

Home Town or Clone Town?

The Clone Town Britain Survey is designed by **nef** (the new economics foundation) to determine whether your town is a Clone Town indistinguishable from dozens of others around the country; or a genuine Home Town that is distinctive and recognisable as a unique place. The Clone Town Britain Survey is simple and can be used in any town in the UK. It should take no more than 30 minutes and can be completed while strolling along your local high street.

How to do the Survey

I) The route

Start at the place you consider to be the high street of your town – a street where most of the shops are concentrated. To do the Survey you simply need to walk along the high street and record the first 50 shops you pass (you can start at any point on the high street). Services such as post-offices, banks, benefit offices, job centres, doctors' surgeries and public buildings should not be counted.

II) Filling in the Survey

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

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

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

III) The scoring

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

1. For each **type of shop** counted on your high street, give **5 points**.
2. For each **independently owned shop** counted on your high street, give **50 points**.
3. For each **chain store** counted on your high-street, give **5 points**.
4. Add up the scores from steps 1–3 and divide the total sum by the number of shops counted (i.e. 50).

Example: 'Blandton'

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

$$(18 \times 5) + (10 \times 50) + (40 \times 5) = 790 \qquad 790 / 50 = 15.8$$

With a score of 15.8 we see that 'Blandton' is indeed a Clone Town!

5	10	15	20	25	30	35	40	45	50	55	60	
Clone Town					Border Town			Home Town				

Please return completed surveys to:

Clone Town Britain Survey, **new economics foundation**, 3 Jonathan Street, London SE11 5NH Fax: 020 7820 6301

Clone Town Britain Survey

Town: _____ Name of high street: _____

SHOP COUNT

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

Points

Number of types of shops _____ x5 = _____

Number of independently owned shops _____ x50 = _____

Number of chain stores _____ x5 = _____

Total points _____

CLONE TOWN SCORE

Total points / Number of shops = Score

/ 50 =

CLONE TOWN RATING

5	10	15	20	25	30	35	40	45	50	55	60
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