

# Clone Town Britain Survey II

## Home Town or Clone Town?

The Clone Town Britain Survey II is designed to determine whether your town has become a Clone Town increasingly indistinguishable from dozens of others around the country; or whether it survives as a Home Town, distinctive and recognisable as a unique place.

The Clone Town Britain Survey II is simple. It should take no more than 30 minutes and can be completed while strolling along your local high street.

## How to do the Survey

### 1 The route

Start at the place you consider to be the heart of the high street of your town. To do the Survey you simply need to walk along the high street and record the first 50 shops you pass. Services such as post-offices, banks, benefit offices, job centres, doctors' surgeries and public buildings should not be counted. Ideally you should record 50 shops, but certainly no less than 40 and no more than 60.

### 2 Filling in the Survey

As you walk along the high street, fill in the form on the reverse side of this page. For each shop, you should note down:

- The type of shop
- Whether the shop is independently owned, or a part of regional, national or international chain.

The ownership of the shops on your high street is crucial to understanding its homeliness or 'cloneliness'. If you're not sure, go in and ask one of the staff.

### 3 The scoring

Once you have filled in the survey for 50 shops on your high street, you are ready to score your town and see whether it is, or is on its way to becoming, a clone town. This is determined by the number of different types of shops (i.e. diversity), and the number of chain stores versus independently owned shops (i.e. identity).

Follow the simple steps below to calculate your town's score:

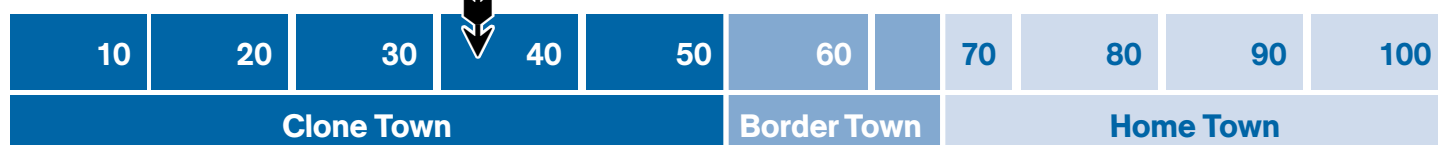
1. Add together the total number of types of shop on your high street.
2. Add together the total number of independently owned shops on your high street.
3. Multiply the total number of independently owned shops by 75, then divide this by the total number of shops.\*
4. Finally, add the total number of types of shop to this calculation. This gives your 'Clone Town Britain' score.

## Example: 'Blandton'

A survey of 50 shops carried out on the high street of 'Blandton' found 18 different types of shops. It also revealed that, out of the 50 shops counted, 10 were independently owned and 40 were chains. 'Blandton' therefore received the following score:

$$\text{Clone Town Britain Score} = \frac{10 \text{ (no of independent stores)} \times 75 = 750}{50 \text{ (number of shops)}} = 15 + 18 \text{ (no of types of shop)} = 33$$

With a score of 33 we see that 'Blandton' is indeed a Clone Town.



\*multiplying by 75 scales the index allowing us to give a 'Clone Town Britain' score between 0 and 100

The Clone Town Britain Index measures both the identity and diversity of outlets on the core of the high street. It weights more for identity because ownership is critical to the health of the local economy and community. But diversity is important, and so is also included. Towns scoring below 50 on the scale are classified as Clone Towns. Over half of the stores counted are chains, and there is little diversity. Towns scoring over 65 are classified as Home Towns, where almost two thirds or more of the stores are independent, and there is a wide range of outlets. In between are 'Border Towns,' which are neither highly homogenised, nor strongly independent and diverse.

# Clone Town Britain Survey II

Town: \_\_\_\_\_ Name of high street: \_\_\_\_\_

## Shop Count

Type of shop	Independently owned	Chain store
1 Food retailer (butcher, baker, supermarket, etc.)		
2 Newsagents/tobacconists		
3 Stationery/books		
4 Department and catalogue stores		
5 Restaurant/takeaway/fast food/coffee shop		
6 Pub/bar		
7 Off licence		
8 Professional (insurance, accountancy, legal, etc.)		
9 Estate agents		
10 Health care shop/pharmacy		
11 Household items (furniture, kitchen, etc.)		
12 Clothing retailer (shoes, accessories, etc.)		
13 Cinema/theatre		
14 Electronic/IT (TVs, phones, computers, etc.)		
15 Pet shop/pet supplies/vets		
16 Barbers/hair salons/beauticians and cosmetics		
17 Toys/sports/cycling/outdoor leisure		
18 Mechanics/car accessories/petrol station		
19 Music/games/DVD/video (includes rentals)		
20 DIY/builders' merchant		
21 Garden centre/florists		
22 Dry cleaning/laundrette		
23 Travel agents		
24 Camera/photo developing shops		
25 Post Office (please count a sub post office as independently owned, and Crown Post Offices as part of a chain)		
26 Other (betting shop, casino, taxis, antiques, watch repairers, charity shop, cobblers, jewellers, etc.)		
<b>TOTAL</b>		

No. of types of shop \_\_\_\_\_

No. of independently owned shops \_\_\_\_\_

Total no. of shops \_\_\_\_\_

(Ideally 50, but no less than 40 and no more than 60.)

### Clone Town Britain Score

$$\text{Clone Town Britain score} = \frac{\boxed{\phantom{000}}}{\boxed{\phantom{000}}} \frac{(\text{no of independent stores} \times 75)}{(\text{no. of shops})} + \frac{\boxed{\phantom{000}}}{\boxed{\phantom{000}}} \frac{(\text{no of types of shop})}{\boxed{\phantom{000}}} = \boxed{\phantom{000}}$$

## Clone Town Rating

10	20	30	40	50	60	70	80	90	100	
Clone Town					Border Town		Home Town			