?

This question is relevant to my hypothesis as this question is stating whether signs of gentrification are changing the whole reputation of Portobello road. Changes such as more chain stores coming in could mean the wealth of Portobello road increasing which is a sign of change as Portobello road is a mixed wealth place.

Are there any conflicts involved in these changes?

This question will show whether gentrification has caused conflict such as arguments between landlords or from people for jobs as there were in the past from secondary source material used in class.

What do you think will happen in the future to Portobello Road?

This question gives me the chance to use and prove whether chain stores are overtaking the smaller shops and gives me or the reader a chance to say our opinion and also to find any evidence foreshadowing the future of Portobello road.

Background Information

In the 1950's Portobello road was a place, which was affected by racism, riots, crammed with people in small houses, a poor area, was a filthy place with rats and rubbishes everywhere. This area had a very high crime rate as people stole and sold to provide for their family mainly. Competition for jobs was a huge issue in the 1950's as immigrants from the Caribbean and white residents competed for jobs, which was one of the main reasons of why the area was affected by racism and riots.

These days Portobello Road is full of media, large houses, and quite a wealthy area with trendy bars/restaurants and franchises such as Subway and the Orange shop. Today Portobello Road is a massive tourist attraction especially for its antique shops, which is mainly opened on the weekend.

The process of an area becoming wealthier and improving in quality is called gentrification, which is exactly what seems to be happening on Portobello road. This is linked to my hypothesis as becoming a wealthier and improving are signs of change. For example:



← This a picture of a few shops on Portobello road in 1966

← From: <http://nicolasvintageboutique.blogspot.com/2007/03/i-was-lord-kitcheners-valet-in-mid.html>



This picture shows shops on Portobello road today

From:
<http://www.reviewlondon.co.uk/x/portobello-market-03.jpg>

As you can see the images of shops from today and in 1966 are very different. The picture from 1966 even though not very clear as a cheap and non chain stores this shows not a very wealthy area. Whereas the picture from today shows an example of a chain store is "coffee republic" which shows wealth as hot beverages are not cheap in there in my opinion.

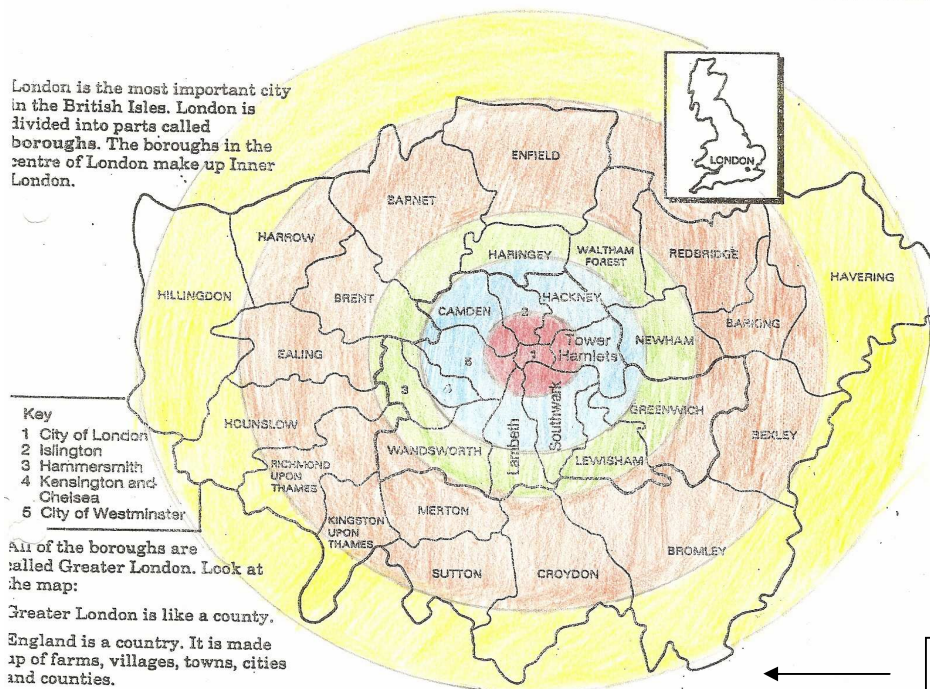
Location

Portobello Road is in the borough of Kensington and Chelsea, which is in west London. Portobello road is simple to get to, as there are plenty of buses people can use to get there such as: 7,23,27,28,31,52,70,358's and the 452 buses go to and from Portobello road. Not just buses are accessible to reach Portobello road, trains are also available. There are two train stations on Portobello road, which are Ladbroke Grove and Westbourne Park station, which are on the Hammersmith & City, line.

Portobello road is just outside the central business district (CBD). The founder of the Burgess model. This is a model designed to show wealth in an area, the further you live from the CBD the wealthier the area is. The model is split into many sections depending on the size of the area used to Burgess model. In my study I have split up

the model into five sections as shown below:

London is the most important city in the British Isles. London is divided into parts called boroughs. The boroughs in the centre of London make up Inner London.



Portobello road on this map is between the sections of factories/industry & low class residential. This shows that Portobello road is in an area that is not that wealthy. The introduction of many chain stores and the rapid increase of property prices show the change of an area, which could disrupt the pattern in this model.

This model is a primary source made by myself showing relating the Burgess model to my study.

- CBD (Central business district)
- Factories/industry (transitional)
- Low class residential (old inner city)
- Medium Class Residential (inter war period)
- High Class Residential (modern suburbs)