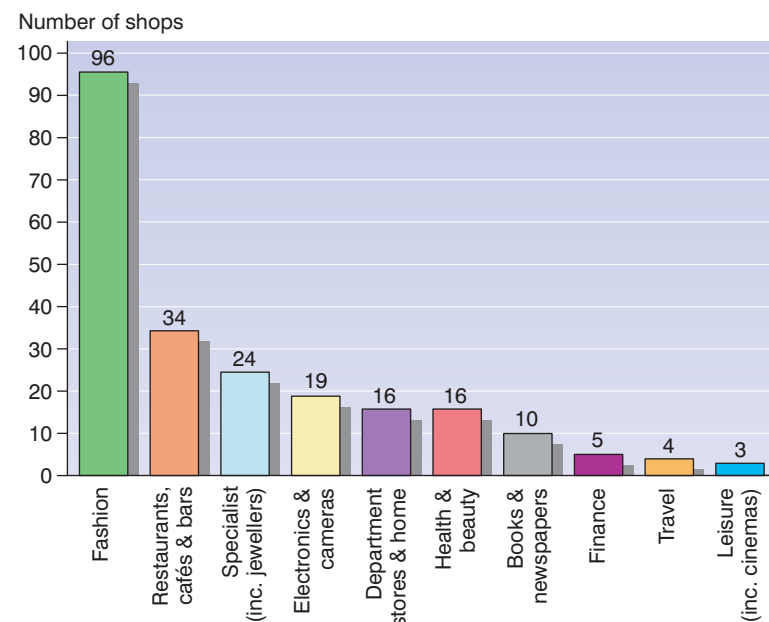
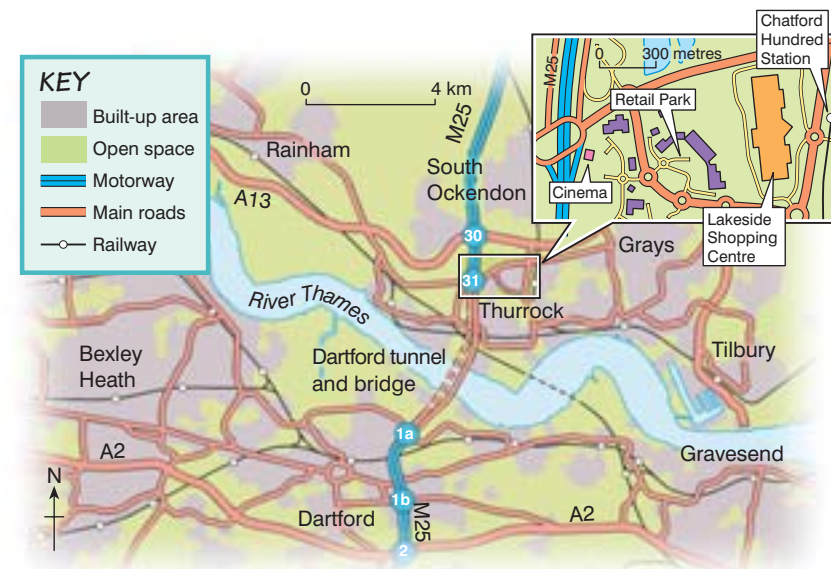


How well do shopping centres serve us?

The 1980s saw the beginning of a new trend in UK shopping with the development of the first large out-of-town shopping centres or malls. As city centres became more congested these shopping malls moved to where the land was cheaper and there was space for parking: a shoppers' dream, with endless car parking. But some question the effect that out-of-town shopping malls have on communities and the environment.



Classifying Lakeside shops **C**



Places within easy shopping distance of Lakeside **D**

Facts about Lakeside

- 440 coaches/week visit Lakeside
- 13 000 car parking spaces
- Each visitor spends an average of £95
- Over 300 shops and 4 major department stores
- Next-door retail park has 40 large stores like IKEA & PC World
- 30 cafés/restaurants and 7-screen cinema
- 67% of shoppers are from moderate to well-off social groups
- 500 000 visitors per week, open 7 days/week
- 10 hectare lake complex and diving school
- 49 hectares in area

Are there advantages and disadvantages to size? **B**

I can get all I need here for the whole family. If the kids need something for their computers, games or bikes it's all here. There's so much choice. **E**



I'm only here with my parents. It's a bit soulless – lots of similar shops but not very interesting, is my verdict. I need a new set of front forks for my BMX bike, not 10 places selling the new Robbie Williams album.

It's less hassle than the high street. Once you're here it's all indoors and out of the weather. There are so many places to have lunch and we've even been to the cinema while my wife went clothes shopping.

Frankly it's a lot of hassle getting here by bus with my two kids and even worse with all the shopping to carry on the way home. I only need some essentials but you never go home with just the stuff on your list from this place, believe me.



A What do modern shopping malls offer that the high street doesn't?

- OVER TO YOU**
- Name three features which you might find at a shopping centre or mall that you would be unlikely to find in a town centre shopping area.
 - Out-of-town shopping affects groups of people in different ways. Suggest what might be the advantages and disadvantages to two of the following groups of people:
 - elderly people
 - parents with young children
 - people without a car
 - teenagers.
 - Use photos **A** and panel **B** to help you explain how three of the factors listed in **B** could attract people to an out-of-town centre like Lakeside. Try to follow the **Point – Evidence – Explanation – Link** model. For example:

Out-of-town centres often have a lot of free parking spaces (Point), such as the 13 000 free spaces at Lakeside (Evidence). This attracts car drivers who would otherwise have to pay to park near shops in town (Explanation). Another factor might be ... (Link)

- Choose at least one factor that you think might put people off and persuade them to shop in town instead.
- Use evidence from all the sources on these pages to prove or disprove one of these statements:
 - 'Lakeside has a large sphere of influence.'
 - 'Out-of-town centres are a way of life.'