

Gary Philo Falmouth University Critical Report

HIDDEN IN PLAIN SIGHT

A discovery into what makes place identity.
A study in Great Yarmouth

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Figure 1: Photo Clown Wall. (Philo 2019)

INTRODUCTION

When you think of any place in the world you assign it an identity. This research project explores how that identity is formed and what influences its creation. As a research paper, the ideas drawn from these explorations are theoretical and will form part of a larger project which will turn these intangible notions and concepts into something tangible. To allow for an in-depth examination of this topic I will be looking at the borough of Great Yarmouth, Norfolk, UK. For the past 27 years I have lived here and feel I have a good understanding of its facets, including its history and public perceptions.

Before making informed conclusions I need to fully investigate and expand on certain core questions and ideas including; What is place? What is identity? Why do we emphasise certain aspects of a place over others? What roles do space, time, and your own experiences in life play in the formation of place identity?

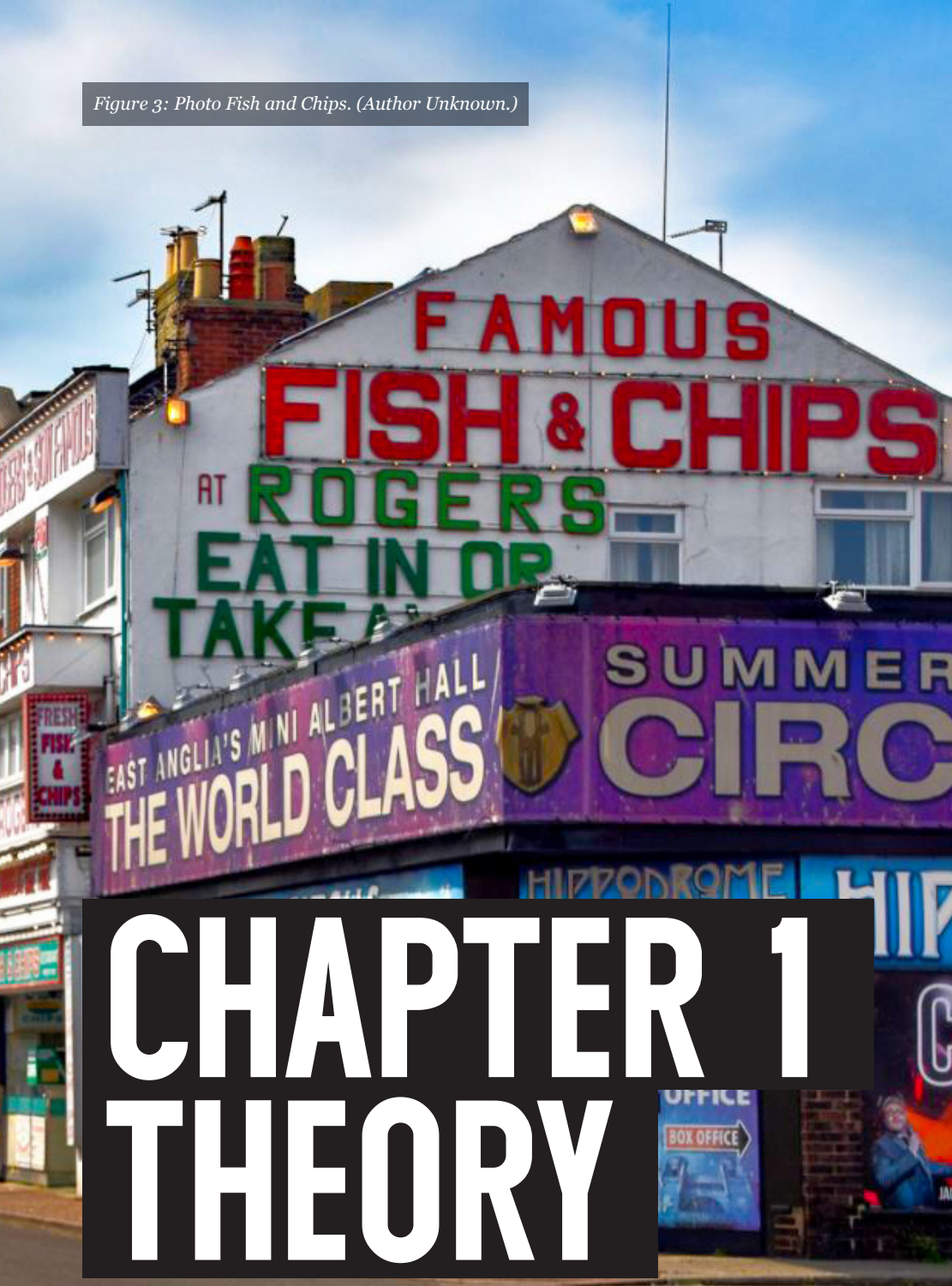
My interest in the subject is twofold. As a Graphic Designer for the local authority, it is my job to represent the borough in a favourable light. By understanding how people assign identity to a place, I hope to establish what resonates with individuals and use this in my professional practice. The project will apply parameters to establish and illustrate Great Yarmouth's identity: these theoretical tools would be applicable to other locations in the UK and around the world.

The intended audience is varied. It is for anyone who has leverage on a place's identity. It is for locals, professionals and, because of my own creative bias, those from a graphic design background. We all have an influence on the perceived character of a place, and therefore this critical report could be for anyone. I hope it will encourage readers to use all their senses to explore their surroundings and deepen their understanding. This report will only begin to scrape the surface of place and identity and its intention is to make you, as the reader, have further questions and ideas that you can explore yourself.



Figure 2: Photo Hansells Coal Office. (Philo 2022)

Figure 3: Photo Fish and Chips. (Author Unknown.)



What is Identity?

identity (n.)

c. 1600, "sameness, oneness, state of being the same," from French identité (14c.), from Medieval Latin identitatem (nominative v) "sameness," ultimately from Latin idem (neuter) "the same" (see idem). [For discussion of Latin formation, see entry in OED.] Earlier form of the word in English was idemptitie (1560s), from Medieval Latin idemptitas. Term identity crisis first recorded 1954. Identity theft attested from 1995. Identity politics is attested by 1987.

Identity is a 16th century word derived from the Latin 'idem' or to be the same. I believe that the word and term identity have developed in the modern world to mean two different things each at polar opposites. One describes a 'sameness' or a belonging to a group, while the other, describes a uniqueness strived for in terms of brand, visual or place identity. While this research paper seeks to explore the notion of place identity and therefore what contributes to a location's 'uniqueness', it is important to remember that this new definition of identity comes from a place where it means to share qualities with others to reflect who you are.

So, when did identity start to be used to highlight difference and refer to an ever increasingly smaller aspect of a person or a place?

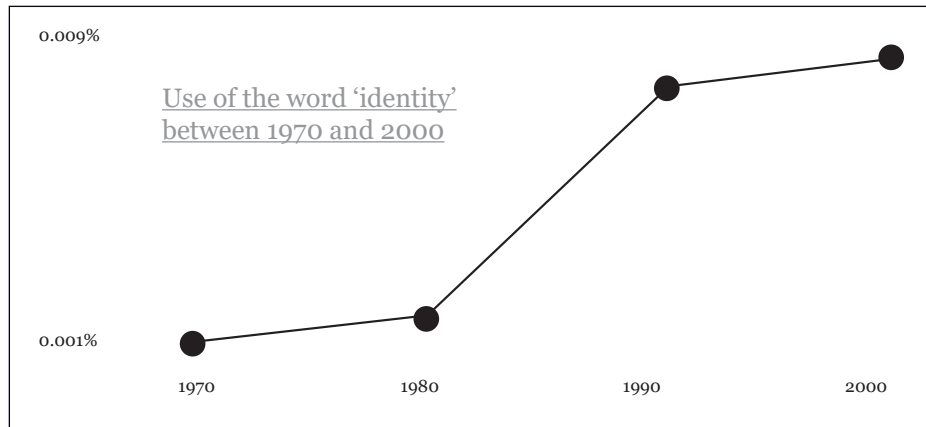


Figure 4: Ngram table showing use of word Identity between 1970 and 2000. (Google 2022)

Figure 4 above shows that the use of the word identity has increased eightfold over a 30 year period. As with many other facets of society, things are changing at an exponential rate. After the end of World War II people wanted to express themselves in new and different ways. In art, there was the Modernist movement, in music, Rock and Roll, the Beatles, Punks, Goths. It goes on. Money and peace seemed to be the perfect catalyst for individualism and an explosion in taste and fashion as society rebuilt following the war. The plethora of new ways to identify became aligned with a more communicative world meaning the number of ways you could identify became limitless. This both had the effect of making the world feel closer and further away at the same time. When the community you identify with is on the other side of the world it makes sense for you to use technology to communicate with them. However, this can be an isolating venture and when you realise some of these communities exist purely online it makes you start to think of place as an interesting concept.

'Place identity' **can** mean the area where you identify with other people, usually geographical. For example, I could identify

as a human on planet earth – in the northern hemisphere. A European, a Brit. Someone from Norfolk or Great Yarmouth. A place identity is a location which also shapes a person's identity. Can it be digital? Not sure. And maybe the answer to that one is not yet. I have no doubt that people will visit virtual spaces and those spaces will become a defining part of their personal identities in the not-too-distant future. For the purpose of this project, I will be referring to place as a physical space which can be quantified.

The phrase "place- identity" is actually a relatively modern concept and has only been used since the late 1970s. (Proshansky, 1978), describes it as a "potpourri of memories, conceptions, interpretations, ideas, and related feelings about specific physical settings, as well as types of settings"(1983, p.60).



Figure 5: Photo Outer Harbour. (Philo 2019)

What is Place?



Figure 6: Photo Duck Race. (Philo 2019)

A place can easily be identified by its tangible features – its population, geography, demographics etc. What is more intriguing, and harder to determine, are the intangible aspects. The feeling you get when you are there, its cultural influence and how the passage of time has influenced people’s ideas of its identity. Tim Cresswell, in his book *Place: an introduction*, struggles to find a definition of the word ‘place’ and remarks, “ it is a problem that no one knows what they are talking about when they are talking about place...Place, then, is both simple and complicated.”

Quantifiably then, “The borough of Great Yarmouth is a diverse coastal area, focused around two urban centres – Great Yarmouth and Gorleston – and surrounded by a rural hinterland of small villages on the edge of the Norfolk Broads.”

Other key facts include:

- Population of 99,370 residents
- The proportion of people aged over 65 is relatively high
- 25th most deprived district in UK (out of 309)
- The economic value of tourism is worth in the region of £635m each year to the borough
- 96.9% of the borough’s population identify as ethnically white
- Traditional tourism remains a key element of the local economy
- The urban area covers 8.3 sq mi (21 km²)

Geographer Yi-Fu Tuan differentiates space and place by our experience of it. He says, “Space becomes place when we get to know it and endow it with value”. A beach, for example, is just a space until it becomes that place you, ‘had your first kiss’. Then it becomes a location of significance. I suppose that this could also be applied to unvisited, or spaces unencoded with meaning. Copenhagen looks a great place to visit, however, until I go and create memories the space will remain relatively insignificant. It’s identity will also be formed in my mind by its identifiable characteristics and key locations.

It goes without saying that, just because you haven’t personally experienced a space, it doesn’t mean that it is not a place of significance for someone else.

I recently visited The Flavours Food Festival in King Street, the most culturally diverse quarter of the Town. It was amazing to experience a small part of the place they have created for themselves and the importance they put on their cultural impact. Creswell claims, “People are creating places at all scales and everywhere in a myriad of different ways.” And I believe that to also be true of identity. Depending on who you are and how you experience a place determines the resulting identity you associate with it. How then, do key themes intrinsically thread through a place to create a personality and character which is assumed by an outsider?

Not only are people creating places everywhere, they are also sharing their experiences of those places. This is extended through art, literature and film where place becomes a character in its own right.

This results in preconceptions which people take with them when then first visit a place. It is unusual to visit a place you have never heard of and therefore it is even harder to visit a place where you aren't influenced by someone else's experience of that place.

Figure 7: Photo Out There Festival. (Philo 2019)



Psychogeography

This is a relatively modern term which originates from an organization of social revolutionaries known as the Situationist International. Led by Guy Debord, he described Psychogeography as, “The study of the specific effects of the geographic environment, consciously organised or not, on the emotions and behaviours of individuals.” The situationists wanted to highlight the way in which everyday life is controlled through the geographical environment and not through individual desires and behaviours.

I like to think of it in this way – Imagine you are transported to the centre of an unknown city in an unknown part of the world. Where do you go? What do you notice – smell, hear, feel? What do you do? I don’t think these decisions are fully our own and that is down to the designed landscapes we inhabit. This is what the situationists’ describe as ‘The Dérive’, or drift, the “technique of locomotion without a goal”.

With that in mind, in its simplest terms, Psychogeography is where psychology and geography meet and how one affects the other. The term has been used by many researchers, authors, and explorers since the 1950s and they have reappropriated that word, playing with its meaning to establish new ways in which we engage and interact with our environment. And you know what? That’s OK. Even Debord described the word as having a “pleasing vagueness”.

A key characteristic of psychogeography is that of walking or wandering. Most psychogeographers are concerned with walking in urban environments – mainly cities – and this is because it is there where walking is the “main, and quickest, mode of transport.”

Places where pedestrianism is an active choice means people should ‘look up’ more. They are more affected by the environment and are more intrinsically part of the world around them. I think it is this “more than street-level gaze” which increases the directional and emotional subversion.

Of course, there are those who don’t want to be affected by the world around them. How often have you seen a commuter with their nose stuck in a book or their phone, briefly looking up to acknowledge they are on the right track before returning to their own, controllable environment? Psychogeography barely registering in their minds.

With a variety of psychogeographers providing slightly different viewpoints and approaches to the phenomenon, Merlin Coverley looks at some of the most influential characters and how they differ. On talking about JG Ballard, “an English novelist, short story writer, satirist, and essayist”, Coverley says that his work, “clearly demonstrate(s) that it is the novelist rather than the theoretician who is best able to capture the relationship between the urban environment and human behaviour.” Although Ballard shares similar thoughts to the Situationists – in that they both believe in the “banalisation of everyday life” or “loss of emotional sensitivity”. He seeks to challenge this idea of ‘boring’ by focussing on the extremes in behaviour that can result from people trying to feel again.

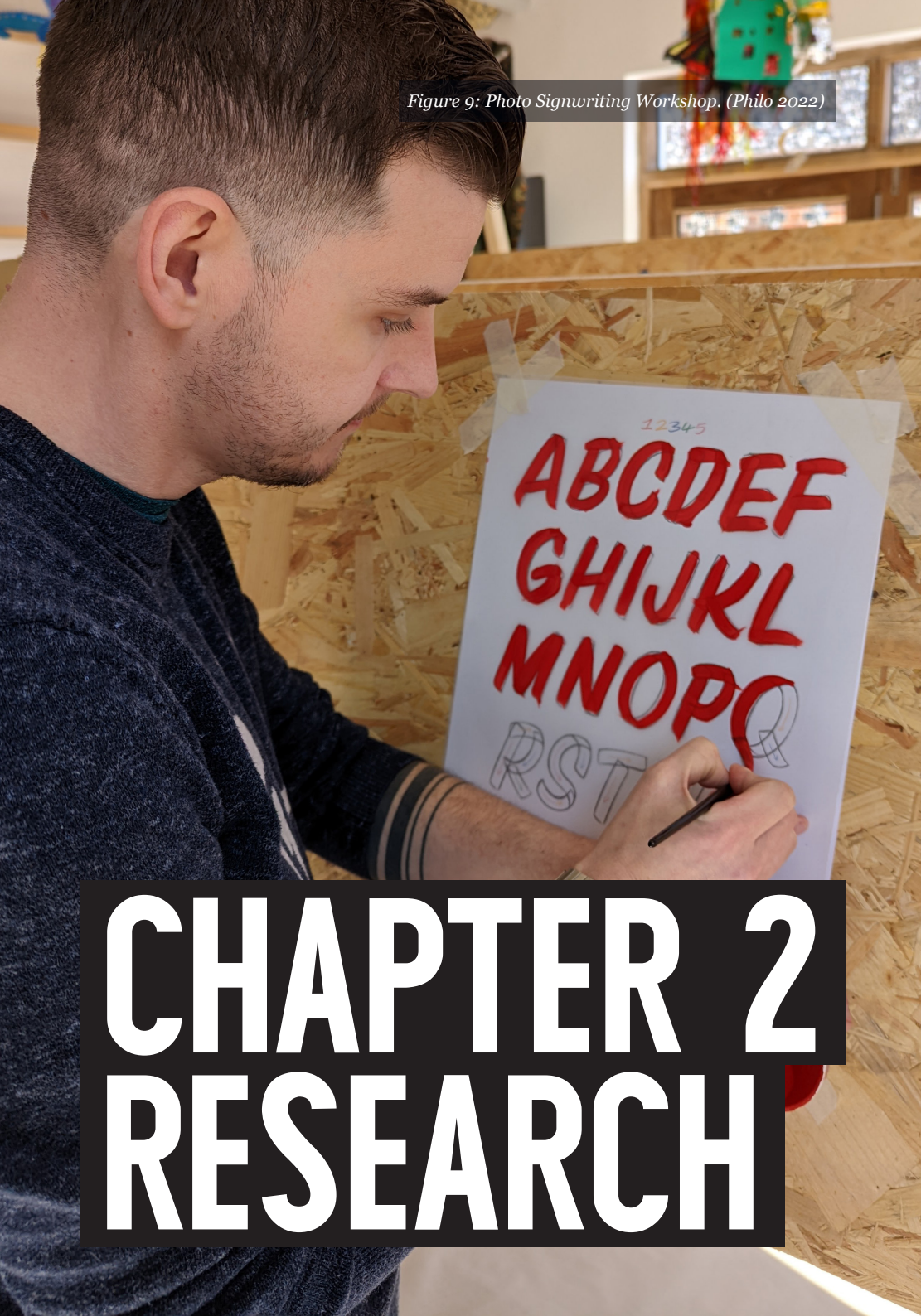
Figure 8: Photo Big Wheel. (Philo 2021)



I think of psychogeography as a method of primary research. Two people walking down the same street at exactly the same time will notice different things. By writing down how they experience their expedition allows us to identify their connected journey. I believe that it is this ‘collective convergence’ of ‘the noticed’ which creates the identity of place when seen from the outside.

Maybe the best way to look at identity of a place is to take on and research differing personas of people who have experience of the place? This list, of course, can be endless. However, I will be looking into several generic viewpoints to establish the extent of this difference in experience to highlight their own ‘collective convergences’ and what they notice.

Figure 9: Photo Signwriting Workshop. (Philo 2022)



CHAPTER 2

RESEARCH

Primary Research

As part of this project, input from others was crucial. I therefore created a survey which can be seen in appendix A. 76 responses were gathered over period of one month and the below analyses the data that was received.

Interestingly, it appears that most people focussed on the tourism side to the resort with words such as, “fun”, “seaside”, and “beach” being used most often. Conversely, some of the other used common words were, “dirty”, “deprived”, and “challenging”. Can these two depictions of a place coexist? From a lifetime of living and visiting Great Yarmouth, it appears there are two trains of thought here. Those who have lived here for a long period of time and those who have visited the location as a tourist. One of the entrants even described the place as “Schizophrenic” or having multiple identities.

Another submission chose to highlight their own experience with Great Yarmouth, “In my opinion the heydays of the 70s for me even the weather seemed better then. And life seemed less complicated.” It makes me wonder if the weather was better in the 70s? Was this just an illusion brought on by the innocence of youth? Maybe life was less complicated because the submitter was a child and yet to go to work, pay bills and have the stresses of life? Maybe the inter connectivity of society has lead to an identification of just how hard life can be and that it is different depending on where you live in the world and the socioeconomic state of the country you live in?

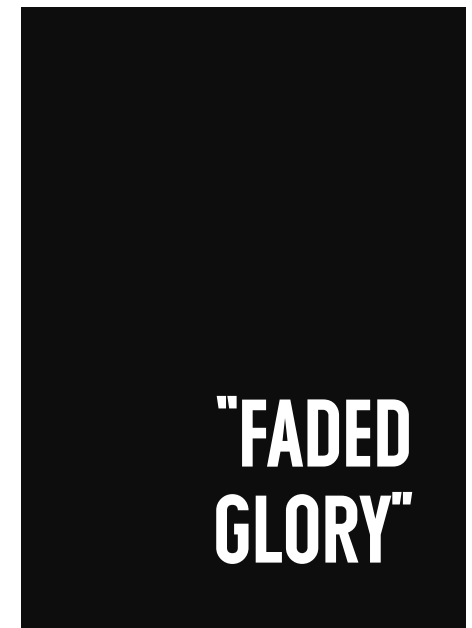
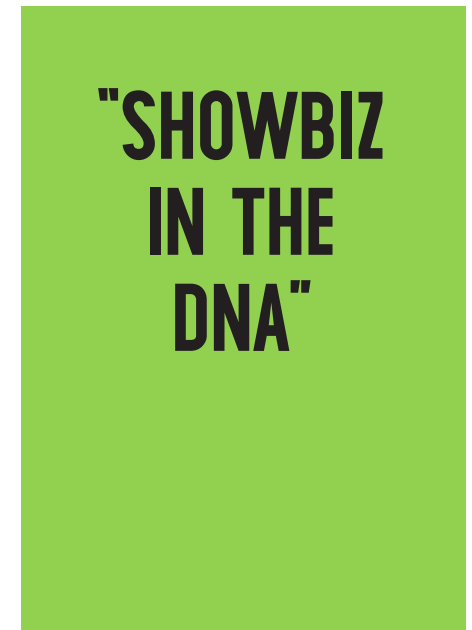
Delving deeper into the research revealed groups of thematic responses - or as I have called them, 'collective convergences'. They highlighted aspects which fit into the following categories:

- Tourism
- Heritage and History
- Performance
- Negative

In turn, I have taken some of the key phrases from the research and turned them into posters emphasising the language used by the contributors which call attention to Great Yarmouth's identifying features. Could this be the best way to discern a place's identity?



Figure 10: Photo Flavours Food Festival. (Philo 22)



Key Tourism Heritage Performance

Figure 11: Collective Convergence Posters. (Philo 22)

Who am I? Duality Personified



Figure 12: Photo Gary on Bike. (Philo C.1993)

I feel it important at this stage to tell you about myself. I can only write this essay from my own perception and my own experiences of the place and by knowing me better you will understand how I perceive the place of Great Yarmouth.

I am 35 years old. I was born at St George's Hospital London on Saturday 31 January 1987 and lived in Croydon, until I was eight years old. Great Yarmouth was only a 3-hour drive away and was a destination we as a family would visit often. In 1995 I moved to Caister-On-Sea, a village in Great Yarmouth, with my mum,

dad, brother, and nan. I met my future wife here when I was 15 years old at the local high school and remained living here until I went to university to study Graphic Design at Norwich School of Art and Design in 2005. I joined the Police in 2007 and moved to Norwich, the nearest city. We stayed living in Norwich until 2009 when we decided that family life and links to our roots were an important aspect we were missing, and we moved back to Caister. In 2014, I returned to my true passion of graphic design, slowly working my way up until I started my most recent job in 2019. As Graphic Designer for Great Yarmouth Borough Council I distinguished myself as a respected professional in my field and am now responsible for the Print and Design teams for the local authority. I therefore hold an interesting viewpoint of both visitor, resident and identity-shaper.

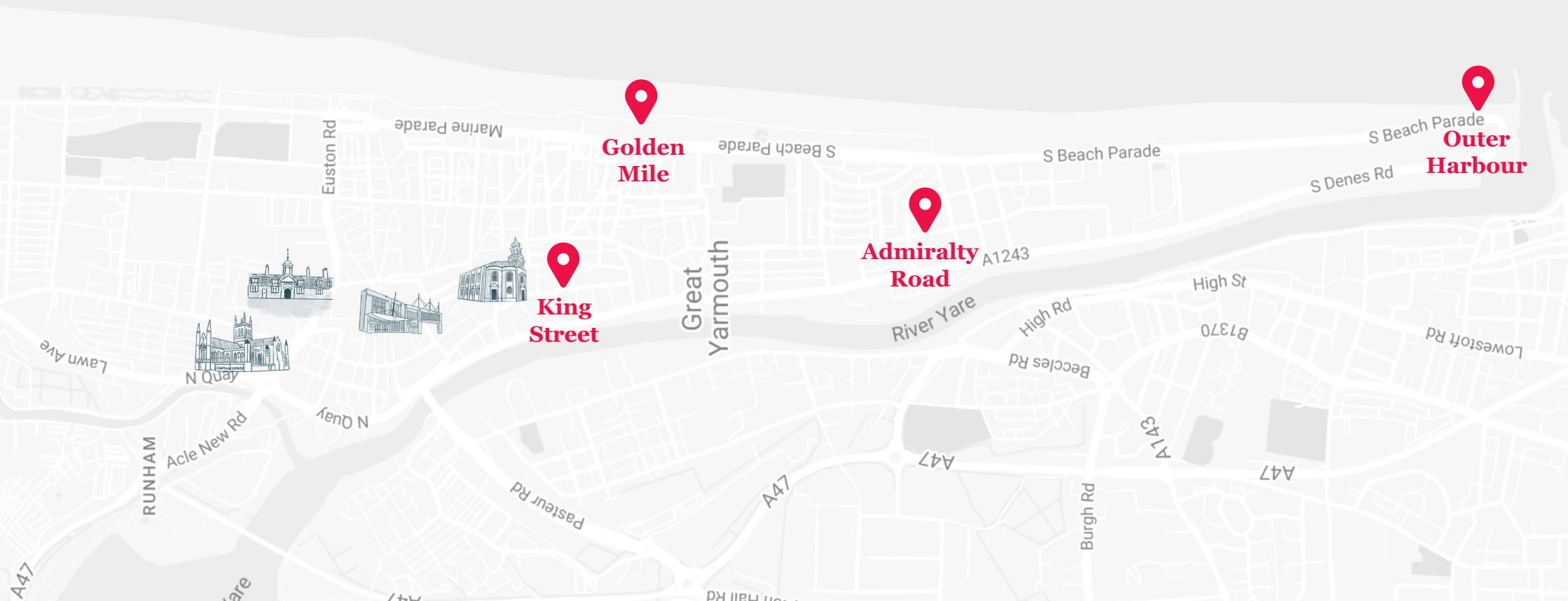
Great Yarmouth holds special memories. It is where I holidayed as a child with family. It is where I met the love of my life and where I choose to raise my children. It does have its negative aspects and has been through some tough times. However, it is seeing a resurgence with investment from many areas. It has an amazing history based in tourism and maritime and has many historical secrets which numerous visitors and residents are unaware of.



Figure 13: Photo Brothers Philo. (Philo C.1993)

Figure 14: Map of Great Yarmouth Town Centre. (Google, 2022)

Walkabout



Psychogeographers often find themselves in cities or places of intense geographical variance. Can the same approach be applied to any location? As stated previously, most psychogeographers walk in urban environments because it is where walking is the main and quickest mode of transport. I would also argue that places of tourism also fit into this category and that walking can take place in any location. Instead of walking in a linear fashion it may prove prudent in these cases to select environments of differing atmospheres and intents.

The borough profile of Great Yarmouth mentions tourism, the wards of Nelson and Northgate and the offshore energy sector. Three locations which represent these areas are; The Golden Mile, Admiralty Road and the Outer Harbour. I would also add King Street to this mix as I feel it is a site of cultural importance within the borough which highlights the mix of ethnicities that have chosen to reside in Great Yarmouth.

I ran an exercise with family and friends where they were asked to visit locations which highlights the variety of Great Yarmouth. I refer to these as ‘drop spots’ and asked the participants to note what they noticed– What they saw, what they heard and what they could smell. By standing on these ‘drop spots’ the derive was forced on the back bench and all of their senses were put on standby and encouraged to notice things. By collating their responses and measuring their collective convergences, I believe a true insight into place identity is found. As with most primary research methods, data is king. Due to time limitations, I have only been able to gather a handful of responses. However, I feel that they in themselves are telling and begin to reveal the story of each place a drop spot was used. (See appendix A)

	Golden Mile	Nelson Road	Outer Harbour	King Street
1				
2				
3				
4				
5				

Figure 15: Empty table showing the drop spots and space for user to fill in things noticed

Appendix B shows the full results from the ‘drop spots’ exercise. On analysis it appears that the convergences of things that were ‘noticed’ again fell into three distinct categories; tourism, heritage or performance. I was pleasantly suprised to find some of these things were noticed in places I hadn’t expected them to be. For example, on Admiralty Road, you could still hear the screams of the pleasure beach or the smell of fish and chips. In each location the volunteers could hear the sounds of seagulls overhead.



King Street



Admiralty Road



Outer Harbour



Golden Mile

Figure 16-19: Photo Drop Spot locations. (Philo 22)

Influential Type

When we visit a place sometimes its history is so fundamentally linked with it that it forms part of its identity. A trip to Barcelona would be strange to experience without visiting the Sagrada Familia, for example. But everywhere has a history. What happens when that history is not in your face? It hides in little details which may be missed if not noticing every small piece of architecture, signage, and accepted way of life.

Novelist, biographer and poet Peter Ackroyd developed a notion of ‘chronological resonance’, this is the idea that space is somewhat governed by history. Although in his own words, “The nature of time is mysterious.....Sometimes it moves steadily forward, before springing or leaping out. Sometimes it slows down and, on occasions, it drifts and begins to stop altogether.”

Maybe like the *dérive* of the Situationist International, it should be the role of those influencing place identity, to highlight where the place has come from and how its identity has been formed. This could be done by highlighting the parts of history which are still evident in everyday life.

Edward Casey, an American philosopher, described place as having “the ability...to make the past come to life in the present”. For me, this quote can be expanded to give deeper commentary on how we experience a place and how that has a future effect on how we continue to experience it. For example, I visited Great Yarmouth up until I was 8 years old. It represented a place of

magic, family and fun. Now I work in the place I visited as a child, it still holds that magic for me. This results in a passionate outlook and fondness for Great Yarmouth. Others, who may have grown up here, or moved here out of lack of money or choice may view Great Yarmouth in a completely different way.



Figure 20: Photo Johnsons and Sons. (Author Unknown)



Figure 21: Photo Pork Shop. (Philo 2022)

While walking through Great Yarmouth and trying to notice the often-overlooked aspects of its history, I stumbled across this ghost sign. A ghost sign is defined as, “an old hand-painted advertising sign that has been preserved on a building for an extended period of time.” During a recent workshop with the National Saturday Club on ghost signs, one of the children suggested a possible definition of a ghost sign as, “a sign written by a ghost.” I like this explanation because the person who created it is probably no longer with us. It also pays homage to the time in which it was created which is now also a ‘ghost’. As discussed previously, people look back at their own history with reverence because it reminds them of their childhood, families,

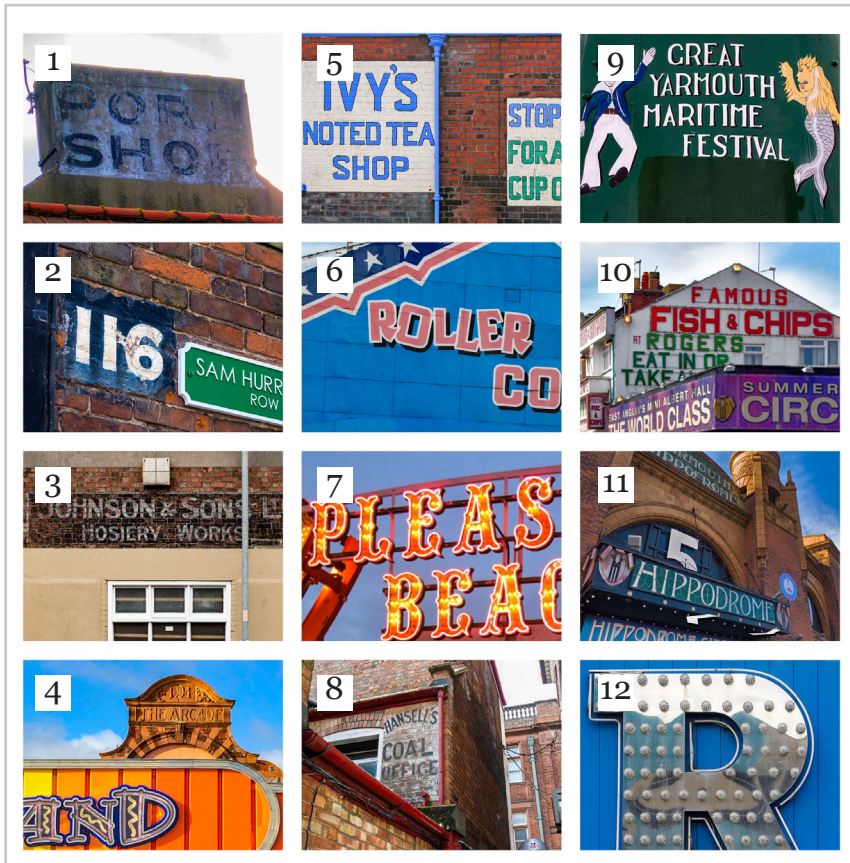
and innocence. The ghost signs, therefore, give us an insight into that time-period, those memories and what the world was like when ‘the paint was still wet’. Any good psychogeographer would relish in the fact that the ‘Pork Shop’ ghost sign on Northgate Street (pictured left), is now a pet shop. I wonder if they sell pig’s ears?

In 1762 because of injuries caused by poorly secured signs falling on pedestrians, the art of advertising directly on buildings was born. With the development of literacy and brand, signwriting became a profession in its own right. This afforded businesses and the signwriters themselves the opportunity to experiment with typography and form to denote feeling, tone of voice and style.

To me, there is a clear pathway from the signwriters who were taught as labourers in a school to those creating funfair graphics and branded elements on the side of buildings to the Graphic Designer I am today. As part of this course, one of the tutors, Stuart Tolley, said this of typography– “[it] is ubiquitous – Omnipresent and ever-present. They are like clothes for the words which can influence tone of voice and interpretation.”

Ghost signs really are a part of our living history that reflects the passage of time. G M Trevelyan said, “The poetry of history lies in the quasi-miraculous fact that once, on this earth, once, on this familiar spot of ground, walked other men and women, as actual as we are today, thinking their own thoughts, swayed by their own passions, but now all gone, one generation vanishing after another, gone as utterly as we ourselves shall shortly be gone like the ghost at cockcrow”, which seems quite apt in this context.

Figure 22: Photo Ghost Sign Montage Various. (Philo 2022)



Looking round at the ghost signs of Great Yarmouth, it became apparent there were two main styles. One which represents a clear conveyance of message and one that has been created to evoke feeling of holiday, fun and joy. With the redundancy of hanging signage, proprietors wanted a sign that was easy to read, stood out and got them noticed. From what I can tell, it is how this type of signage developed. Initially created to be read by passers-by, then stylised to stand out and eventually developed into brands that people would associate with certain emotions, standards, and products.

In addition to typography adorning facades, proprietors began to experiment with other ways to make their premise stand out from the rest. Today, this is achieved by neons, built up signage and lighting. Historically, this would have been accomplished by incorporating into the architecture: literally carving your name on the side of a wall.

- | | | |
|-------------------------------------|--|-------------------------------------|
| 1. Pork Shop, Northgate Street | 5. Ivy's Tea Shop, Southgates Road | 9. Maritime Buoy, South Quay |
| 2. Row 116, Sam Hurry's Row | 6. Pleasure Beach, Golden Mile | 10. Fish and Chips, St Peter's Road |
| 3. Johnson and Sons, Admiralty Road | 7. Pleasure Beach, Golden Mile | 11. Hippodrome, St Georges Road |
| 4. Leisureland, Golden Mile | 8. Hansells Coal Office, Row 72 Haynes the Peruke Maker's Row. | 12. Silver Slipper, Golden Mile |



Figure 23: Photo Arnolds Architecture. (Philo 2022)

An example of this is the Arnolds Department Store at the top of Regent Street. Between each window is a delicately carved letter ‘A’ which would become synonymous with its brand.

“A customer visiting the Arnolds Department Store could ride in a large, windowed cage lift with a visible counterweight (situated in the building that is now 181 King Street). The lift, which was operated by an attendant, carried customers to Arnolds Grand Restaurant, a top floor dining area where 1920s customers could enjoy table d’hote luncheons, afternoon teas, and daily live music. For gentlemen, a smoking lounge was provided. In the 1950s, the richly furnished restaurant remained, greeting customers with dark red patterned carpets, brocade curtains with valances, heavy oak tables and chairs, pillars, and starched white tablecloths. The waitresses dressed in uniforms fashioned on those worn by ‘Nippies’, who were serving staff at J. Lyons & Co. tea shops (London). The Arnolds restaurant was also host to off-season dinner dances.”



Figure 24: Photo Nippy Waitress. (Getty Images 1930)



Figure 25: Newspaper Arnolds Advert. (British Newspaper Archive 1921)

The department store used the letter ‘A’ as a tool for notoriety. With big windows engulfing the lower level to showcase their wares and sophistication. They did not need wall painted signage, nor did it promote the right image. Instead, they integrated the owners’ initials in the building’s façade. This initial was then used to advertise the store in newspapers and magazines. At its height, Arnolds Department Store was the biggest and best in East Anglia and had a reputation for a high-class shopping experience. The ‘A’s adorning the architecture, can still be seen today if urban explorers have the mind to look up.

Tourism and The Show

During World War Two, the Holidays with Pay Act 1938 was introduced which was “legislation of the Parliament of the United Kingdom which provided for paid holidays for working class employees.” I can’t even begin to image what it was like during the war or indeed the relief and exultation of succeeding in 1945. Add to that the ability to now holiday without losing pay and the atmosphere and excitement of journeying on a train or boat to spend a couple of weeks near sun, sea, and sand, and you can start to understand the importance of the Great British holiday. Great Yarmouth was one such popular destination and, in an attempt to stand out from the crowd, illustrators and designers were employed to create exciting marketing collateral.

Often hand painted and then replicated, this allowed designers to really experiment with type and style. I was fortunate enough to look in the Tourist Information Centre’s archive before it closed to the public and found the following images. You might think it strange to use elephants to advertise Great Yarmouth. That is until you find out the Hippodrome Circus used elephants and they would often be seen walking on the beach.

Great Yarmouth has been renowned for performing arts ever since the early 1900s when the Hippodrome was built, “[it] has been dubbed one of the seven wonders of the British seaside. It is Britain’s only surviving total circus building, built in 1903.” The circus continues to put on seasonal performances for visitors and residents alike and has been ingrained in what it means to be from Great Yarmouth for more than a century.



Figure 26-29: Posters Tourism. (Authority Board. Dates Various.)



Figure 30: Photo Regent Theatre (Cinema News and Property Gazette of July 31st 1924)

The town has also boasted an amazing number of venues for watching entertainment including, The Regent Theatre, The Empire Theatre, The Royal Aquarium, The Pavillion Theatre, The Gem Theatre, The Gorleston Pavilion, and the Theatre Royal (later the Regal and ABC). It attracted legendary performers including the Beatles who visited twice in one year.

“Great Yarmouth’s cultural landscape is broad and encompasses our society and our values. It is represented in our heritage, our art, our buildings and dance, our folklore and cuisine, our songs and dialect, it is in our customs and our timeless connection with the sea and the land.” 2020 Culture, Heritage and Tourism strategy

Today, performance is still seen in Great Yarmouth. The acrobats and jugglers are still playing for audiences at the Hippodrome: stars of screen are still getting raucous laughs at The Pavilion

Theatre on Britannia Pier and thousands of visitors come each year to see the spectacle which is the Out There Festival.

“Out There has established an international reputation for its exceptional, innovative and diverse programme. Regularly attracting more than 60,000 people to Great Yarmouth each year.”

In addition to the Out There Festival, Out There Arts, supported by Arts Council England, provide learning opportunities for local communities which include circus skills and performances. This has informed a wider strategy as part of the Town Deal funding where the historic Ice House will be transformed into a National Arts and Circus Centre by April 2024. This all links with the Culture, Heritage and Tourism strategy which says, as in the quote below (figure 24):

**“IN GREAT
YARMOUTH YOU
CAN WATCH IT
AND YOU CAN BE
PART OF IT!”**

Figure 31: Quote from Culture, Heritage Strategy. (GYBC 2021)



Figure 32: Photo Maritime Festival. (Philo 2022)

Figure 33: Photo Out There Festival (Philo 2019)



CHAPTER 3

OUTCOME

Conclusion

Place itself is quite difficult to define and therefore the parameters of ‘place identity’ are also tricky to pinpoint. Great Yarmouth is a borough. It’s also a town. However, it is also made up of an endless amount of ‘places’ of varying scales created by its inhabitants. For the purpose of this research project I have decided to focus on the borough and more specifically, the town of Great Yarmouth. With just shy of 70,000 residents, the town is made up of a relatively aging, white and deprived population. In addition to the residents, Great Yarmouth enjoys an abundant tourism sector which is worth more than half a billion pounds each year. For that reason, a clear divide has presented itself in terms of how people experience the place and what value they endow it with.

Guy Debord and his ‘situationists’ concept of the *dérive* is something which takes most control of us when we are strangers to a place. As we continue to experience a location, we learn about its hidden and lesser seen aspects. The *dérive* is therefore important in the generation of a places identity. It pays for Great Yarmouth to point visitors towards the glitz, glamour and spectacle of its Golden Mile and tourist attractions and away from the less desirable areas that come with depreivation. From personal experience, the local community falls into two further subsets of society, those who actively engage with tourism and those who avoid it. Many events and festivals held across the borough are free to enjoy, for example, the Out There Festival, meaning wealth does not have to be a contributory factor.

Another aspect to Great Yarmouth's identity, which is vital and free to experience, is its rich cultural heritage. People in my survey referred to a 'heyday' of Great Yarmouth. I believe this recalls a time when the Great British holiday was new, and the norm. People actually enjoyed the British weather and 'kiss me quick' atmosphere as they didn't know any different. This romanticised viewpoint of children of the 1950s remains in the mindset of adult residents today. If the beach of Australia was down the road, wouldn't you be there all the time?!

People now have a direct comparison they can make with destinations across the world. This, of course, also seeps into other parts of our everyday lives, including work, economics and politics. Perhaps the world knowledge we have today can sometimes be overwhelming? I honestly think the best way to address this is to be proud and enjoy your own environments. Make your place a little bit smaller. For example, take Great Yarmouth's history and heritage, why not look into the stories of the places around you? In some cases this can be as simple as looking up and noticing the ignored. I have had great enjoyment from looking for ghost signs and then finding out where they came from, why it was used and learning the story of its creation. But I suppose you have to be open to this as a notion. For every year you live in a location, you seem to step away from the *dérive* and head down a road where noticing things is not a priority. In fact, when a place becomes somewhere you purely exist, you have little recognition of its identity, history or atmosphere.

With that in mind, I believe that Great Yarmouth, as a place, has many identities and these are primarily based on who you are – I am a lover of Great Yarmouth. I have experienced its tourism offer, I am a resident and I work to make the place better for all. Absolutely everyone experiences Great Yarmouth in a different

way, at a different age, with different reasons motivating them. Throughout these journeys people will experience certain things in a similar way and it is this 'collective convergence' which creates a generic personality.

I believe that this collection of 'noticed things' fall into three categories which make Great Yarmouth unique. They are; heritage, performance and tourism. If you take these three core themes out of Great Yarmouth you lose its sense of place. But don't take my word for it. Come to Great Yarmouth. Experience everything it has to offer. The tourism derive, the unnoticed, the show. Only then will you be able to understand what Great Yarmouth is.



Figure 34: Photo Easter Fair. (Philo 2022)

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APPENDIX A - SURVEY RESULTS

APPEDIX

What is the identity of Great Yarmouth?

1. Page 1

1. When you think of Great Yarmouth, what do you think of?				
Answer Choices			Response Percent	Response Total
1	Open-Ended Question		100.00%	76
1	16/03/2022 10:15 AM ID: 187177952	My home and classic seaside summer activities.		
2	16/03/2022 10:21 AM ID: 187178708	Home and family memories		
3	16/03/2022 10:23 AM ID: 187178964	Lovely sea front, beach and pleasurebeach		
4	16/03/2022 10:32 AM ID: 187180178	Beaches and Norfolk Broads		
5	16/03/2022 10:48 AM ID: 187182252	Seagulls Sand Disrepair		
6	16/03/2022 10:58 AM ID: 187183684	Beaches, fishes and chips, ice cream, donuts.		
7	16/03/2022 11:14 AM ID: 187186281	i think of town , going up town and shopping. and i think how people are dodgy		
8	16/03/2022 11:22 AM ID: 187187147	Beach, ice cream, family fun		
9	16/03/2022 11:25 AM ID: 187187538	Fun, excitemen, happy visitorshow		
10	16/03/2022 11:38 AM ID: 187189154	Home. The beach, walking along the waters edge with my dog. Coming home from holidays and seeing the Caister water tower come into view on the horizon from the Acle straight.		
11	16/03/2022 11:51 AM ID: 187190928	Seafront		
12	16/03/2022 12:14 PM ID: 187193670	Beach		
13	16/03/2022 12:16 PM ID: 187193878	An outdated seaside resort still stuck in the late 60's early 70's that still today tries to cash in on a long gone reputation of a family holiday destination complete with kids me quick hats and Donkey rides. Somewhere that drastically needs dragging into the 2020's if it wants to survive, and as a place that desperately needs the holidaymakers £'s this cannot happen soon enough		
14	16/03/2022 12:19 PM ID: 187194212	The arcades, the shops, and drugs		
15	16/03/2022 12:21 PM ID: 187194546	Seaside resort with a strong offshore industry.		
16	16/03/2022 12:50 PM ID: 187197989	Summer holidays Beach Zp falls		
17	16/03/2022 13:02 PM ID: 187199649	Seaside and market chips		
18	16/03/2022 13:39 PM ID: 187206318	Fun times, seaside amusements, huge beach, Scroby Sands wind farm, run down council houses and flats, rows of tall terraced houses that were once full of tourists and jolly landladies, a really empty town centre,		

29/07/2022, 15:11

Results Summary

19	16/03/2022 13:40 PM ID: 187206533	Drug dealing
20	16/03/2022 13:47 PM ID: 187207463	Seaside rides. Friends. Beach days. Pub crawls. But also sometimes, grime and poverty
21	16/03/2022 13:52 PM ID: 187208272	The seaside, the circus and arcades
22	16/03/2022 13:56 PM ID: 187208771	Twin identities. Seafront and town. Summer influx and winter depletion. Tourists and local residents.
23	16/03/2022 13:57 PM ID: 187208953	A run down town
24	16/03/2022 14:06 PM ID: 187210043	I immediately think of sandy beach, blue skies and brash colorful arcades during the height of summer.
25	16/03/2022 15:35 PM ID: 187220696	Seafront
26	16/03/2022 16:59 PM ID: 187228836	Fun
27	16/03/2022 17:29 PM ID: 187231392	Fun, seaside, offshore, tourism.
28	16/03/2022 19:20 PM ID: 187238798	Beach, summer parking issues and arcades as well as a declining town centre
29	16/03/2022 19:21 PM ID: 187238821	Beach, summer parking issues and arcades as well as a declining town centre
30	16/03/2022 19:26 PM ID: 187239127	The seaside, sunny days, nostalgic times, happy memories, Easter Fair, icecream, chips on the market,
31	16/03/2022 22:14 PM ID: 187247381	Amusements, chip stalls, beach, market.
32	16/03/2022 22:43 PM ID: 187248201	Bright and brash. Layered identities. New with old. Seasonal. Schizophrenic. Challenges = (missed)opportunity. Photogenic. Home. Complicated. Contested.
33	17/03/2022 06:32 AM ID: 187252377	Run down and not much to make me want to go. Seafront.
34	17/03/2022 09:54 AM ID: 187265257	Rundown town centre, empty shops and too many foreigners
35	17/03/2022 12:21 PM ID: 187284781	The seaside
36	17/03/2022 14:23 PM ID: 187304271	Seafront, market chips.
37	17/03/2022 14:49 PM ID: 187308085	Exciting ambitious and fun
38	17/03/2022 20:14 PM ID: 187337485	Herrings Seaside Nelson Snails Market chips
39	17/03/2022 20:50 PM ID: 187339529	I think of heritage and the relationship it has with the sea and river. The fun of the seafront, lights and amusements. I think of chips on the market. Donuts on the seafront.
40	18/03/2022 18:16 PM ID: 187410584	Seafront and beach
41	20/03/2022 09:29 AM ID: 187463384	My old primary school just off regent st
42	21/03/2022 12:19 PM ID: 187528307	Hidden treasures (museums), great seafront.

29/07/2022, 15:11

Results Summary

43	22/03/2022 22:08 PM ID: 187700972	A lovely beach and a place where I know I will have a great time.
44	29/03/2022 16:23 PM ID: 188221408	Seaside, walks along the beach, ice cream
45	29/03/2022 16:23 PM ID: 188221417	The Beach
46	29/03/2022 16:26 PM ID: 188221765	Work Seafront Broadland Rugby Club
47	29/03/2022 16:29 PM ID: 188222087	Amusement arcades, beach, dated image, drugs, rundown areas
48	29/03/2022 16:31 PM ID: 188222265	Run down seaside in need of update but with great seafront and plenty to do.
49	29/03/2022 16:39 PM ID: 188223094	The Beach, hot doughnuts, snail rides and crazy golf.
50	29/03/2022 16:42 PM ID: 188223370	Beach, seafront, market - However the Great Yarmouth area - the Borough covers a huge range of scenery, please don't forget to promote our beautiful broadlands, etc
51	29/03/2022 16:58 PM ID: 188224734	Family fun
52	29/03/2022 17:05 PM ID: 188225387	A great place with the wonderful mix of seaside, broads, country side and a nearby historic city (norwich)
53	29/03/2022 17:37 PM ID: 188228170	The sand
54	29/03/2022 22:17 PM ID: 188244750	The sea front, ice cream, amusements and a place to have fun with the family. Nice walks along the beach.
55	30/03/2022 07:50 AM ID: 188253124	The seaside
56	30/03/2022 08:08 AM ID: 188254012	Faded glory
57	30/03/2022 08:56 AM ID: 188257941	Beach, cheap holidays,
58	30/03/2022 08:57 AM ID: 188258149	The Beach
59	30/03/2022 09:00 AM ID: 188258605	seaside, beach, ice cream, history, fun
60	30/03/2022 09:30 AM ID: 188262347	A town of potential
61	30/03/2022 09:42 AM ID: 188263861	Home and the seaside
62	30/03/2022 09:57 AM ID: 188266044	Chips on the market, boats on the river, amusement arcades, beautiful beach and general 'seaside' / holiday feel in the Summer along the seafront. Unfortunately there are negatives and this for me is the noticeable poverty of those who live here, particularly on a normal day in the Town Centre (probably not what you're looking for in an answer!)
63	31/03/2022 08:53 AM ID: 188348223	A Holiday town with much to do from history to amusements. Entertainment and leisure
64	31/03/2022 09:25 AM ID: 188353948	sea front , beach , market, history
65	31/03/2022 17:44 PM ID: 188416495	Seaside, beaches
66	01/04/2022 12:29 PM	Home by the Sea

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2/24

https://garyphilodesign.co.uk/wp-content/uploads/2022/04/Summary_Word_1077319.htm

3/24

What	ID	Response
	ID: 188469864	
67	01/04/2022 18:49 PM ID: 188514262	walking along the seafront, chips from the market, freshly cooked doughnuts and the Snails in JOYLAND
68	04/04/2022 09:19 AM ID: 188599108	The seafront and beach.
69	04/04/2022 10:28 AM ID: 188605727	Unfortunately - deprivation. Also grit, beach, kitsch seafront, heritage
70	04/04/2022 14:45 PM ID: 188633204	A holiday resort with lots to offer surrounded by the Norfolk Broads
71	05/04/2022 15:29 PM ID: 188724256	Seaside and Breydon Water
72	07/04/2022 10:36 AM ID: 188852292	My happy childhood, filled with long hot summers spent on the beach every day
73	07/04/2022 13:16 PM ID: 188870054	Amusement arcades
74	08/04/2022 14:17 PM ID: 188944062	beach, doughnuts, sea, amusements, walks, waterways,
75	12/04/2022 08:32 AM ID: 189127030	The busy seafront full of tourists
76	12/04/2022 14:57 PM ID: 189204540	Forgotten
		answered 76
		skipped 0

2. What memories do you have of Great Yarmouth?

Answer Choices	Response Percent	Response Total
1 Open-Ended Question	100.00%	76
1 16/03/2022 10:15 AM ID: 187177952		Summertime fun along the seafront, the model village and joy land .
2 16/03/2022 10:21 AM ID: 187178708		Going to the beach as a child , walks along sea front, skating at the winter gardens , brewers chips on the market, Woolworths pick and mix ,
3 16/03/2022 10:23 AM ID: 187178964		Holidaying here when my children were small before we moved here.
4 16/03/2022 10:32 AM ID: 187180178		Happy holidays and fun family time
5 16/03/2022 10:48 AM ID: 187182252		2p Machines Sitting on the beach enjoying the sunshine with an ice cream
6 16/03/2022 10:58 AM ID: 187183684		Spending my summers on the beach, visiting the arcades and Please Beach.
7 16/03/2022 11:14 AM ID: 187186281		nothing as i live here
8 16/03/2022 11:22 AM ID: 187187147		Have lived in the yarmouth area all my life but my favourite memory is going to the seafront as a kid and going to joyland :) now this is my daughter's favourite thing to do
9 16/03/2022 11:25 AM ID: 187187538		How busy it was
10 16/03/2022 11:38 AM		My whole life! Highlights of the town itself - big events like R2 roadshow, Big

What	ID	Response
	ID: 187189154	Breakfast roadshow and T4 on the Beach in my teenage years. Nights out in town and down the seafront.
11	16/03/2022 11:51 AM ID: 187190928	Going along the seafront as a child and adult, somewhere to socialise with others
12	16/03/2022 12:14 PM ID: 187193670	Growing up there
13	16/03/2022 12:16 PM ID: 187193878	Old fashioned, a place frequented by senior citizens out on a Beano. Overpriced food and drink sold to you by miserable looking vendors who have little if no manners.
14	16/03/2022 12:19 PM ID: 187194212	I did a needle litter pick in Yarmouth and I also got stuck on the Yarmouth big wheel for an hour.
15	16/03/2022 12:21 PM ID: 187194546	Chips on the market with my grandparents. Visiting my local beach Gorleston in the summer.
16	16/03/2022 12:50 PM ID: 187197989	Summer holidays 2p falls The piers Marina Centre Playing on the beach
17	16/03/2022 13:02 PM ID: 187199649	Marina centre the place I worked till it closed
18	16/03/2022 13:39 PM ID: 187206318	Fun times. Sunshine. Laughter.
19	16/03/2022 13:40 PM ID: 187206533	Only bad ones
20	16/03/2022 13:47 PM ID: 187207463	Christmas jumper pub crawl. Waterways restoration. Circus performances and wheels festival
21	16/03/2022 13:52 PM ID: 187208272	Going to the beach with family friends and having ice cream
22	16/03/2022 13:56 PM ID: 187208771	Seaside vibrancy, entertainment, quirkiness, attractions and rides. Heights, scale, colour and uniqueness of buildings.
23	16/03/2022 13:57 PM ID: 187208953	Chips on the market, the fun of the tubs and snails at joyland, teeny bopping at Bournbon Street, noisy joy riders, the tack down Regent Road.
24	16/03/2022 14:06 PM ID: 187210043	Lots... from childhood nostalgic attractions such as Wallys Windmill (indoor play centre) to long summer days spent walking along Marine Parade taking in the sounds and sights.
25	16/03/2022 15:35 PM ID: 187220696	Waterways Punch and Judy Roller coaster and snails
26	16/03/2022 16:59 PM ID: 187228836	Happy family days
27	16/03/2022 17:29 PM ID: 187231392	As a child carnivals, model village, the snails! The traditional market and bustling town centre. Independent shops that sold everything (leaches, bargain buy, Tracey fashion), things to do, snooker halls, skating.
28	16/03/2022 19:20 PM ID: 187238798	Going on the snails in Joyland
29	16/03/2022 19:21 PM ID: 187238821	Going on the snails in Joyland
30	16/03/2022 19:26 PM ID: 187239127	Shopping every weekend in the town, going to the cinema, spending days down the seafront, driving to get an icecream from the harbour, nights out up the back pier.
31	16/03/2022 22:14 PM ID: 187247381	Joy land, snails ride, regent street shopping in summer. Busy markets and chips from the market.

What	When	Where
32	16/03/2022 22:43 PM ID: 187248201	Showbiz in the DNA. Multi cultural (even at school back in 80s). Bright salty skies. Lights.
33	17/03/2022 06:32 AM ID: 187252377	Going to Joyland and the cinema. Also going down Regent Road, watching rock being made, bowling, having a meal and being freaked out in the wax works!
34	17/03/2022 09:54 AM ID: 187265257	When the Golden Mile, the Pleasure Beach and Regent Road were bustling with holiday makers, the Wednesday and Saturday markets, having chips and tripe on the market, plenty of shops to shop in and feeling safe walking in town.
35	17/03/2022 12:21 PM ID: 187284781	Space, peace and quiet, being able to breathe
36	17/03/2022 14:23 PM ID: 187304271	Spending summers on the beach, swimming at the marina centre, visiting the market on Saturdays & going to a cafe for breakfast.
37	17/03/2022 14:49 PM ID: 187308085	Fun
38	17/03/2022 20:14 PM ID: 187337485	Fun on the beach and at Joyland with children Going to the circus Ice creams on the seafront
39	17/03/2022 20:50 PM ID: 187339529	I have lots of fond memories of Great Yarmouth. From visiting local museums with my school and family to seasonal summer excursions walking down Regent Road and along the seafront. Crossing the river by ferry first walking the seafront then regent rd. Loving visits to Model Village and Joyland. Evening visits to the illuminated waterways. Saturdays sometimes having our dinner in town at a fish and chip restaurant like Chrissies. Walking around the market hearing the calls from the stall holders. Visiting the cinemas. Seeing the fish in the aquarium at the Royalty Cinema before going into watch a film. Working down Regent Road at Peggles Gifts for several seasons. Having to negotiate people when walking along with a tray of teas to the other shop on the corner. Walking from Gorleston to Great Yarmouth along the river. The red and blue buses. Eastern Counties red buses pulling in at the Station off St Peters Road. Being able to catch a blue number 9 bus from Gorleston seafront to Gt Yarmouth. Going out to the Brunswick, The Ship and Indie nights at Tiffany's, Rosies. Seeing local bands play at the Ship and the wrestlers.
40	18/03/2022 18:16 PM ID: 187410584	Waterways, beach, seafront. Harbour
41	20/03/2022 09:29 AM ID: 187463384	Getting run over outside the savoy restaurant Radio one roadshow on the beach The big fire at the bowling alley Weekends at Wally's windmill The walkway high above the pool at the marina centre
42	21/03/2022 12:19 PM ID: 187528307	Fun with friends and family on the seafront
43	22/03/2022 22:08 PM ID: 187700972	Going to the Pleasure Beach as a teenager, riding on the snails at Joyland and walking along Regent Road. We go to Yarmouth at least every other month as we love it so much, especially the Hippodrome Circus.
44	29/03/2022 16:23 PM ID: 188221408	Going to the hippodrome as a child with my mum and dad. The smell fresh doughnuts!
45	29/03/2022 16:23 PM ID: 188221417	I grew up in Essex and to me Great Yarmouth has always been the place I came to go on holiday with my Grandparents so I have lots of memories here.
46	29/03/2022 16:26 PM ID: 188221765	Kart Racing with Colleagues and also with Family Meals at restaurants on the sea front Taking my kids to the sea life centre Training at Revolution Gym and the Marina Centre
47	29/03/2022 16:29 PM ID: 188222087	Vibrant social life during 1980 / 1990's - an abundance of shops -

What	When	Where
48	29/03/2022 16:31 PM ID: 188222265	Coming to Great Yarmouth as a child and thoroughly enjoying myself. I remember the sea and the sand dunes and the big wooden roller coaster that still looks the same
49	29/03/2022 16:39 PM ID: 188223094	Memories of all of the above, plus a brief spell living near the seafront with a border collie that used to race me up and down the garden fence! Also, remember being amazed at the Hippodrome water show.
50	29/03/2022 16:42 PM ID: 188223370	christmas shopping, waterways on a summers eve, floating down the river in the sunshine
51	29/03/2022 16:58 PM ID: 188224734	Taking the children and the fabulous beach
52	29/03/2022 17:05 PM ID: 188225387	Having lived here all my life great memories of days out locally and on the beach etc.
53	29/03/2022 17:37 PM ID: 188228170	In my opinion the heydays of the 70s for me even the weather seemed better then. And life seemed less complicated.
54	29/03/2022 22:17 PM ID: 188244750	Visiting with my grandparents as a special treat because I have mostly always lived in Norwich. GY seemed miles away as a child
55	30/03/2022 07:50 AM ID: 188253124	The golden mile
56	30/03/2022 08:08 AM ID: 188254012	Fun and depression
57	30/03/2022 08:56 AM ID: 188257941	Fun, culture
58	30/03/2022 08:57 AM ID: 188258149	I had never been to GY before I started working for the Council, but 15+ I have so many memories of the people of GY and the transformation of GY seafront and Gorleston.
59	30/03/2022 09:00 AM ID: 188258605	coming on holiday every year since before I was even born. visiting the sea life centre and the pleasure beach, the smells of burgers and doughnuts, the noise of the arcades, visiting the time and tide museum. being happy and relaxed
60	30/03/2022 09:30 AM ID: 188262347	Going to the seafront with my parents, growing up in the villages and being safe.
61	30/03/2022 09:42 AM ID: 188263861	a life time of growing up, Marina Centre, the arcade machines, spening alot of time at my nannys on the seafront in her guest house.
62	30/03/2022 09:57 AM ID: 188266044	Spending time with the family on the seafront in the Summer, donkey rides, ice creams, amusements - Joyland (mainly the snails - they are a right of passage for most children!)
63	31/03/2022 08:53 AM ID: 188348223	A bustling seaside resort in the 50's and 60's. The Winter Gardens in their heyday, The ABC theatre, and a full market place!
64	31/03/2022 09:25 AM ID: 188353948	The old swimming pool, skating rink, ABC minors, days on the beach, the snails, ice-cream and market chips. Lots of fun.
65	31/03/2022 17:44 PM ID: 188416495	Not too many
66	01/04/2022 12:29 PM ID: 188469864	Sunshine and fun
67	01/04/2022 18:49 PM ID: 188514262	Every Saturday we went swimming at the Marina Centre, it was where I learnt to swim.
68	04/04/2022 09:19 AM ID: 188599108	Holding a monkey in Regent Rd.
69	04/04/2022 10:28 AM ID: 188605727	Meeting and working with people from diverse backgrounds, having fun. Chips on the market. Walking down the Rows and feeling transported back in time
70	04/04/2022 14:45 PM ID: 188633204	Roller skating at the Winter Gardens, parties at Wally's Windmill and long days on Gorleston Beach

29/07/2022, 15:11

Results Summary

29/07/2022, 15:11

Results Summary

What	When	Response
71	05/04/2022 15:29 PM ID: 1888724256	I have always lived here, so my memories are of big skies, flat landscapes and wide beaches and sea.
72	07/04/2022 10:36 AM ID: 188852292	Every summer school holiday at the end of the long 6 weeks we would always have a night where would walk through the waters take a ride on the boats, go to joyland, then the model village and then the Pleasure Beach
73	07/04/2022 13:16 PM ID: 188870054	spending the day on the sandy beaches
74	08/04/2022 14:17 PM ID: 188944062	Holiday's, days out, attractions (sealife ctr, pleasure beach etc), Greyhound racing
75	12/04/2022 08:32 AM ID: 189127030	Firework nights in the summer, the amusements, the amazing food
76	12/04/2022 14:57 PM ID: 189204540	Model village, marina centre, sea life centre. Visiting the market and chips of the beach. Donkey rides.
		answered 76
		skipped 0

3. What do you feel is important to Great Yarmouth's image?

Answer Choices			Response Percent	Response Total
1	Open-Ended Question		100.00%	76
1	16/03/2022 10:15 AM ID: 187177952	The fact that it is a popular seaside resort, we're alot of people come on summer holidays.		
2	16/03/2022 10:21 AM ID: 187178708	Friendly , clean , fun and nice place for to be ,		
3	16/03/2022 10:23 AM ID: 187178964	Making the most of the seafront, it's cleanliness and the attractions.		
4	16/03/2022 10:32 AM ID: 187180178	A working joint partnership between the council and tourism bid.		
5	16/03/2022 10:48 AM ID: 187182252	Moving forward but keeping heritage Being a clean Borough		
6	16/03/2022 10:58 AM ID: 187183684	Being a fun and clean holiday resort for visitors and safe for residents.		
7	16/03/2022 11:14 AM ID: 187186281	beach		
8	16/03/2022 11:22 AM ID: 187187147	Not really sure		
9	16/03/2022 11:25 AM ID: 187187538	That Great Yarmouth MAKES PEOPLE HAPPY		
10	16/03/2022 11:38 AM ID: 187189154	Being a traditional seaside town. We have some very unique tourist attractions - The Hippodrome for example. And the Winter Gardens should be restored as the jewel in the crown of the seafront. Attention should also be drawn to the diversity of attractions in close proximity from the retro, fun garishness of the seafront to natural beauty of the nearby countryside.		
11	16/03/2022 11:51 AM ID: 187190928	Being a Seaside resort		
12	16/03/2022 12:14 PM ID: 187193670	Open society		
13	16/03/2022 12:16 PM ID: 187193878	It's heritage, something that is not recognised or celebrated, with exception to the Venetian Waterways that after redevelopment look amazing		

14	16/03/2022 12:19 PM ID: 187194212	I feel that history and the feel of fun that you get when you to Yarmouth are both very important to the image of Yarmouth. And the amazing COVID signage.
15	16/03/2022 12:21 PM ID: 187194546	To be painted in a positive light.
16	16/03/2022 12:50 PM ID: 187197989	Family fun place
17	16/03/2022 13:02 PM ID: 187199649	Gt Yarmouth has a poor image with a lot of people I think it is a town with a lot to offer people that visit on holiday but not much for local people
18	16/03/2022 13:39 PM ID: 187206318	The future. Wind energy. Tourism. Ways the residents can thrive.
19	16/03/2022 13:40 PM ID: 187206533	Destroying it and rebuilding it
20	16/03/2022 13:47 PM ID: 187207463	It's image should be a happy, welcoming place for family, friends and appealing to all ages. The arcades and circus for the kids but the vintage arcade and waterways for the older young at heart.
21	16/03/2022 13:52 PM ID: 187208272	A well maintained beachfront and the circus
22	16/03/2022 13:56 PM ID: 187208771	Reconnection between town and seafront. Better perception of safety and cleanliness
23	16/03/2022 13:57 PM ID: 187208953	Being an appealing, cheap tourist destination
24	16/03/2022 14:06 PM ID: 187210043	Heritage and nostalgia is what brings people back time and again and is passed down from generation to generation however it must continually move with the times and provide contemporary and modern attributes to not be stereotyped.
25	16/03/2022 15:35 PM ID: 187220696	The history and amazing beaches
26	16/03/2022 16:59 PM ID: 187228836	Safe fun holidays
27	16/03/2022 17:29 PM ID: 187231392	A town open to all, not just based on the tourism industry.
28	16/03/2022 19:20 PM ID: 187238798	To improve many of the dilapidated buildings on the Seafront and improve the Town Centre shopping
29	16/03/2022 19:21 PM ID: 187238821	To improve many of the dilapidated buildings on the Seafront and improve the Town Centre shopping
30	16/03/2022 19:26 PM ID: 187239127	Highlighting unique and quirky qualities that make Yarmouth different to other places. Circus links, entertainment (arcades / joyland / pleasure beach etc). The seaside, It's history and heritage.
31	16/03/2022 22:14 PM ID: 187247381	Tourism, historic buildings and clean beaches.
32	16/03/2022 22:43 PM ID: 187248201	It needs to be confident in presenting an honest contemporary version of itself. Especially to evidence it's heartbeat and inspire younger generations coming through. The Heritage that is so revered presents traces ways of life that were new, vibrant, functional and futuristic once!!
33	17/03/2022 06:32 AM ID: 187252377	Being a clean, tidy and safe town with lots to attract visitors, but also lots for residents to do.
34	17/03/2022 09:54 AM ID: 187265257	A clean and safe environment with plenty of shopping and attractions for families to visit
35	17/03/2022 12:21 PM ID: 187284781	Clean and tidy, a nice seafront., plenty for visitors to do
36	17/03/2022 14:23 PM ID: 187304271	The town centre & the seafront.
37	17/03/2022 14:49 PM ID: 187308085	Ambitious and something for everyone - heritage as well as fish and chips

What	When	Where
38	17/03/2022 20:14 PM ID: 187337485	Heritage
39	17/03/2022 20:50 PM ID: 187339529	Retain the balance of tourist fun and heritage. Bringing back a good level of care and appearance of its architecture and celebrating them. Having a sense of pride and acknowledging the environmental responsibility of living by the coast and broads.
40	18/03/2022 18:16 PM ID: 187410584	Harbour and seafront + hotels and caravan parks
41	20/03/2022 09:29 AM ID: 187463384	It's maritime history It's seaside town status
42	21/03/2022 12:19 PM ID: 187528307	Continuing the attention and care that has been given to the seafront for the high streets.
43	22/03/2022 22:08 PM ID: 187700972	The mix of history and fun things to do. You can tell it's had a lot of investment and there is more to come, this is important as it tells me that people recognise what it has to offer.
44	29/03/2022 16:23 PM ID: 188221408	Its reputation
45	29/03/2022 16:23 PM ID: 188221417	I think its important to show that great Yarmouth welcomes everyone and anyone.
46	29/03/2022 16:26 PM ID: 188221765	The Sea Front Marina Centre Waterways St Georges Theatre
47	29/03/2022 16:29 PM ID: 188222087	that it is a progressing town with future proof initiatives, that it is not just about the seafront,
48	29/03/2022 16:31 PM ID: 188222265	Keeping streets clean and tidy and having residents who take pride in their houses/hotels. GY is notorious for having terrible bus service and there is not even a bus service that runs from the train station which is bizarre considering it is a busy seaside town. Holiday makers often talk of being stranded or not being able to go somewhere or get back. Taxis are minimal and very expensive. Fish and chip shops shutting after 'teatime' and holiday makers who are not staying in camp sites struggling to find somewhere to eat in the northern villages. GY is NOT just the golden mile or the area surrounding the council building. There are miles of lovely coastline in Great Yarmouth such as the Southern villages of Gorleston, Hopton, or the Northern villages such as Caister, Hemsby, Winterton, Scratby. It is the Northern villages that struggle most with transport.
49	29/03/2022 16:39 PM ID: 188223094	Overcoming negative views as a result of decades of under investment and high levels of socio economic deprivation.
50	29/03/2022 16:42 PM ID: 188223370	Happy times
51	29/03/2022 16:58 PM ID: 188224734	To be clean and safe
52	29/03/2022 17:05 PM ID: 188225387	to be a safe family friendly place
53	29/03/2022 17:37 PM ID: 188228170	I think we need to concentrate on quality such as the waterways and hopefully the winter gardens.
54	29/03/2022 22:17 PM ID: 188244750	The sea front, sadly I feel the shopping area has really deteriorated in recent years. Quality of shops, number of pigeons and it just looks shabby.
55	30/03/2022 07:50 AM ID: 188253124	To be culturally diverse
56	30/03/2022 08:08 AM ID: 188254012	A place where good things have happened in the past and could possibly happen in the future.
57	30/03/2022 08:56 AM ID: 188257941	The poorer communities can access

What	When	Where
58	30/03/2022 08:57 AM ID: 188258149	Gentrification - it needs to feel a better quality of offer, embracing
59	30/03/2022 09:00 AM ID: 188258605	embracing our history, keeping the streets clean, keeping the seafront looking good, making all areas safe to attend
60	30/03/2022 09:30 AM ID: 188262347	All parts of Yarmouth are important and need to be recognised, from the Energy industry, multi cultural, even the deprivation all forms parts of peoples perceptions.
61	30/03/2022 09:42 AM ID: 188263861	not that i agree with this but the Seafront, its always been a focus of the town and is integral to the alot of fmaily's that live here to earn a living.
62	30/03/2022 09:57 AM ID: 188266044	Promotion of the positives and moving away from the negative Seaside Town stereotypes of a place that is deserted in the off season - the beach area is beautiful. The seafront is a bustling and inviting place to visit whether you're local or from outside the area. There is a significant amount of work on history and buildings being undertaken and the investment to improve attractions for everyone with the Waterways, Marina Centre, Winter Gardens, Market Place, George Theatre and The Wellesley mean there are/will be high quality places for people to either visit as a one of or attend regularly.
63	31/03/2022 08:53 AM ID: 188348223	A clean seafront AND town.
64	31/03/2022 09:25 AM ID: 188353948	I think the heritage of Yarmouth and the architecture is as important as the seaside image. The Broads and rural areas, GY is a base for many activities.
65	31/03/2022 17:44 PM ID: 188416495	"Fun"
66	01/04/2022 12:29 PM ID: 188469864	Clean and tidy
67	01/04/2022 18:49 PM ID: 188514262	the seafront, the history and the way it makes you feel.
68	04/04/2022 09:19 AM ID: 188599108	give value for money and keep it clean and tidy.
69	04/04/2022 10:28 AM ID: 188605727	Heritage, seaside holidays. Looking up in the streets reminds me of the heritage, it's hard to see beyond the (sometimes tired) shop fronts sometimes, but looking up you see the older frontage
70	04/04/2022 14:45 PM ID: 188633204	To move away from the preconception that it is a low-income, run-down town! The multi-million pounds investments and subsequent developments should be helping create a strong, positive image for the town.
71	05/04/2022 15:29 PM ID: 188724256	the Great bit.....it's not really supporting that title , only in size....perhaps Long Yarmouth may be better.....and we are bigger than some cities...yet we are not....perhaps we should be.
72	07/04/2022 10:36 AM ID: 188852292	Cleaning the town up, getting rid of all the fly tipping, graffiti, dog mess from the streets and the beach,
73	07/04/2022 13:16 PM ID: 188870054	The maintaining and upkeep of the architecture
74	08/04/2022 14:17 PM ID: 188944062	Safe, clean & tidy, well maintained, plenty to do for all budgets,
75	12/04/2022 08:32 AM ID: 189127030	The tourism stands out to me in Great Yarmouth. I feel it's a big part of the towns income and the summer is the best time of year for Yarmouth. Imagining the busy seafront, kids screaming when you pass joyland, the horses up and down and of course the little train. Not too mention all the fantastic family run restaurant hotels and cafes along the front.
76	12/04/2022 14:57 PM ID: 189204540	Community, Family. Remembering locals not just tourists.
		answered 76
		skipped 0

4. Have you noticed the Town's ghost signs (faded historical painted signs)?			
Answer Choices		Response Percent	Response Total
1	Yes	36.84%	28
2	No	63.16%	48
		answered	76
		skipped	0

5. Throughout history, signs, posters and use of lettering and fonts have been important to Great Yarmouth. Do any of these stand out as a memory for you? If so, please elaborate.			
Answer Choices		Response Percent	Response Total
1	Open-Ended Question	100.00%	59
1	16/03/2022 10:15 AM ID: 187177952	No, I don't recall seeing any unfortunately.	
2	16/03/2022 10:21 AM ID: 187178708	The circus posters and show poster along sea front and in town	
3	16/03/2022 10:32 AM ID: 187180178	Entertainment signage and posters. Swirly handwriting styles	
4	16/03/2022 10:48 AM ID: 187182252	The car park near Aldi. It means my day has almost finished and I can go home.	
5	16/03/2022 11:22 AM ID: 187187147	No	
6	16/03/2022 11:38 AM ID: 187189154	Circus fonts on The Hippodrome's posters.	
7	16/03/2022 11:51 AM ID: 187190928	No	
8	16/03/2022 12:14 PM ID: 187193670	Name of the hotel's my parents and relatives ran	
9	16/03/2022 12:19 PM ID: 187194212	No	
10	16/03/2022 12:21 PM ID: 187194546	I like the 1920's railway advertising posters.	
11	16/03/2022 12:50 PM ID: 187197989	Railway posters	
12	16/03/2022 13:02 PM ID: 187199649	No	
13	16/03/2022 13:39 PM ID: 187206318	The railway posters were beautiful.	
14	16/03/2022 13:40 PM ID: 187206533	Nah	
15	16/03/2022 13:47 PM ID: 187207463	Ghost sign down the road from time and tide museum. Reminds me of Yarmouth's industry and origins, while the new Banksy complements bringing the town into the next generation	
16	16/03/2022 13:52 PM ID: 187208272	No, they do not	
17	16/03/2022 13:57 PM ID: 187208953	No	

18	16/03/2022 14:06 PM ID: 187210043	Noticed the ghost signs on seafront buildings and of course Lacons logo is on many pubs and now residential buildings.
19	16/03/2022 16:59 PM ID: 187228836	I like the Lanes
20	16/03/2022 17:29 PM ID: 187231392	Traditional script, circus posters are iconic.
21	16/03/2022 19:20 PM ID: 187238798	Some of the rows signs
22	16/03/2022 19:21 PM ID: 187238821	Some of the rows signs
23	16/03/2022 19:26 PM ID: 187239127	The arcade signs / lights. I think those fonts remind me of Yarmouth.
24	16/03/2022 22:43 PM ID: 187248201	3D signs on Regent Road always amazing. Sad that cheap 2D, flat, digitally promoted once replaced these. Little regard for artistry or for good design or typography (everyone's got access to a computer!). The handmade or well produced printed material that had a look/ feel/ texture that you'd want to keep
25	17/03/2022 06:32 AM ID: 187252377	I always think it's a shame the Hippodrome signage is hidden from the view of the seafront, it's such an amazing building and it's covered by amusements!
26	17/03/2022 14:49 PM ID: 187308085	Waterways is the best use of font and lettering. Fits the park and looks awesome.
27	17/03/2022 20:50 PM ID: 187339529	Buildings such as the old art college, hippodrome and Fastofe House with their architectural features and lettering. All very elegant and decorative and have survived consistently through many years. A personal favourite era of architecture.
28	18/03/2022 18:16 PM ID: 187410584	Nope, sorry
29	20/03/2022 09:29 AM ID: 187463384	The lettering font used in the sticks of rock from the worlds biggest rock shop The lettering on the old marina Centre The light up sign in the garibaldi nightclub The font used for the logo of Palmers department store
30	22/03/2022 22:08 PM ID: 187700972	The font on the signs at The Venetian Waterways.
31	29/03/2022 16:23 PM ID: 188221408	I was always facinated by the typography seen in the hippodrome
32	29/03/2022 16:23 PM ID: 188221417	No but then I am very oblivious to these things
33	29/03/2022 16:26 PM ID: 188221765	No
34	29/03/2022 16:29 PM ID: 188222087	no
35	29/03/2022 16:31 PM ID: 188222265	No, only graffiti
36	29/03/2022 16:39 PM ID: 188223094	Britannia Pier is the main one, followed by the Pleasure Beach and The Hippodrome.
37	29/03/2022 16:42 PM ID: 188223370	umm no
38	29/03/2022 16:58 PM ID: 188224734	nope
39	29/03/2022 17:05 PM	the old Debenhams shop lettering (before the building was demolished) and

Thru	Port	Ass	
			ID: 188225387 the letterings on the old cinemas etc (empire, regal, windmill etc
40	29/03/2022 17:37 PM	ID: 188228170	N/A
41	29/03/2022 22:17 PM	ID: 188244750	The signwriting on the sea front is the only thing I can recall also the signs at the time and tide museum
42	30/03/2022 07:50 AM	ID: 188253124	No
43	30/03/2022 08:56 AM	ID: 188257941	no
44	30/03/2022 08:57 AM	ID: 188258149	the 9040's style posters
45	30/03/2022 09:00 AM	ID: 188258605	the bright lights of the arcade signs, the hippodrome posters being everywhere. The sign on the way in to Hemsby that used to say "welcome to Hemsby, have a nice stay" with a big yellow sun with sunglasses on. That signified the start of a holiday for us.
46	30/03/2022 09:30 AM	ID: 188262347	There is near an old gate of the town wall, towards the time and tide, and it would be great if that could come back to life.
47	30/03/2022 09:42 AM	ID: 188263861	i go on a few walks around the town centre mainly but the one that stands outy is the hospital signs near St Georges.
48	30/03/2022 09:57 AM	ID: 188266044	No I'm afraid not
49	31/03/2022 08:53 AM	ID: 188348223	No
50	31/03/2022 09:25 AM	ID: 188353948	The lion and fish shield
51	31/03/2022 17:44 PM	ID: 188416495	Not applicable
52	01/04/2022 12:29 PM	ID: 188469864	Heritage sign for Market and Broad Row
53	01/04/2022 18:49 PM	ID: 188514262	no
54	04/04/2022 10:28 AM	ID: 188605727	Lettering on the wall near St George's theatre Signs on the Library front - 'The Boat of Community Sails Through This Town'
55	04/04/2022 14:45 PM	ID: 188633204	None that I can think of. I can't think of any of this really ever being promoted.
56	05/04/2022 15:29 PM	ID: 188724256	yes the muddle with "Brewers storey" or Brewery stores" at the old Lacons site.
57	07/04/2022 10:36 AM	ID: 188852292	At the end of Alderson Road there is a sign written on the brick wall that says Tobacconist this used to be a corner shop where I would go and spend my 10p pocket money on sweets
58	07/04/2022 13:16 PM	ID: 188870054	none sorry
59	12/04/2022 08:32 AM	ID: 189127030	I have not
			answered 59
			skipped 17

6. If you could describe Great Yarmouth in 3 words, what words would you use?				
Answer Choices			Response Percent	Response Total
1	One		100.00%	76
1	16/03/2022 10:15 AM	Unique		
	ID: 187177952			
2	16/03/2022 10:21 AM	Home		
	ID: 187178708			
3	16/03/2022 10:23 AM	Lots		
	ID: 187178964			
4	16/03/2022 10:32 AM	Coast		
	ID: 187180178			
5	16/03/2022 10:48 AM	Forgotten		
	ID: 187182252			
6	16/03/2022 10:58 AM	Seaside		
	ID: 187183684			
7	16/03/2022 11:14 AM	dodgy		
	ID: 187186281			
8	16/03/2022 11:22 AM	Fun		
	ID: 187187147			
9	16/03/2022 11:25 AM	Making		
	ID: 187187538			
10	16/03/2022 11:38 AM	Seaside		
	ID: 187189154			
11	16/03/2022 11:51 AM	Tired		
	ID: 187190928			
12	16/03/2022 12:14 PM	Seaside		
	ID: 187193670			
13	16/03/2022 12:16 PM	Antiquated		
	ID: 187193878			
14	16/03/2022 12:19 PM	Fun		
	ID: 187194212			
15	16/03/2022 12:21 PM	Poor		
	ID: 187194546			
16	16/03/2022 12:50 PM	Fun		
	ID: 187197989			
17	16/03/2022 13:02 PM	Rundown		
	ID: 187199649			
18	16/03/2022 13:39 PM	Fun		
	ID: 187206318			
19	16/03/2022 13:40 PM	Horrible		
	ID: 187206533			
20	16/03/2022 13:47 PM	Fun		
	ID: 187207463			
21	16/03/2022 13:52 PM	Old		
	ID: 187208272			
22	16/03/2022 13:56 PM	Brash		
	ID: 187208771			
23	16/03/2022 13:57 PM	Deprived		
	ID: 187208953			
24	16/03/2022 14:06 PM	British		

29/07/2022, 15:11

Results Summary

29/07/2022, 15:11

Results Summary

	ID: 187210043		
25	16/03/2022 15:35 PM ID: 187220696	Seaside	
26	16/03/2022 16:59 PM ID: 187228836	Sad	
27	16/03/2022 17:29 PM ID: 187231392	Energetic	
28	16/03/2022 19:20 PM ID: 187238798	Beach	
29	16/03/2022 19:21 PM ID: 187238821	Beach	
30	16/03/2022 19:26 PM ID: 187239127	Nostalgic	
31	16/03/2022 22:14 PM ID: 187247381	Beach	
32	16/03/2022 22:43 PM ID: 187248201	Complex	
33	17/03/2022 06:32 AM ID: 187252377	Dull	
34	17/03/2022 09:54 AM ID: 187265257	Empty	
35	17/03/2022 12:21 PM ID: 187284781	Beach	
36	17/03/2022 14:23 PM ID: 187304271	History	
37	17/03/2022 14:49 PM ID: 187308085	Fun	
38	17/03/2022 20:14 PM ID: 187337485	Fun	
39	17/03/2022 20:50 PM ID: 187339529	Blended	
40	18/03/2022 18:16 PM ID: 187410584	Bargain	
41	20/03/2022 09:29 AM ID: 187463384	Grimy	
42	21/03/2022 12:19 PM ID: 187528307	Crazy golf	
43	22/03/2022 22:08 PM ID: 187700972	Fun	
44	29/03/2022 16:23 PM ID: 188221408	developing	
45	29/03/2022 16:23 PM ID: 188221417	Holiday	
46	29/03/2022 16:26 PM ID: 188221765	Seafront	
47	29/03/2022 16:29 PM ID: 188222087	Tired	
48	29/03/2022 16:31 PM ID: 188222265	Beautiful	
49	29/03/2022 16:39 PM ID: 188223094	Feel Good	

50	29/03/2022 16:42 PM ID: 188223370	up	
51	29/03/2022 16:58 PM ID: 188224734	traditional	
52	29/03/2022 17:05 PM ID: 188225387	Seaside	
53	29/03/2022 17:37 PM ID: 188228170	Fun	
54	29/03/2022 22:17 PM ID: 188244750	Coastal	
55	30/03/2022 07:50 AM ID: 188253124	Faded	
56	30/03/2022 08:08 AM ID: 188254012	Sea	
57	30/03/2022 08:56 AM ID: 188257941	beach	
58	30/03/2022 08:57 AM ID: 188258149	Seaside	
59	30/03/2022 09:00 AM ID: 188258605	seaside	
60	30/03/2022 09:30 AM ID: 188262347	Potential	
61	30/03/2022 09:42 AM ID: 188263861	underated	
62	30/03/2022 09:57 AM ID: 188266044	Historic	
63	31/03/2022 08:53 AM ID: 188348223	Sad	
64	31/03/2022 09:25 AM ID: 188353948	Diverse	
65	31/03/2022 17:44 PM ID: 188416495	Fun	
66	01/04/2022 12:29 PM ID: 188469864	Historic	
67	01/04/2022 18:49 PM ID: 188514262	fun	
68	04/04/2022 09:19 AM ID: 188599108	memories	
69	04/04/2022 10:28 AM ID: 188605727	Kitsch	
70	04/04/2022 14:45 PM ID: 188633204	Vibrant	
71	05/04/2022 15:29 PM ID: 188724256	Long	
72	07/04/2022 10:36 AM ID: 188852292	Happy	
73	07/04/2022 13:16 PM ID: 188870054	historic	
74	08/04/2022 14:17 PM ID: 188944062	Sea	

29/07/2022, 15:11

Results Summary

29/07/2022, 15:11

Results Summary

	75	12/04/2022 08:32 AM ID: 189127030	Fun	
	76	12/04/2022 14:57 PM ID: 189204540	Lost	
2	Two			100.00% 76
	1	16/03/2022 10:15 AM ID: 187177952	Historical	
	2	16/03/2022 10:21 AM ID: 187178708	Historic	
	3	16/03/2022 10:23 AM ID: 187178964	To	
	4	16/03/2022 10:32 AM ID: 187180178	Fun	
	5	16/03/2022 10:48 AM ID: 187182252	Gem	
	6	16/03/2022 10:58 AM ID: 187183684	Heritage	
	7	16/03/2022 11:14 AM ID: 187186281	good whetherspoons	
	8	16/03/2022 11:22 AM ID: 187187147	Lively	
	9	16/03/2022 11:25 AM ID: 187187538	People	
	10	16/03/2022 11:38 AM ID: 187189154	Beautiful	
	11	16/03/2022 11:51 AM ID: 187190928	Rough (in places)	
	12	16/03/2022 12:14 PM ID: 187193670	Distant	
	13	16/03/2022 12:16 PM ID: 187193878	Miserable	
	14	16/03/2022 12:19 PM ID: 187194212	Great memories	
	15	16/03/2022 12:21 PM ID: 187194546	End of the road	
	16	16/03/2022 12:50 PM ID: 187197989	Proper seaside town	
	17	16/03/2022 13:02 PM ID: 187199649	Seaside	
	18	16/03/2022 13:39 PM ID: 187206318	Faded & tired	
	19	16/03/2022 13:40 PM ID: 187206533	Scary	
	20	16/03/2022 13:47 PM ID: 187207463	Vintage	
	21	16/03/2022 13:52 PM ID: 187208272	Fun	
	22	16/03/2022 13:56 PM ID: 187208771	Unique	
	23	16/03/2022 13:57 PM	Unsafe	

		ID: 187208953		
	24	16/03/2022 14:06 PM ID: 187210043	Coastal	
	25	16/03/2022 15:35 PM ID: 187220696	Misunderstood	
	26	16/03/2022 16:59 PM ID: 187228836	Opportunity	
	27	16/03/2022 17:29 PM ID: 187231392	Trying	
	28	16/03/2022 19:20 PM ID: 187238798	Arcade	
	29	16/03/2022 19:21 PM ID: 187238821	Arcade	
	30	16/03/2022 19:26 PM ID: 187239127	Fun	
	31	16/03/2022 22:14 PM ID: 187247381	Chips	
	32	16/03/2022 22:43 PM ID: 187248201	Unique	
	33	17/03/2022 06:32 AM ID: 187252377	Uninteresting	
	34	17/03/2022 09:54 AM ID: 187265257	Uninviting	
	35	17/03/2022 12:21 PM ID: 187284781	Space	
	36	17/03/2022 14:23 PM ID: 187304271	Multicultural	
	37	17/03/2022 14:49 PM ID: 187308085	Ambitious	
	38	17/03/2022 20:14 PM ID: 187337485	Seaside	
	39	17/03/2022 20:50 PM ID: 187339529	Edgy	
	40	18/03/2022 18:16 PM ID: 187410584	Holiday	
	41	20/03/2022 09:29 AM ID: 187463384	Beautiful	
	42	21/03/2022 12:19 PM ID: 187528307	Historic	
	43	22/03/2022 22:08 PM ID: 187700972	Family	
	44	29/03/2022 16:23 PM ID: 188221408	seaside	
	45	29/03/2022 16:23 PM ID: 188221417	Happy	
	46	29/03/2022 16:26 PM ID: 188221765	Depravation	
	47	29/03/2022 16:29 PM ID: 188222087	Outdated	
	48	29/03/2022 16:31 PM ID: 188222265	Golden	

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Results Summary

49	29/03/2022 16:39 PM ID: 188223094	Entertaining
50	29/03/2022 16:42 PM ID: 188223370	and
51	29/03/2022 16:58 PM ID: 188224734	opportunity
52	29/03/2022 17:05 PM ID: 188225387	happy
53	29/03/2022 17:37 PM ID: 188228170	Family
54	29/03/2022 22:17 PM ID: 188244750	Holidays
55	30/03/2022 07:50 AM ID: 188253124	Invested
56	30/03/2022 08:08 AM ID: 188254012	Sand
57	30/03/2022 08:56 AM ID: 188257941	fun
58	30/03/2022 08:57 AM ID: 188258149	Fun
59	30/03/2022 09:00 AM ID: 188258605	historical
60	30/03/2022 09:30 AM ID: 188262347	Historical
61	30/03/2022 09:42 AM ID: 188263861	Histroic
62	30/03/2022 09:57 AM ID: 188266044	Improving
63	31/03/2022 08:53 AM ID: 188348223	Promising
64	31/03/2022 09:25 AM ID: 188353948	poor
65	31/03/2022 17:44 PM ID: 188416495	Seaside
66	01/04/2022 12:29 PM ID: 188469864	Seaside
67	01/04/2022 18:49 PM ID: 188514262	historic
68	04/04/2022 09:19 AM ID: 188599108	sea front
69	04/04/2022 10:28 AM ID: 188605727	Tired
70	04/04/2022 14:45 PM ID: 188633204	Exciting
71	05/04/2022 15:29 PM ID: 188724256	Beachside
72	07/04/2022 10:36 AM ID: 188852292	Childhood
73	07/04/2022 13:16 PM ID: 188870054	tourist destination

https://garyphilodesign.co.uk/wp-content/uploads/2022/04/Summary_Word_1077319.htm

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Results Summary

74	08/04/2022 14:17 PM ID: 188944062	Beach	
75	12/04/2022 08:32 AM ID: 189127030	Buzz	
76	12/04/2022 14:57 PM ID: 189204540	Sad	
3	Three	100.00%	76
1	16/03/2022 10:15 AM ID: 187177952	Fun	
2	16/03/2022 10:21 AM ID: 187178708	Seaside	
3	16/03/2022 10:23 AM ID: 187178964	Do	
4	16/03/2022 10:32 AM ID: 187180178	Variety	
5	16/03/2022 10:48 AM ID: 187182252	Cutoff	
6	16/03/2022 10:58 AM ID: 187183684	Tourism	
7	16/03/2022 11:14 AM ID: 187186281	scary at night	
8	16/03/2022 11:22 AM ID: 187187147	Welcoming	
9	16/03/2022 11:25 AM ID: 187187538	Happy	
10	16/03/2022 11:38 AM ID: 187189154	Home	
11	16/03/2022 11:51 AM ID: 187190928	Businesses	
12	16/03/2022 12:14 PM ID: 187193870	Windy	
13	16/03/2022 12:16 PM ID: 187193878	Downtrodden	
14	16/03/2022 12:19 PM ID: 187194212	Dirty	
15	16/03/2022 12:21 PM ID: 187194546	Dying	
16	16/03/2022 12:50 PM ID: 187197989	Under rated	
17	16/03/2022 13:02 PM ID: 187199649	Home	
18	16/03/2022 13:39 PM ID: 187206318	Seaside	
19	16/03/2022 13:40 PM ID: 187206533	Pikeys	
20	16/03/2022 13:47 PM ID: 187207463	Wholesome	
21	16/03/2022 13:52 PM ID: 187208272	Dirty	
22	16/03/2022 13:56 PM	Seafront	

https://garyphilodesign.co.uk/wp-content/uploads/2022/04/Summary_Word_1077319.htm

21/24

29/07/2022, 15:11

Results Summary

29/07/2022, 15:11

Results Summary

	ID: 187208771		
23	16/03/2022 13:57 PM ID: 187208953	Historical	
24	16/03/2022 14:06 PM ID: 187210043	Eclectic	
25	16/03/2022 15:35 PM ID: 187220696	Improving	
26	16/03/2022 16:59 PM ID: 187228836	History	
27	16/03/2022 17:29 PM ID: 187231392	Seaside	
28	16/03/2022 19:20 PM ID: 187238798	Pier	
29	16/03/2022 19:21 PM ID: 187238821	Pier	
30	16/03/2022 19:26 PM ID: 187239127	Unique	
31	16/03/2022 22:14 PM ID: 187247381	Snails	
32	16/03/2022 22:43 PM ID: 187248201	Challenging/ uncompromising	
33	17/03/2022 06:32 AM ID: 187252377	Commercial	
34	17/03/2022 09:54 AM ID: 187265257	Depressing	
35	17/03/2022 12:21 PM ID: 187284781	Deprived	
36	17/03/2022 14:23 PM ID: 187304271	Busy	
37	17/03/2022 14:49 PM ID: 187308085	Exciting	
38	17/03/2022 20:14 PM ID: 187337485	Historical	
39	17/03/2022 20:50 PM ID: 187339529	Grounded	
40	18/03/2022 18:16 PM ID: 187410584	Accommodation	
41	20/03/2022 09:29 AM ID: 187463384	Home	
42	21/03/2022 12:19 PM ID: 187528307	Misunderstood	
43	22/03/2022 22:08 PM ID: 187700972	Welcoming	
44	29/03/2022 16:23 PM ID: 188221408	holidays	
45	29/03/2022 16:23 PM ID: 188221417	Beach	
46	29/03/2022 16:26 PM ID: 188221765	Seagulls	
47	29/03/2022 16:29 PM ID: 188222087	rundown	

48	29/03/2022 16:31 PM ID: 188222265	Beaches	
49	29/03/2022 16:39 PM ID: 188223094	Deprived	
50	29/03/2022 16:42 PM ID: 188223370	coming	
51	29/03/2022 16:58 PM ID: 188224734	tired	
52	29/03/2022 17:05 PM ID: 188225387	friendly	
53	29/03/2022 17:37 PM ID: 188228170	Inexpensive	
54	29/03/2022 22:17 PM ID: 188244750	Vibrant	
55	30/03/2022 07:50 AM ID: 188253124	Up-coming	
56	30/03/2022 08:08 AM ID: 188254012	Chips	
57	30/03/2022 08:56 AM ID: 188257941	amusements	
58	30/03/2022 08:57 AM ID: 188258149	Cheep	
59	30/03/2022 09:00 AM ID: 188258605	perfect	
60	30/03/2022 09:30 AM ID: 188262347	Opportunity	
61	30/03/2022 09:42 AM ID: 188263861	Nostalgic	
62	30/03/2022 09:57 AM ID: 188266044	Challenging	
63	31/03/2022 08:53 AM ID: 188348223	Potential	
64	31/03/2022 09:25 AM ID: 188353948	requires TLC	
65	31/03/2022 17:44 PM ID: 188416495	Energy	
66	01/04/2022 12:29 PM ID: 188469864	Family	
67	01/04/2022 18:49 PM ID: 188514262	classic	
68	04/04/2022 09:19 AM ID: 188599108	sand	
69	04/04/2022 10:28 AM ID: 188605727	Heritage	
70	04/04/2022 14:45 PM ID: 188633204	Potential	
71	05/04/2022 15:29 PM ID: 188724256	Slow	
72	07/04/2022 10:36 AM ID: 188852292	Memories	

fy				
73	07/04/2022 13:16 PM ID: 188870054	fun		
74	08/04/2022 14:17 PM ID: 188944062	untidy		
75	12/04/2022 08:32 AM ID: 189127030	Busy		
76	12/04/2022 14:57 PM ID: 189204540	Potential		
			answered	76
			skipped	0

APPENDIX B - DROP SPOTS

Person	Person 2	Person 3	Person 4	Person 5
King Street				
Trees	Large buildings	Historic	Seagulls	Interesting architecture
Music	Alfresco dining	Old meet new	Pub	Multi purpose
Colourful	Theatre	Busy	People	Houses
Fragrant	Noisy	Food smells	Talking	Community
Old	Renovation	Different languages	Multicultural	Shops
Admiralty road				
Houses	Screaming	Businesses	Residential	Traditional
Dogs	Industrial	Old	Hidden	Old wall
Cars	Birds	Forgotten	Art	Gas buildings
Buses	Seagulls	Textures	Culture	Loud but quiet
Pleasure beach	Graffiti	Tactile	Rainbow	Rusty
Outer Harbour				
Industrial	Seagulls	Business	Breeze	Crashing
Quiet	Sea	Regeneration	Waves	Heavy duty
Cars	Dunes	Modern	Calm	Workmen
Monument	Tourism	Metal	Heritage	Breeze
Vacant	Pleasure beach	Scaffolding	Icecream truck	Old
Golden Mile				
Sea	Exciting	Shiny	Food	Golf
Breeze	Donuts	Horses	Tired	Lights
Noisy	Chips	Seagulls	People	Inflatables
Busy	Ice cream	Regeneration	Historic Building	Stripy
Colourful	seaside	Hotels	Arcade	New
Key	Tourism	Heritage	Performance	

