

THE REPRESENTATION OF PLACE:

Application to a cross-national boundary case study

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Defining regions through boundaries

- New technology and higher prosperity are allowing us to travel further
- Access to infrastructure and services in rural and urban locations is similar giving us more choices on where to live
- We are spreading out and connecting more
- Are we becoming a network society with no spatial boundaries?

England and Wales - interconnected

Travel to Work in England and Wales

What does this map show?

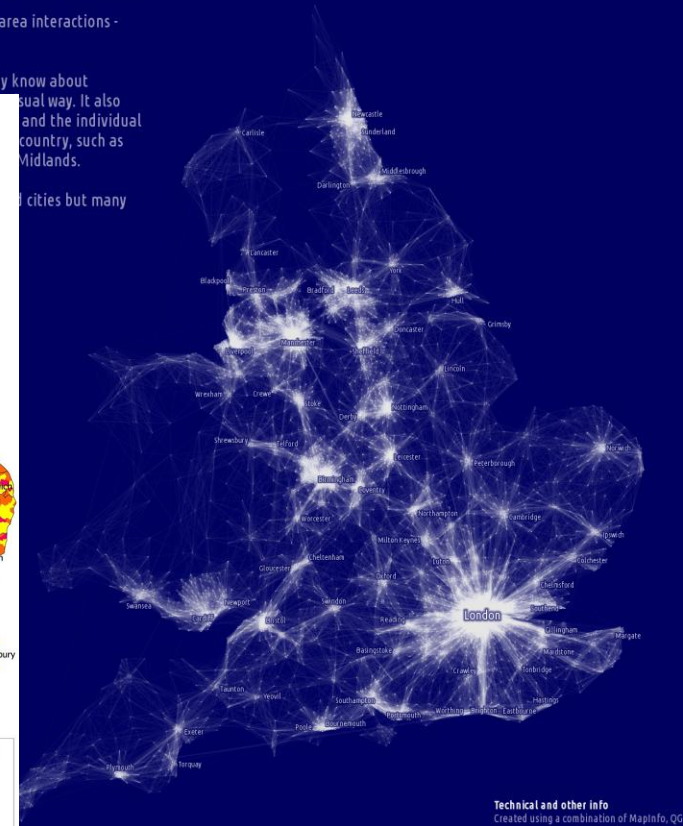
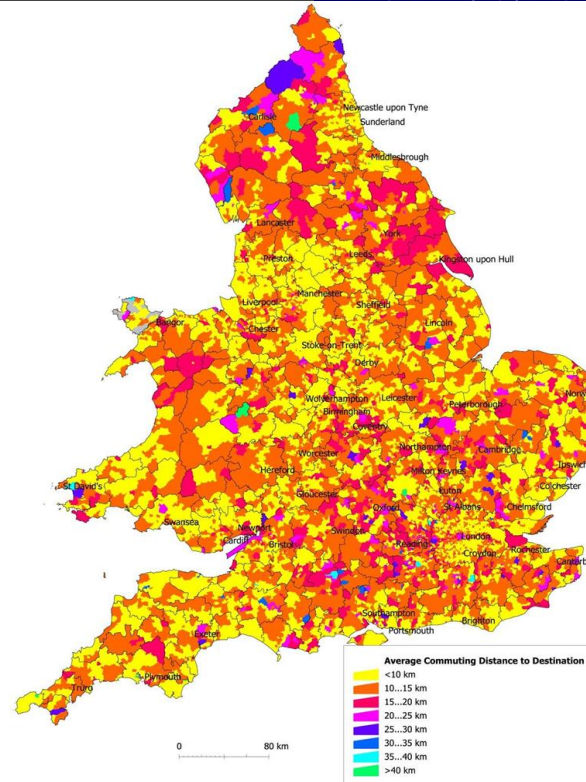
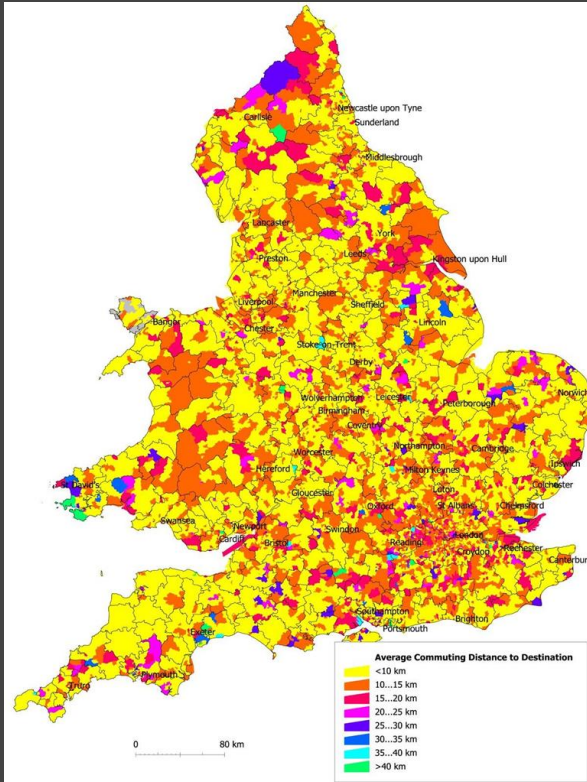
This flow map shows the commuting connections between places in England and Wales at the time of the 2011 Census.

There are about 2.4 million individual area interactions - out of a possible 51 million.

In many ways it tells us what we already know about

usual way. It also and the individual country, such as Midlands.

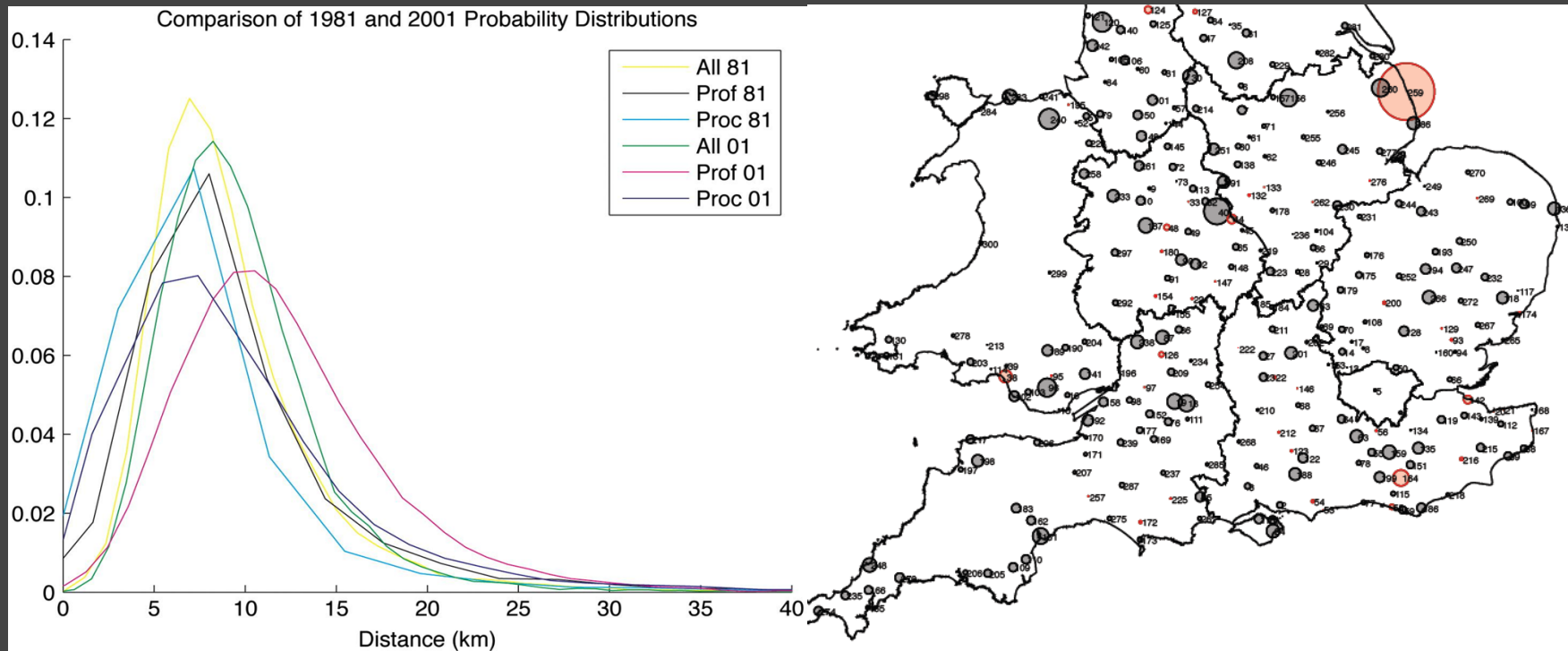
cities but many



Technical and other info
Created using a combination of MapInfo, QG

Alasdair Rae (2014)

The socio-economic dynamics behind the spread

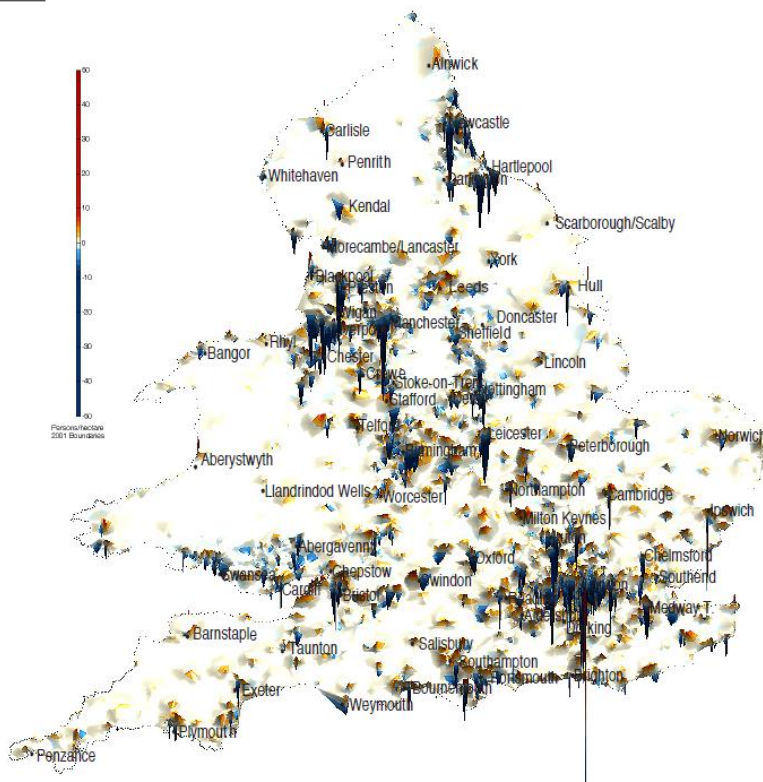
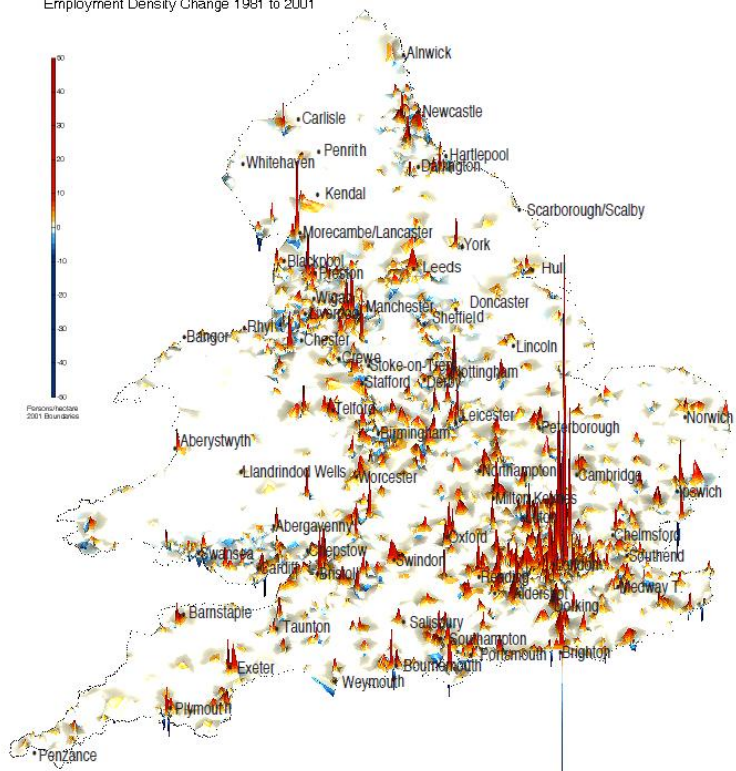


All '81	Prof. '81	Proc. '81	All '01	Prof. '01	Proc. '01
9.256	9.824	7.859	9.697	12.141	9.933

Table 6-1. Employment Change by Industry

	Agriculture and Energy, Fishing (A,B)	Manufacture & Mining (C,D,E)	Construction (F)	Distribution, hotels & restaurants (G,H)	Transport, Finance, Public Admin, Education & Health (I,J,K,L,M,N,O,P,Q)
1981	395,350	6,079,050	962,070	3,724,560	7,762,300
2003	55,433	3,120,788	1,018,175	5,792,106	16,197,345
Change in Jobs	-339,917	-2,958,262	56,105	2,067,546	8,435,045
Percent Change	-85.98%	-48.66%	5.83%	55.51%	108.67%

Employment Density Change 1981 to 2001



The Mersey Dee Area

Industry	Denbighshire	Denbighshire	Flintshire	Flintshire	Wrexham	Wrexham	Cheshire East	Cheshire East	Cheshire West and Chester	Cheshire West and Chester	Wirral	Wirral
C Manufacturing	3,737	9.08%	14,013	18.92%	11,643	18.30%	22,226	12.27%	18,485	11.54%	14,043	10.04%
Q Human health and social work	7,850	19.07%	8,206	11.08%	9,264	14.56%	22,343	12.33%	18,915	11.81%	22,874	16.35%
G Wholesale and retail trade	5,936	14.42%	12,053	16.28%	9,647	15.16%	29,530	16.30%	27,313	17.06%	20,296	14.50%

Wrexham – The industrial town



Table 6-5. Wards with highest segregation index for 2001

Photo no.	Ward Label	Area (ha)	Name and most prevalent occupation	2001 index	1981 index
	19UEHG	3888.96	Blandford Military Camp (Associate)	1.04	1.02
	39UBGH	3228.51	RAF Cosford (Associate)	0.96	0.95
1	36UEHC	663.92	Catterick Garrison (Associate)	0.94	1.45
1	36UEGN	1184.24	Catterick Garrison (Associate)	0.89	1.34
2	00AAFA	12.99	City of London (Professional)	0.92	0.79
2	00AAFT	254.46	City of London (Professional)	0.83	0.72
	43UDGN	1901.86	Pirbright Military Camp (Associate)	0.85	0.86
3	00AGGL	245	Hampstead Heath (Manager, Professional, Associate)	0.82	0.63
3	00AGGJ	153.25	Hampstead Heath (Manager, Professional, Associate)	0.75	0.70
4	00AWGA	91.18	Hyde Park Kensington (Managers)	0.80	0.61
4	00AWGM	60.48	Hyde Park Kensington (Managers)	0.75	0.66
5	00NLQN	48.32	Wrexham Industrial Estate and Hohner Automation (Processing)	0.79	0.64
6	00BAGQ	621.75	Wimbledon (Managers)	0.78	0.71
6	00BAGE	118.4	Wimbledon (Manager, Professional, Associate)	0.74	0.58
7	12UBFZ	444.59	University of Cambridge (Professional)	0.76	0.68
	00AWGR	66.25	Kings Road Chelsea (Managers)	0.76	0.53
	38UCGQ	188.44	Oxford University (Professional)	0.76	0.69
8	00BJGJ	167.86	Northcote Road Clapham Common (Manager, Professional, Associate)	0.75	0.42
	24UPGL	3064.59	Southwick Park Military Camp (Associate)	0.74	1.16
	36UDGU	2710.65	RAF Menwith Hill (Associate)	0.74	0.73

Why Mersey Dee Alliance area?



Former Shotton Steel Works
1970s Source: BBC



Airbus, Broughton – today Source:
Sunday Times and BBC



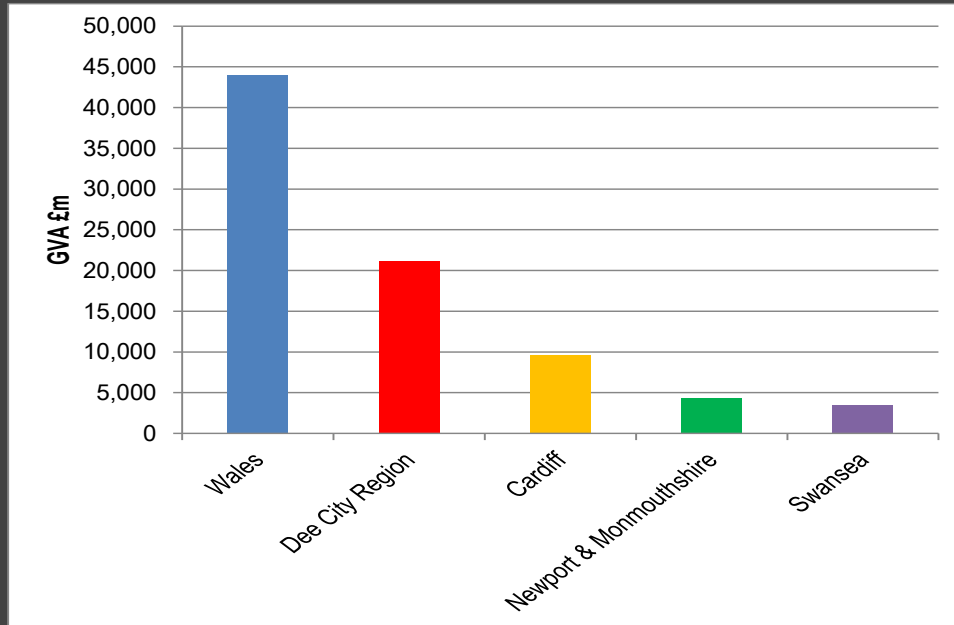
City of Chester Source: City of
8 Chester

1. Unique cross-border functional economy (Wales and England)
2. Decline and Resurrection
3. Significant advanced manufacturing centres
4. Regional Services City of Chester, but not a large city

Why Mersey Dee Alliance area?

5. Significant scale of the economy

a) GVA



Area	GVA £m
Wales	43,981
Dee City Region	21,151
Cardiff	9,615
Newport & Monmouthshire	4,390
Swansea	3,463

b) Population within easy access

	45 minute drive	60 minute drive
Deeside	3.8m	6.4m
Cardiff	1.6m	2.8m

Diagram by Mickledore and included in report to the Wales Assembly Government, submitted by the North Wales Economic Forum April 2012

Source: ONS Regional Accounts at NUTS3 Geographic level

Dee City Region – not a co-terminus area with NUTS3 areas. Dee 'City Region' includes the NUTS3 areas of Conwy & Denbighshire; Flintshire & Wrexham; and the two Cheshire Authorities.

NUTS3 areas also Local Authority areas of Cardiff; Swansea and the combination of Newport and Monmouthshire

Case Study Area: Mersey Dee Alliance area

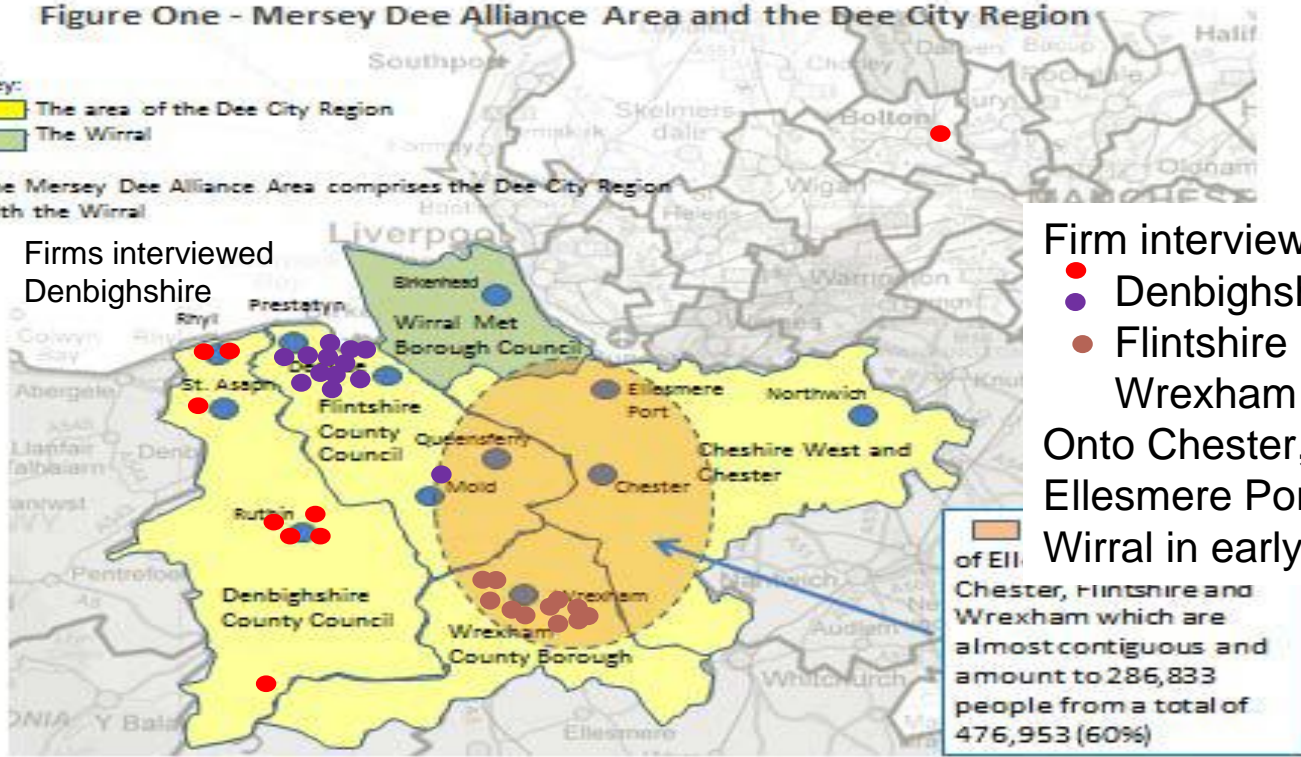
Figure One - Mersey Dee Alliance Area and the Dee City Region

Key:

- The area of the Dee City Region
- The Wirral

The Mersey Dee Alliance Area comprises the Dee City Region with the Wirral

Firms interviewed
Denbighshire



Firm interviews so far

- Denbighshire (8)
- Flintshire (12)
- Wrexham (12)

Onto Chester,
Ellesmere Port and
Wirral in early 2015

of EIl
Chester, Flintshire and
Wrexham which are
almost contiguous and
amount to 286,833
people from a total of
476,953 (60%)

Issues covered in interviews

1. Why present location?
2. What are the advantages and disadvantages to being here?
3. How does the firm relate to the local economy?
workforce, supply chains, markets, local partnerships
4. What factors are important for the firms growth and development?
5. How does the firm connect to UK and global economy?
e.g. supply chains, sales, partnerships, collaboration
6. How might public policy contribute to business success?
e.g. infrastructure investment, innovation, business support, education, skills

Locational choices: does place matter?

1. Locational cost (relative flat world)

Principle Location based on comparative costs (e.g. land, labour, capital and transport)

Role of place Not significant

2. Agglomeration advantages (spiky world)

Principle Productivity advantages being with other firms: a) same industry (localisation economies) or b) across the city (urbanisation economies)

Role of place Not necessarily significant, despite a 'spiky world'

3. Place-based factors (multiple spiky world)

Principle Spatial context to knowledge in firms and human capital exists

Role of place More important, particularly in the context of innovation and quality

Locational factors: For example, Denbighshire firms

Locational cost	Agglomeration	Place-based
<ul style="list-style-type: none"> • Transport – remoteness adds additional costs to business 	<ul style="list-style-type: none"> • Urban markets - using IT databases to target metropolitan markets 	<ul style="list-style-type: none"> • Diversification - history of related variety in firm evolution
<ul style="list-style-type: none"> • Wages – Slightly lower wages costs overall, but smaller labour pool 	<ul style="list-style-type: none"> • London - using London as a context to develop quality brand identity 	<ul style="list-style-type: none"> • Quality in branding - local identity underpins brand quality and product names
<ul style="list-style-type: none"> • Land and premises – Most firms own premises 	<ul style="list-style-type: none"> • Urban access - Remoteness from Cardiff, access to Manchester and Liverpool Airports 	<ul style="list-style-type: none"> • Cultural identity - Welsh (and bi-lingual) identity important
<ul style="list-style-type: none"> • Capital – largely self-financing 	<ul style="list-style-type: none"> • Knowledge - Localisation of skills around St Asaph Business Park 	<ul style="list-style-type: none"> • Roots - strong family ownership roots in local economy and high quality of life
<ul style="list-style-type: none"> • Broadband – lack of high speed broadband 	<ul style="list-style-type: none"> • Networks - Absence of other firms nearby to network with 	<ul style="list-style-type: none"> • Human capital - embedded skills in local economy

Commuting

Map 2: Average distance travelled to work

England and Wales, local authorities, 2011

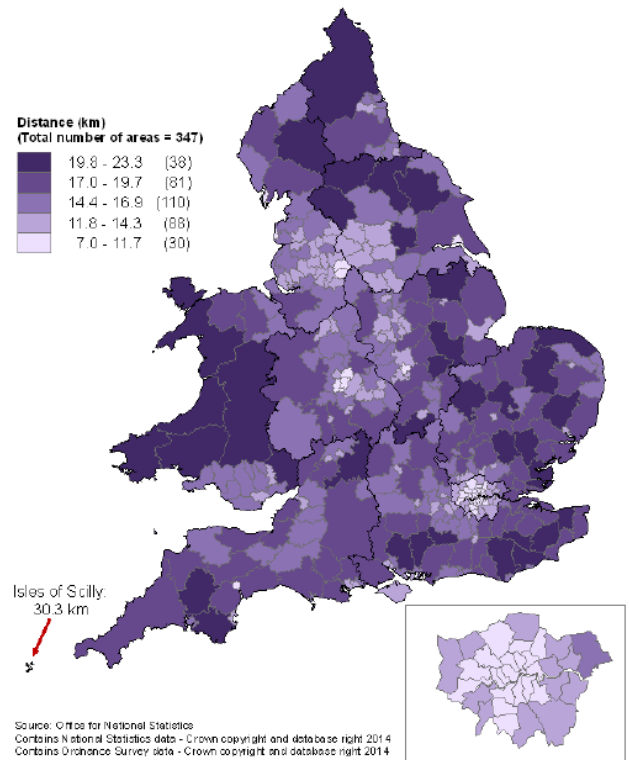
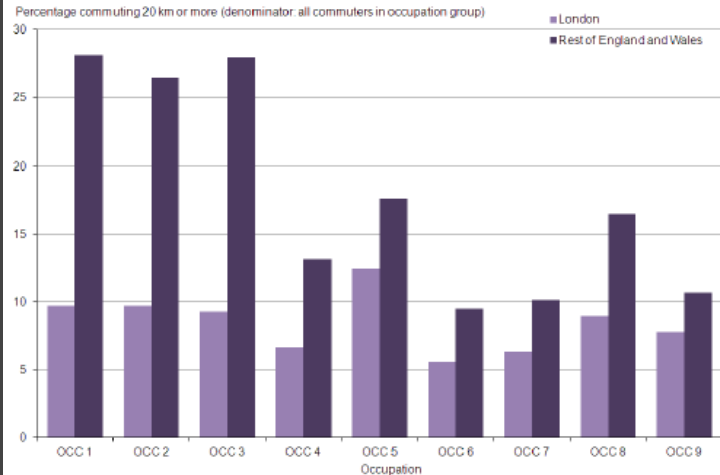


Figure 19: Percentage of workers commuting 20 km or more by occupation

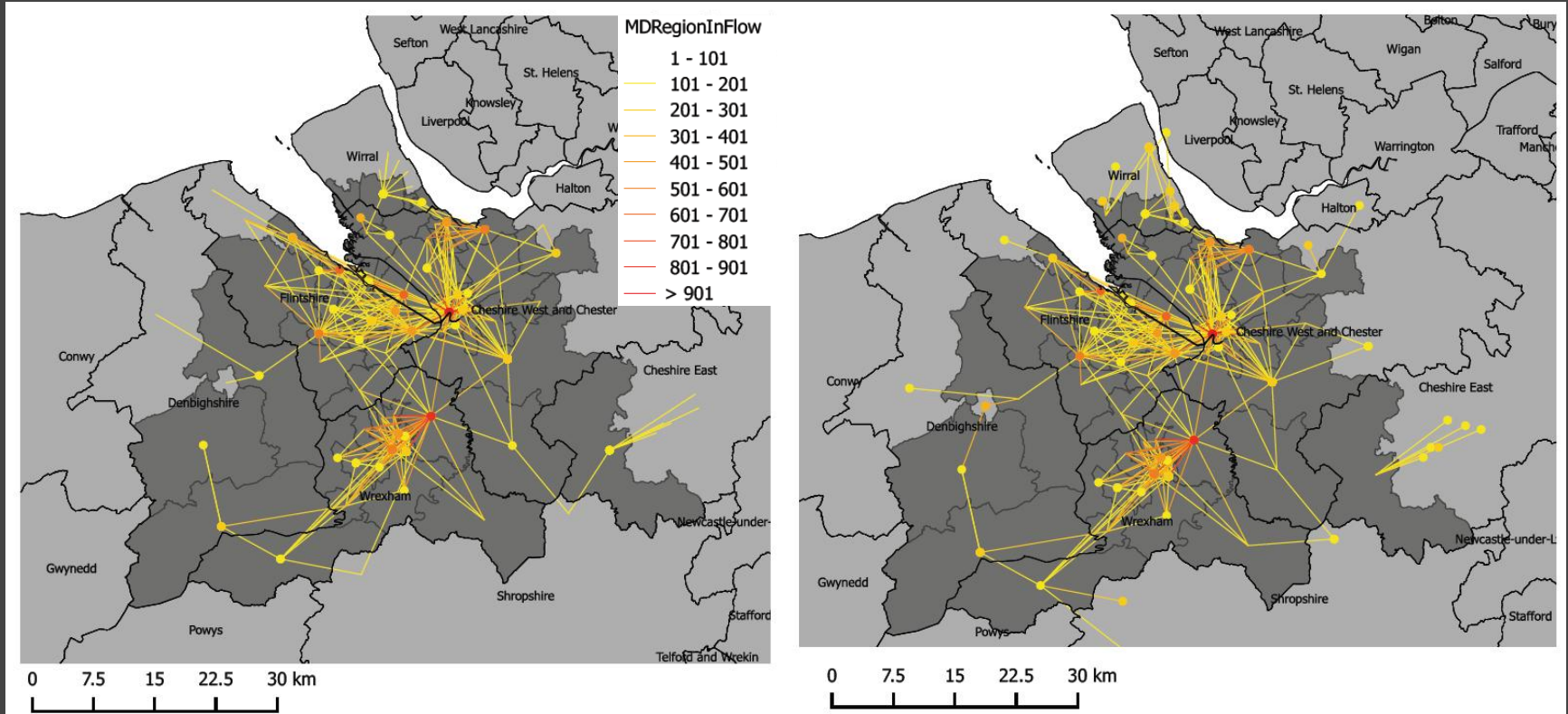
England and Wales, 2011



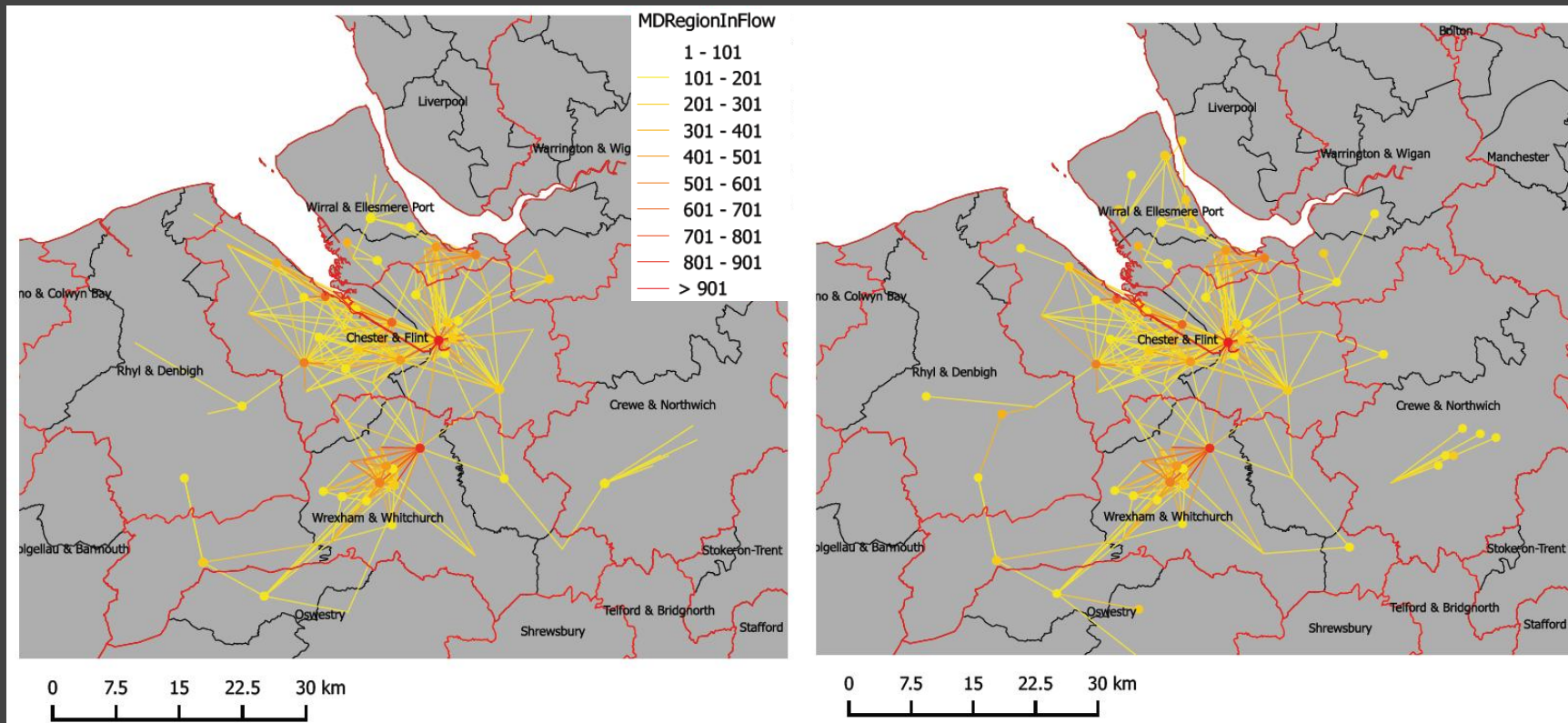
Notes:

- Distance is calculated as the straight line distance between the enumeration postcode and the workplace postcode.
- OCC 1: Managers, Directors and Senior Officials
- OCC 2: Professional Occupations
- OCC 3: Associate Professional and Technical Occupations
- OCC 4: Administrative and Secretarial Occupations
- OCC 5: Skilled Trades Occupations
- OCC 6: Caring, Leisure and Other Service Occupations
- OCC 7: Sales and Customer Service Occupations
- OCC 8: Process, Plant and Machine Operatives
- OCC 9: Elementary Occupations
- The figures are for workers aged 16 and over.
- Source: Census 2011, Office for National Statistics.

Mersey Dee Commuting Maps (in/out)



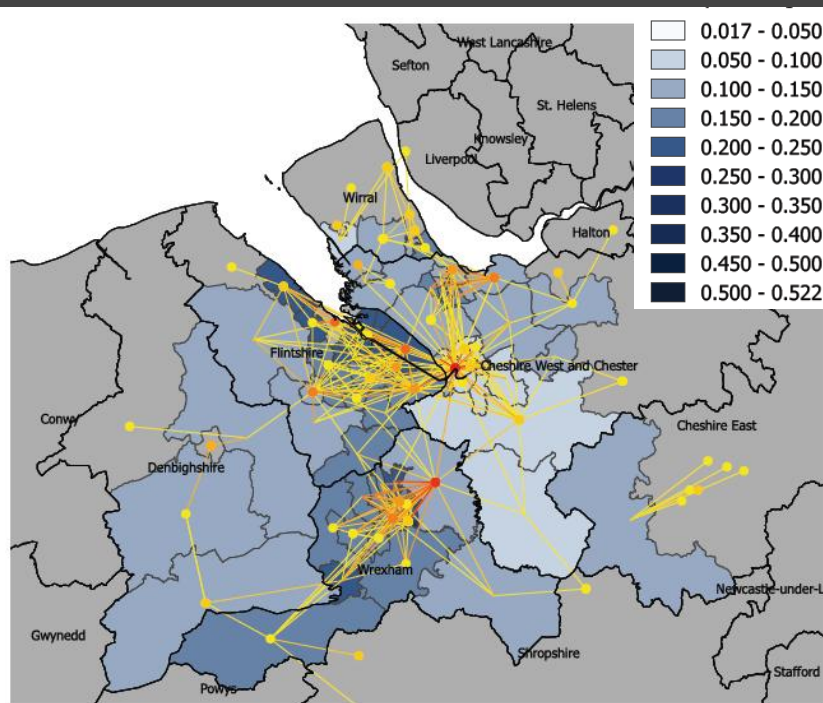
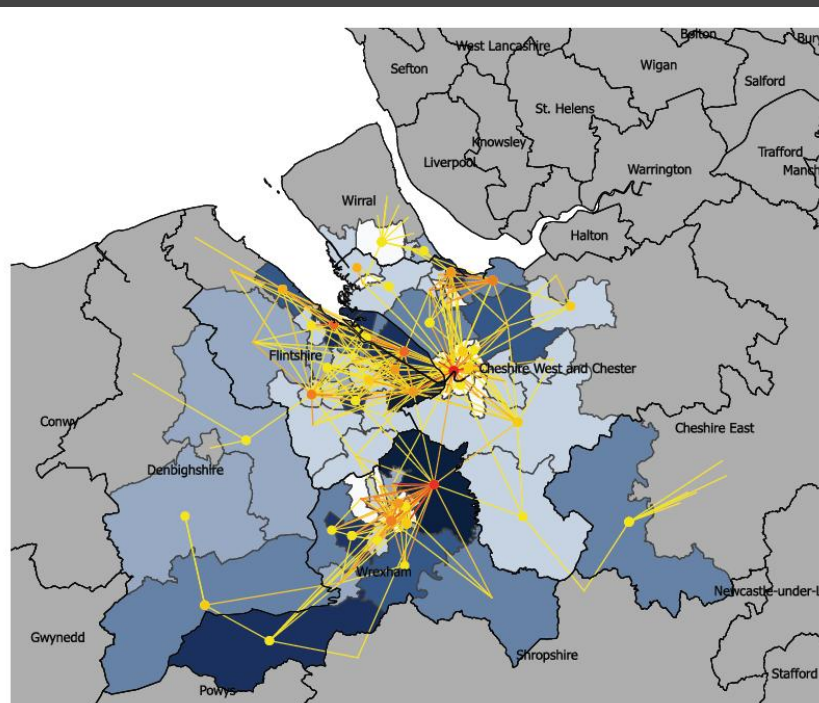
Mersey Dee Commuting Maps (in/out)



Industry



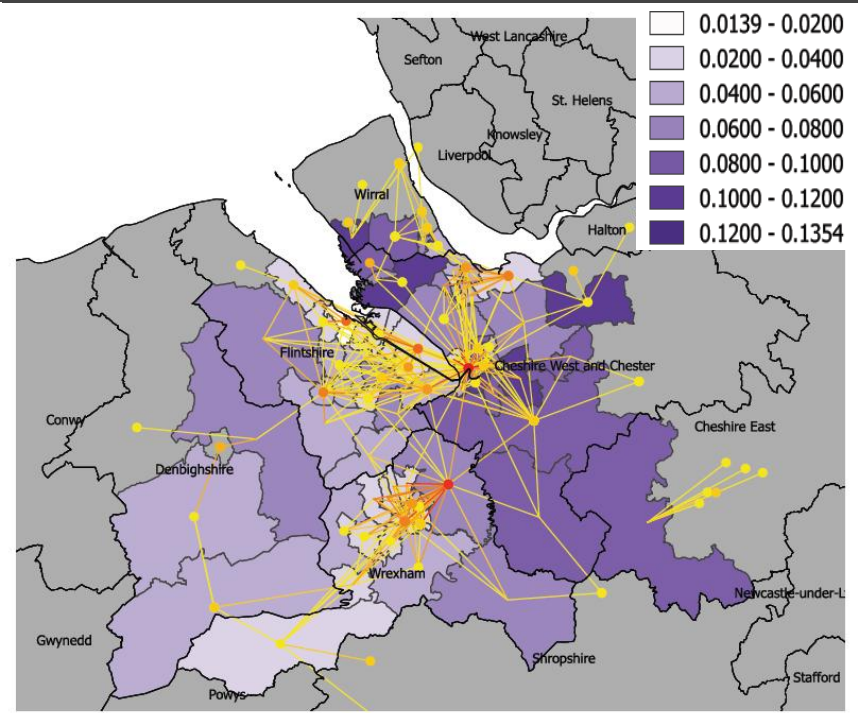
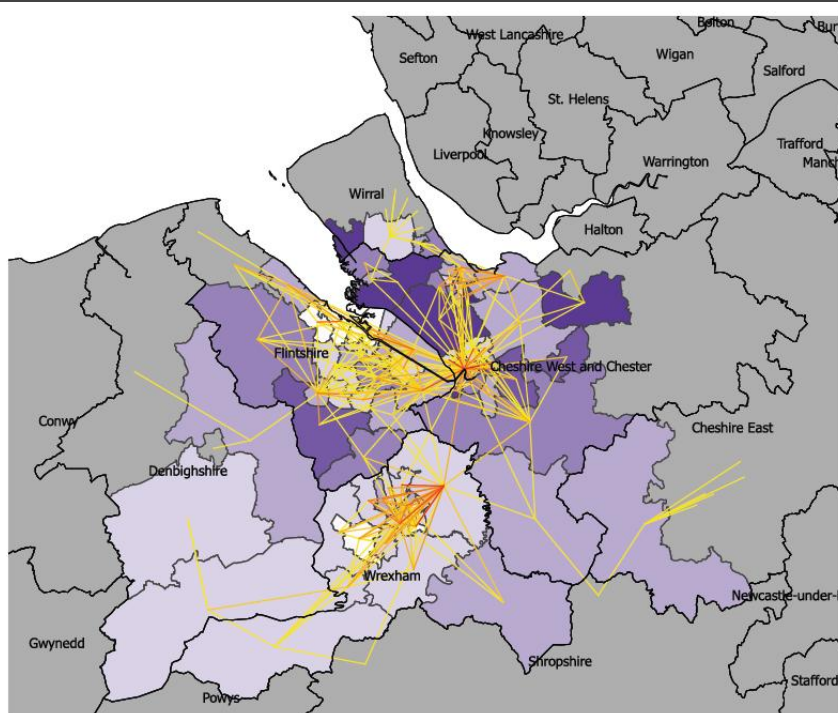
Commuting for Manufacturing Employment and Labour



0 7.5 15 22.5 30 km

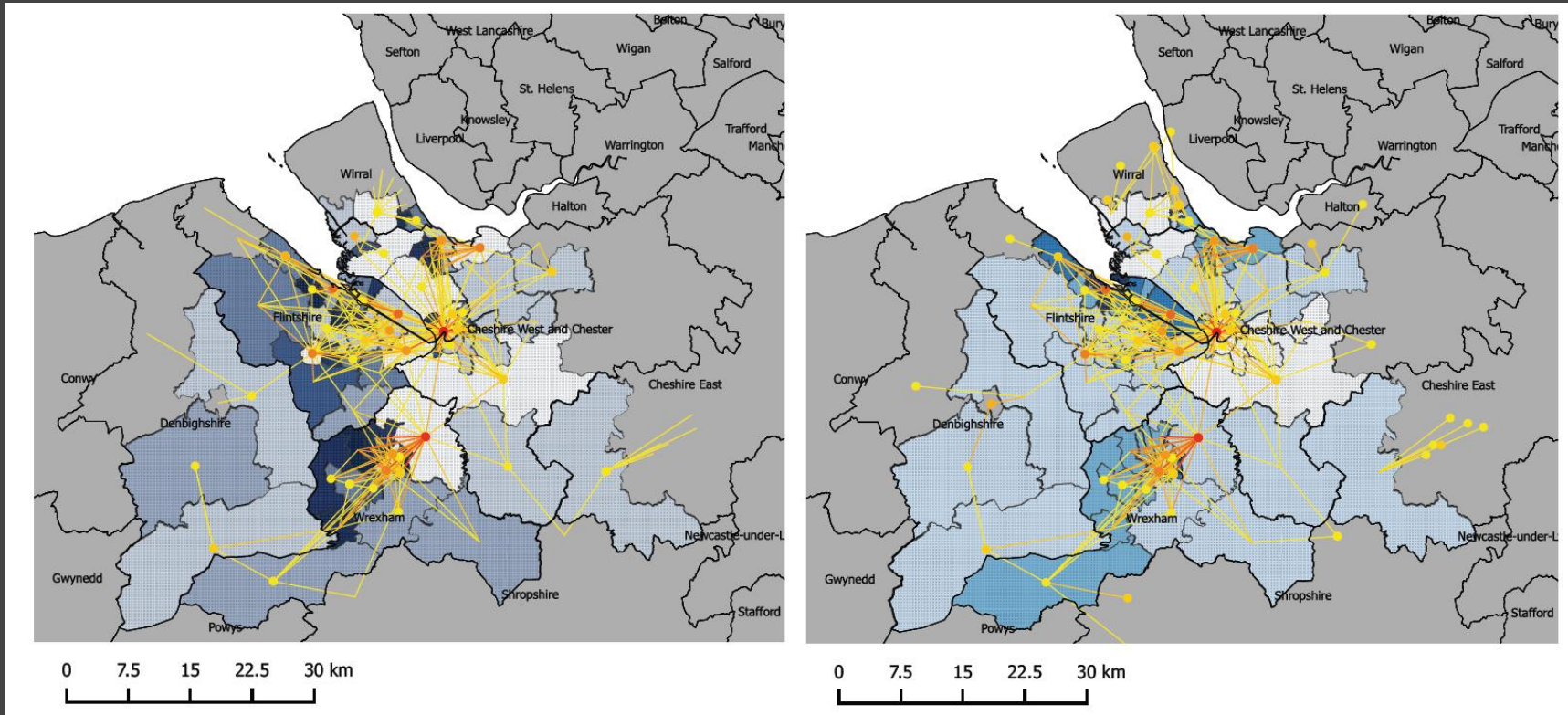
0 7.5 15 22.5 30 km

Commuting for Professional Employment and Labour

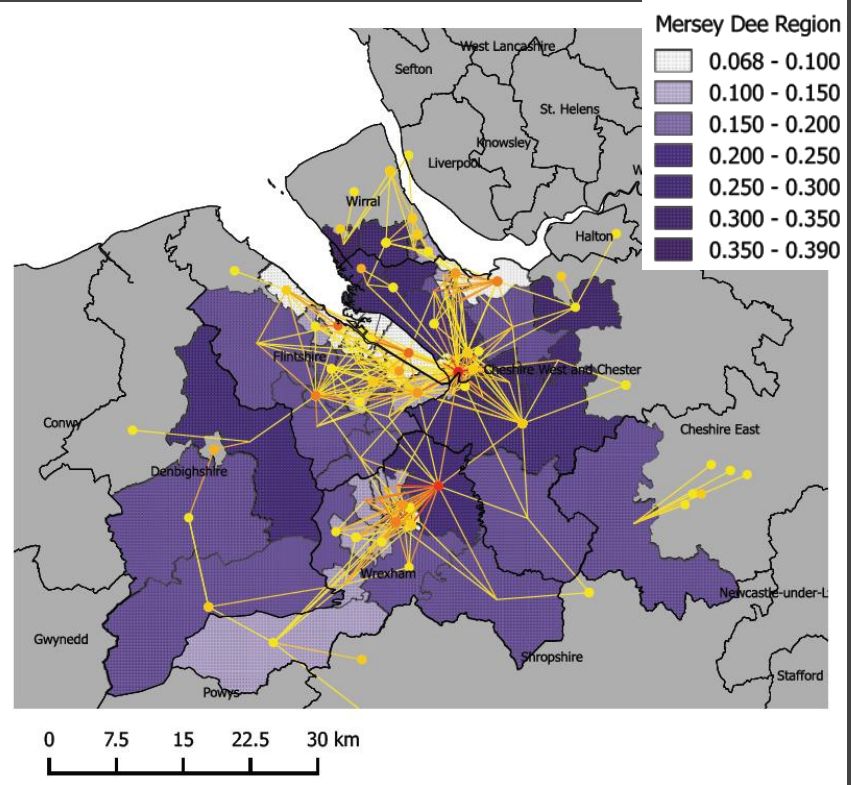
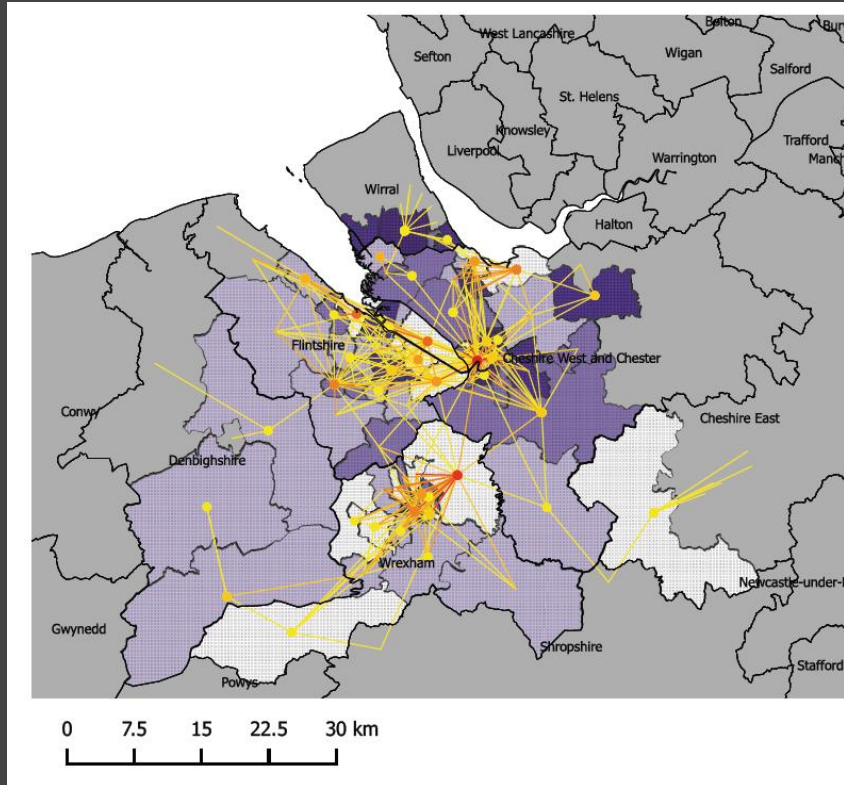


Occupation

Commuting for processing occupations



Commuting for professional occupations



Conclusions

- The interrelationships between locations vary according to sector and occupation
- Commuting preferences create particular patterns of settlement
- Political and policy interventions enabled a particular pattern of development of more advanced manufacturing

Next Steps

Governance institutional research framework

Local (political and functional entities)

Governance (Institutions)

Formal

1. Structures
2. Frameworks
3. Boundaries
4. Resources

Informal

1. Networks
2. Values
3. Identity
4. History

National (Wales and UK)

Policy framework (Coded)

1. Rhetoric
2. Policies
3. Economic framework

National to Local

Soft (Tacit)

1. Understanding 'community of place'
2. Influence of 'capital city'

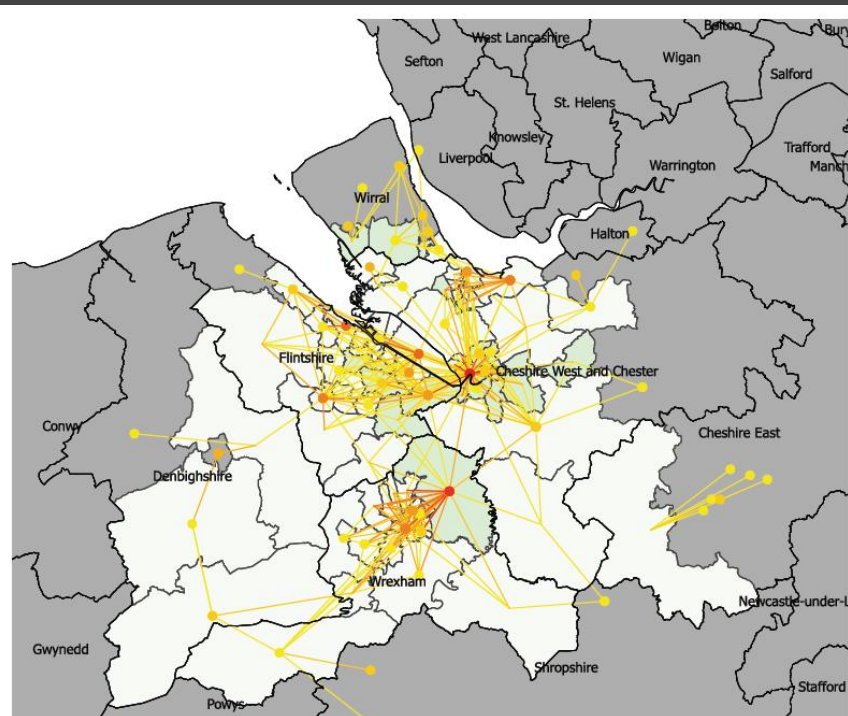
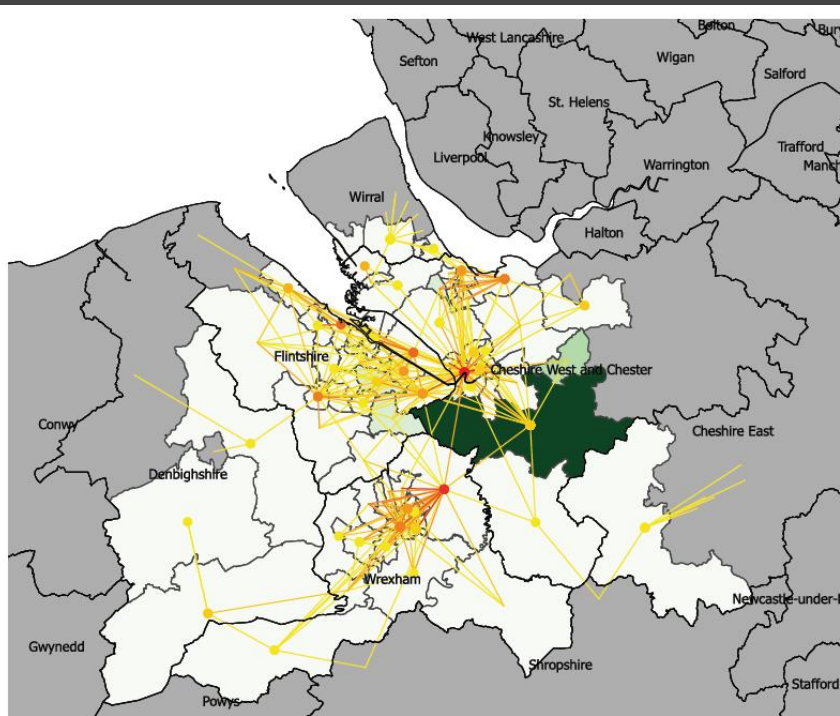
Understanding the local economy? (e.g. firms and human capital)

8 Interviews Denbighshire – June/July

25 12 interviews Flintshire Sept/Oct

12 interviews Wrexham – Nov

Commuting for Finance & Insurance Employment and Labour



Commuting for managers, directors etc. occupations

