

## **IB DP Geography – The Move From CBD to Out Of Town**

### **WHY THE SHIFT?**

Retailing trends Post 1980

- Since the 1980s this type of retailing has changed fundamentally with the advent of Out of Town or edge of town retailing. This has been made possible because;
- Government policies in many rich nations favoured edge of city sites and made retailing in the city centre very expensive
- Increased use and ownership of cars in many families
- Improvements to road networks, development of motorways and ring roads, making out of town sites more accessible
- Land prices are much cheaper at the edge of cities as shown by the Bid-rent Model.
- Retailers have also changed their business models and store plans, and prefer an American style of retailing with very large stores with lots of square meters of retail space, plus space for parking.

### **ADVANTAGES OF OUT OF TOWN SHOPPING CENTRES:**

- More accessible than city centres, which are often congested.
- Large, free car parks.
- Larger stores – meaning there is a good range of products.
- Indoor shopping centres - people are not affected by the weather.
- Purpose built shopping and leisure experiences with cafes, bowling and cinemas.

### **DISADVANTAGES OF OUT OF TOWN SHOPPING CENTRES:**

- Creates more traffic, especially at weekends and bank holidays.
- City centres lose trade because people go to the out of town shopping centres – resulting in a DOUGHNUT EFFECT (see below).
- Harder for small shops and independent stores to be successful.
- May not be accessible to some members of the community e.g. the elderly.

### **DOUGHNUT EFFECT**

- The doughnut effect is the name given to the increasing movement of retail from the C.B.D. (Central Business District) to the outskirts (rural-urban fringe) of the cities. Obviously, cars have been the factor that have fueled this process, as well as, the attraction of an out-of-town site for retail.