

Is it possible to identify the sphere of influence of Grantham using the local newspaper?



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This is a project demonstrating Grantham's sphere of influence and describing how this affects other towns and villages. Data will be gathered from different sources, for example Grantham Journal (the towns local newspaper). The data will then be recorded and analysed to draw a conclusion on Grantham's sphere of influence. It will show how other settlements rely on Grantham's services.

The project will be complete with a collection of raw data directly from the source; in this case the source will be the Grantham's local newspaper. A maximum of three newspapers will be collected and data will be gathered. The newspapers being used are from the 29th of August and the 5th, 12th of September 2008. A frequency table will show how many mentions a village gets throughout the paper. To do this we will have to go through the journal and highlight/record all adverts, incidents, sales (housing, cars and personal belongings), interviews and events. This will show a rough estimate of the sphere of influence.

On Monday the 22nd of September an interview will take place with the Grantham journal where we can ask questions helping us to come to a conclusion. Representatives of the class will record the questions, this will then be photo copied and recorded. The interview will require several questions about the sphere of influence and the sale pattern of the journal.

The journal is sold weekly and is sold throughout Grantham and surrounding settlements, with the data the journal supply us with we can show a sales pattern of the journal and also the sphere of influence. This would help conclude the project.

From the interview we hope to find out the sales figures of the journal as Grantham has a population of 34,592 and up to 18,000 households (including Great Gonerby).

The sphere of influence (market area) is a geographical term, it may be defined as the area served by a particular settlement. The sphere of influence depends entirely on the size and seceices of a town and surrounding villages, the transport facilities available and the le vel of competition from rival settlements.

Aside from the sphere of influence I hope to provide other accurate information about the journal. By using sales figures I can find out the threshold population of the journal (the minimum number of people needed to ensure that demand is great enough for a special service to be offered to the people living in that area). I can also estimate the range of the journal by finding out the maximum distance the journal is read on a weekly/monthly basis.

The journal is only one of Grantham's many services, I hope to collect a sphere of influence from another source (the nottingham building society) to show comparison with the journal. This will show how widely the journal is influenced compared with other services. This second sphere of influence will be secondry data as It will be collected from the Nottingham building society, not drawn up by myself.

I will also hope to find out sales figures from 1990 to show the towns rapid increase in population, this may show how the much the sphere of influence has grown/expanded.

Incidentally the sphere of influence (market area) of the Grantham Journal will be shown on a map of the east midlands and it will be enclosed in this project.

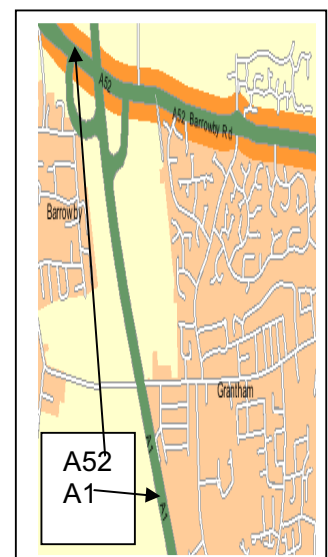
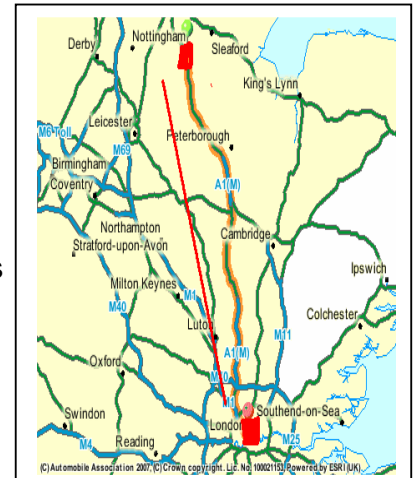
Grantham is located in the east midlands and is approximately 177 kilometres away from the capital London. It is a market town and originally used for collecting and distributing products for surrounding farm areas, today it has expanded and now is classed as a large town. Grantham provides many services including several shopping areas, hypermarket (Asda), a railway station and bus station, hotels, banks, town hall, small hospital equipped with A&E (accident and emergency) and a small football team.

Grantham is in the south Kesteven district of Lincolnshire and was founded in 1086. Grantham has a few famous services like the "angel and royal hotel" where many prestigious and royal people have stayed. Grantham is also home of the King's school where Sir Isaac Newton attended. All these famous services attract people to the town and have a major influence on the surrounding area. The journal will help show us the ways these locations attract their market.

The town has a large influence already, mainly the East of England with attractions like Downtown and St Wulframs church. Grantham is easily accessed with rail links (east coast line). The trains are used to transport goods and citizens between locations. The train service of Grantham is heavily influenced by local town Nottingham. There are two main roads located in and around Grantham; the A1 (London to Edinburgh) which runs aside Grantham and the A52 (Runs north-east from Newcastle-under-Lyme and terminates at Mablethorpe on the Lincolnshire coast) which runs through Grantham.

The easy access of Grantham will affect the sphere of influence tremendously as it shows us that it is easily located and requires no hassle to get there. Also while people are travelling on the A1 & A52 they can stop off and "rest" at Grantham. This will improve the sales and profits of local businesses. With excellent facilities Grantham still keeps attracting people from long distances. Grantham is also known as a Route Centre as at the confluence of several natural routes resulting from economic development.

While collecting all data it will be considered that the sphere of influence depends on the data you have collected. Using the Grantham journal the sphere of influence will be relatively small compared to Downtown Garden Centre, as most towns have a local newspaper unlike Downtown which is one of two (Grantham and Boston). This points out that the sphere of influence entirely depends on the service provided by shops and businesses.



While Grantham has many factors effecting the growth of the sphere of influence but it halted as other settlements providing similar services, the main competitors to Grantham are Newark(25.3 km) and Lincoln (54.8 km).

I would also like to make a Spearman's rank correlation coefficient table for population of village and times mentioned in 3 copies of the journal, this will show the importance of a local village and help with the sphere of influence.

The sphere of influence is vital information for services as it helps calculate the threshold population, this helps sevicees tell that they are going to make a loss or a profit per annum. Occording to "The new wider world" 350 people are needed to keep a village shop running and 60,000 people are needed to support Sainsburies, from these figures I estimate the Journal will rely on about a 1000 people, but the figures collected from the Journal will be exact.

I will be possible to provide a sphere of influence for Grantham but it will not be exact and using other sources and primary/secondry da ta I shall make it more accurate.