

GEOGRAPHY MATTERS

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Geography Matters is the newsletter of the Geographical Association Post-16 Section and the NATFHE Geography Section. The views expressed are those of the authors and do not necessarily represent those of the GA or NATFHE. The GA is based at 160 Solly Street, Sheffield S1 4BF. Website: <http://www.geography.org.uk>

EDITORIAL

Welcome to the Summer 2004 edition of *Geography Matters*. Change appears to be a common theme throughout the newsletter and we have all continued to experience change in post-16 education. The Committee has also seen changes. We have welcomed new members to the Committee and sadly said goodbye to others, as Mick Dawson outlines in the Chair's Notes.

Roles within the Committee have also changed. Special thanks are due to Peter Home who edited the newsletter for almost three years, improving its content and quality and safeguarding the place of the newsletter in the twenty-first century by overseeing its transition to a predominantly e-mail format. Peter remains an active Committee member and has taken on the role of Treasurer. The role of Editor was taken on by Nicola Elgar but a change of job has seen Nicola leave the Committee. Future newsletters will now be edited by Viv Pointon.

The articles in this edition are, as ever, wide ranging and thought provoking. Dave Turton provides us with a synopsis of a lecture given at the 2003 GA Annual Conference, examining how the strategies used in promoting places has an impact on the landscape and its development around us. Alan Marriott provides us with a useful insight into how changes on an international scale are encouraging people to seek local manageable solutions, in this case in the fishing industry in Uganda.

The next *Geography Matters* is due to be published in Autumn 2004. Please send in any contributions that you may have – I look forward to reading them.

CHAIR'S NOTES

As we come to the close of another academic year I hope you will be able to travel and employ your geographical skills in those places you intend to visit. In 2003 I was able to take part in a fascinating visit to Malaysia on the excuse that I wanted to visit my daughter on her gap year placement! However, a short visit to Wales in August 2003 was even more memorable and not just because of the glorious scenery and weather.

Unfortunately this has been a period of dramatic change for the Post-16 Committee following the deaths of two very long-standing members of the Committee.

George Metcalfe died in April 2003. He had been a GA member since just after the war and was a founder member of the FE section, which later became the Post-16 Committee. George was also a staunch supporter of NATFHE and Treasurer of its Geography Section, which amalgamated with the GA Post-16 Committee. George will be remembered for his support and help at all stages. Through his encyclopaedic knowledge of the constitutions of both the GA committees and NATFHE he knew the rules and was able to find the way through problems. He had a keen eye for detail and so was a valued Treasurer for many years.

George had a passion for geography and geographical education teaching both in FE and Adult Education. In later years, before he struggled with health and mobility problems, he was always present at Committee meetings, travelling from his home in Dunfermline to stay at the Victory Club near Hyde Park. In the past two years his wife Mary's illness and his own decreasing mobility kept him from meetings in London. However, he would ensure that he kept in touch both before and after the event. He would phone on a Sunday morning to have a full report of the previous day's activities. His friendship will be much missed.

Brian Harris died in June 2003. He had been a GA member since 1952. He was one of the post-war committed regional and economic geographers who were so important to the development of our subject in schools and

colleges. Brian was a valued member of the Association at national level where he worked with the Further Education Section, becoming its Chair in the 1980s. He was a representative of the group on our Education Standing Committee and later a highly-regarded member of Council. Throughout the 1990s we persuaded Brian to remain on our committee as Vice Chair when we became the combined Post-16 Committee and NATFHE Geography Section. He was an invaluable support to at least three Chairs and provided a great part of the Higher Education perspective within our section for many years.

Brian's quiet humour could lighten the most boring of topics in a meeting. He was always meticulous in welcoming new members and helped them to feel at home in the group. His sound common sense and level-headed approach to problems were a great part of his contribution to the work of the Association. Brian will be deeply missed.

We have also lost the services of Julia Jones, Julian Maslin and Nicola Elgar. We all wish them well for the future and can I say a big thank you to them for all their work for the Post-16 Committee and the GA. I think I was responsible for Julia becoming involved in the Committee in the first place as she was one of the geographers who attended a workshop I organised some years ago for teachers of Travel and Tourism. She took over as Treasurer from George Metcalfe. Julian became a member of the Committee in the 1980s and took on the position of Chair. The Committee will miss his knowledge, sincerity and sense of humour. Nicola took over the editing of this newsletter last year but is now working away from the world of geography so has left the Committee.

There is some good news. We have three new members to welcome to the Committee – Viv Pointon, David Weight and Helen Hore.

I hope you have all had a successful year and that you will contribute to future *Geography Matters* and participate in events that we run.

MICK DAWSON

Chair, Geographical Association Post 16
Section & NATFHE Geography Section
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Uganda: An example of local innovation in response to international [what???

ALAN MARRIOTT

Food Control International, Grimsby

Between January 2002 and March 2004 I was a fairly frequent visitor to Uganda, running a DfID post-harvest fisheries research project on the 'impacts of globalisation on fish utilisation and marketing systems in Uganda'. These few comments describe some striking changes in fish processing.

In the last 15 or so years a significant export fishery of frozen and chilled Nile perch from Lake Victoria has developed. There are 10 processing plants in Uganda. Most of these are concentrated in a distinct cluster centred around Kampala extending to Jinja to the east and Entebbe to the south (with a more distant outlier further south in Makasa). There are comparable clusters in Kenya (around Kisumu) and Tanzania (around Mwanza). All of these are at the base of a global commodity chain supplying fish to export markets in Europe, North America, Japan and the Middle East. The main aim of the project is to examine the impact of the development of the export fishery on the livelihoods of the workers.

Most of the changes are to be expected. The price of Nile perch has risen significantly at those beaches where the traders who supply the factories operate, and fishermen who catch Nile perch have benefited. The effect is quite localised since most of the catch is taken by non-motorised boats (only one in ten of the boats is motorised) which are restricted to areas close to their home beach. Landing at distant beaches is not possible.

Conversely, traditional processors of Nile perch have suffered. It is not a preferred species for consumption around Lake Victoria and much of the catch is smoked and exported to the Congo and Rwanda. Traditional processors now find much of their raw materials taken for the factories and their livelihoods adversely affected.

One new processing industry has developed, illustrating enterprise and innovation in

response to the new situation. This is the processing of waste from the factories.

The most common export product is frozen fish fillets. In addition export markets are found in the Far East for swim bladders. Most of the by-products were originally disposed of, but now form the basis of a small and very specialised processing industry. Some heads are sold to food vendors for deep frying as a snack. But most of the by-products are smoked by the local processors. Heads, skins, frames are all smoked and sold, normally in the export markets to the west. Fat is recovered for industrial use.

The skills needed (smoking, heating) are fairly widely available and financial capital requirements (kilns, heating equipment) are limited. Hence the activity can be carried on at a large number of locations and, no doubt, is widespread. But there are two significant pressures for these processing activities to cluster: (1) the localisation of the raw material source (the factories) and (2) the localisation of the markets, the final market for fats and the starting points of the internal and export distribution network. Hence, the two major sites for this activity are close to Kampala. One is at Ggaba, where the processing site is situated adjacent to the fish landing site on reclaimed papyrus swamp. Ggaba is a few miles south of Kampala and is a significant landing place for fresh fish for the local trade. In recent years it has become much more than a lakeside fishing village as well-to-do managers and professionals from Kampala choose to live there. The women of Ggaba have been able to transfer their processing skills from whole fish to factory by-products.

The second by-product processing site is at Busego in the outer suburbs to the west of Kampala. This is run by an informal, non-corporate group. The activity has been at the present site for more than a year, but is the third site occupied by the group in a three year period. It was established through a Kampala Council initiative, and the landlord (a timber factory) does not charge rent. 60-70 people work at site. Independent workers are relatively disadvantaged – widows, unemployed, demobilised soldiers. Most work in morning then go back to their villages for other activities in afternoon.

Packaging Places

Place promotion with reference to bids made by UK cities to become European Capital of Culture 2008.

Dr David Turton
The Open University

Introduction and Background

At a rather low-key, early-morning press conference during the first week of June 2003, the Secretary of State for Culture, Media and Sport, Tessa Jowell, made the briefest of announcements that Liverpool would be the UK nomination for the European Capital of Culture 2008. The low-key nature of this event contrasted greatly with a very high profile process whereby twelve UK cities entered a competitive race for this coveted title: a process that began in August 1999.

The European Capital of Culture has evolved from the 'European City of Culture' concept, which commenced in Athens in 1985 and will run until 2004. From 2005 until 2019, each European Union member state will host an event entitled 'European Capital of Culture' and the UK will host this in 2008. The title is not intended to reward existing cultural excellence but rather to encourage innovation and regeneration. Each city awarded the title should experience cultural development and a massive economic boost through increased tourism and employment as well as an enhanced profile for the city.

By the close of bidding in April 2002, 12 UK cities had nominated themselves for the award, having to demonstrate that they could deliver a year-long programme of cultural events involving both locals and visitors, and the use of 'culture' in the broadest sense of the word to regenerate the local economy, boost education and tackle social exclusion. The cities bidding were: Belfast, Birmingham, Bradford, Brighton & Hove, Bristol, Canterbury & East Kent, Cardiff, Inverness & the Highlands, Liverpool, Newcastle/Gateshead, Norwich and Oxford.

In October 2002 a final shortlist of Birmingham, Bristol, Cardiff, Liverpool, Newcastle/Gateshead and Oxford was announced, signalling the beginning of a

vigorous place-promotion campaign. Each of these cities, by virtue of their presence on the shortlist, was designated a 'Centre of Culture'.

These cities were no doubt all hoping to emulate the success that Glasgow achieved when it held the title 'European City of Culture' in 1990. It has been argued that Glasgow has been the most successful of all the 'Cities of Culture' since the award began in 1985. In total, 5580 new jobs were created and more than £1 billion of public and private funds supported Glasgow's regeneration. Theatre attendances rose by 40% and the number of foreign visitors increased by 50%.

The prize is large, not only in terms of both Government and European funding but also in terms of private investment, jobs and regeneration. Cardiff, for example, predicted a £1 billion economic boost and the creation of 3500 new jobs. With this in mind, cities therefore invested vast sums of money to claim the crown. Belfast spent £1 million on advertising alone, whilst Liverpool budgeted £22.5 million and Bradford £32 million to host the event.

Valuing Geography

In line with the overall conference theme, 'Valuing Geography', the lecture focussed on the various promotional campaigns launched by the competing cities and highlighted the role and value of geography in the process. In summary, five geographical components were highlighted and three bids were selected as a means of illustration. The selected bids were Bradford, Liverpool and Newcastle/Gateshead. The role and value of geography was identified in the following ways:

1. Place promotion
2. 'Geographical imaginations' and 'Sense of place'
3. The use of imagery and symbols
4. Cultural diasporas
5. Urban regeneration

Place Promotion

The Capital of Culture bids are all place-promotion focussed and the role of place in geographical study was considered before examining more closely the contemporary focus on place promotion. Place promotion is basically the creation of a new image for a

place and the aggressive marketing of that image to attract new economic investment or to overcome negative perceptions of the place. In the post-industrial era, place promotion has become central to the economic development policies of most local authorities. Possibly the most famous of all place promotion campaigns was the 'Glasgow Smiles Better' campaign which was linked with the city's 1990 European City of Culture bid. An analysis of the 2008 Capital of Culture bids illustrates a more contemporary marketing focus based on leisure and consumption based activities in the city such as shopping, sport and culture. There is also a certain slant towards the young and wealthy professionals who are able to fulfil such lifestyles. Snappy slogans are used to project these aims:

Bradford: 'One Landscape, Many Views'

Liverpool: 'The World in One City'

Newcastle/Gateshead: 'Newcastle-Gateshead Buzzin'

'Geographical imaginations' and 'Sense of place'

Since individuals' perceptions or 'geographical imaginations' are strongly influenced by advertising and the media this was used intensively in the campaigns. Although place promotion is primarily focussed on how 'outsiders' see a place, it was also used to influence how 'insiders' relate to it, i.e. creating a different feeling of belonging or a 'sense of place'. The main case study used in the lecture to illustrate this was Bradford, whose metropolitan area includes peripheral Pennine towns such as Bingley and Ilkley, which have different geographical characters to the city itself. People who live in these towns have a different relationship with the city to that held by the city dwellers themselves. Publicity and media stunts included the opening of a 'Bradford Embassy' in London and the issuing of 'Bradford Passports'.

The use of images and symbols

The use of images and symbols (logos) has been central to all the 2008 Capital of Culture campaigns. The analysis of such imagery is a central theme in contemporary social and cultural geography. These images are both social and cultural 'texts' and they are deliberately constructed to convey particular meanings and a particular image of the city.

The images can also be contested in respect of what is excluded. Different 'geographical imaginations' exist within a city, but these images presented usually represent a happy, vibrant, modern place and exclude other views of the city such as dereliction, peripheral estates, homelessness etc.

Is the 'real' Newcastle represented by the vibrant Quayside with its apartments, galleries and café bars aimed at the moneyed, cultured, middle class? The Newcastle/Gateshead bid alone brings together two new contrasting senses of place. Each bidding city has also developed some form of visual logo to encapsulate their bid and give the city a 'branded' image.

Bradford's 'One Landscape, Many Views' can be used to illustrate this. The importance of the imagery to Bradford's campaign is highlighted by the fact that an award-winning design agency was contracted to spearhead the marketing strategy, whose other clients include the Football Association, ASDA, Halifax Bank and ICI. The 'One Landscape, Many Views' logo is based on a David Hockney inspired montage. The image takes many forms creating a mosaic of people and landscapes to foster a 'sense of place' amongst residents and to unite a very geographically diverse district. The logo has a central 'b' for Bradford and the various coloured pixels are supposed to represent the many colours of a diverse district along with the textile heritage of the city.

Cultural diasporas

A number of the 2008 Capital of Culture bids emphasise their city's cultural diversity. This can be directly related to the geographical concepts of interconnection, cultural diasporas, hybridity of culture and trans-culturation. These were explored in the context of the Liverpool bid.

One definition related to place identity and the uniqueness of place is that places are a product of their connections with other places in the world. Certainly, Liverpool has developed its social, economic and cultural character through its primary function as a port within the framework of a changing national and international economy.

The Liverpool logo 'The World in One City' draws upon the various cultural diasporas, therefore presenting a culture that is both local and global in character. The bid document claims that Liverpool: *'Lives on the edge of Europe, the edge of America and on the edge of Africa – on the fault lines of culture'*

Distinctive diasporas can be identified in Liverpool: The African Diaspora, which resulted from Liverpool's position in the triangular slave trade; the Irish Diaspora (largest); the Chinese Diaspora (the longest established Chinese community in Europe); the Jewish Diaspora and more recently diasporas created by the influx of asylum seekers from the Balkans and Middle East.

Although these distinctive diasporas do exist, their close proximity has led to intermixing between cultures resulting in trans-culturation and the emergence of hybrid cultures. The best example is 'Merseybeat', a form of music made famous by the Beatles mixing African, American and Irish music with an added local element to create a distinctive sound.

Urban regeneration

Inner-city redevelopment has been a focus of geographical studies for many years, especially the revitalisation of derelict buildings and areas, gentrification and gradual moves towards city centre living once more.

Chris Smith (then Secretary of State for Culture, Media and Sport) stated when launching the bidding process, that the Capital of Culture should be viewed as a tool for regeneration. Most of the bids submitted focused upon 'new life for old buildings'.

Newcastle/Gateshead is, once again, a good example. Urban regeneration linked to the bid includes two distinct schemes: the Quayside and the Grainger Town project.

The Quayside along the banks of the Tyne, which until the 1970's consisted of disused industrial buildings, derelict and polluted land, has been transformed into a vibrant, modern waterfront lined with consumer-orientated businesses such as hotels, café bars and restaurants and expensive apartments.

Much of this redevelopment on the Newcastle bank of the Tyne has already been completed through the Urban Development Corporation. Gateshead Quay would develop more from the Capital of Culture projects especially as the award winning Millennium Eye Bridge now links them with Newcastle Quayside.

The 'flagship' conversion is the Baltic Mill, a former flour mill which had remained derelict for years. This had been converted into the Baltic Centre for Contemporary Arts. Likewise, another restored flourmill is to become 'The Centre for the Children's Book'.

In the heart of Newcastle City Centre, the Grainger Town project has restored Edwardian and Georgian buildings into a cultural quarter once again with city centre living.

In addition to these conversions, 'Sage', the completely new, purpose-built cultural centre, will complete the portfolio.

A note of caution warned against the romanticism of the past. Although in the bidding process great emphasis has been placed on rediscovering heritage especially through the use of old buildings, people and places demonstrate different relationships or a different 'sense of place'. Buildings such as the Baltic, so central to the Newcastle/ Gateshead bid, may not be seen as a cultural icon by all! To some it may represent toil and hard labour, even redundancy and unemployment.

Conclusion

The lecture concluded with a more cynical view of the Capital of Culture bidding process entitled 'Whose Culture?' and looked in particular at excluded groups. Drawing once again on the Glasgow experience of 1990, comparisons were made with the cities bidding for the 2008 title.

At the time of the conference at the end of April 2003, the various campaigns were reaching their climax, and heartened by the bookmakers odds and the results of recent television vote (in a similar style to the Eurovision Song Contest) the presenter predicted that the Newcastle/Gateshead bid would be the eventual winner, and so did the nation. Congratulations Liverpool!

In Remembrance of George Metcalfe and Brian Harris

Sheila Morris

In 2003 the Post-16/NATFHE Geography Committee lost two long-term colleagues with the deaths of George Metcalfe in April and Brian Harris at the end of June.

George Metcalfe was created an Honorary Member of the GA in 1998. He had been a GA member since the late 1940s and a founder member of the FE section. He was a staunch NATFHE member and became Treasurer of their Geography section, which amalgamated with the GA Post-16 Committee in the early 1990's. He kept the reigns of our joint finances tightly controlled, difficult as the two organisations had different accounting years. Accounts would be presented in detail and always in the black! George was a loyal and kindly supporter of other office bearers. He had a wonderful ability to find ways through the systems, often involving long telephone calls to HQ.

George had taught in both FE and Adult Education, latterly in Dunfermline where he and his wife Mary had made their home. George was a keen, enthusiastic, practical geographer and field geologist who had a great love of fieldwork. This took him to many parts of the British Isles and overseas. Up until the past two years when he was struggling with health and mobility problems, George would always attend our meetings in London and at the Annual Conference. He was a great railway enthusiast and led numerous field trips over the years. He would arrange at least one meeting a year at the Victory Club where he stayed. This often meant that the Chair and Secretary would meet him on the Friday night over a drink and a meal to discuss the 'agenda'.

In spite of his health problems George managed to keep in touch by telephone. One always knew that the Sunday morning after a meeting in London would bring his cheery call requiring a full report on the previous days meeting. His phone bill must have been immense as he kept in touch with us all at different times of the day and evening! Our discussions would extend to music, theatre and

travel. He had a great memory for names and activities of colleagues' families, which was much appreciated. All who knew him miss his wonderful dry sense of humour, his friendship and support. We send our condolences to his wife, Mary.

Brian Harris had been a member of the GA since 1952. Originally from Whitchurch, Cardiff he graduated from LSE, gaining a teaching qualification and then a further degree. He taught at Buckhurst Hill before moving to Ealing Technical College which became Thames Valley University. He was a committed regional and economic geographer with a great interest in planning – his wife, Judy, was a town planner. He adapted to changes in direction in our subject to the benefit of the many students and teachers with whom he worked.

Brian was a valued member of the Association working with the FE Section becoming Chair for several years in the 1980s. He remained on the Post-16/NATFHE Committee, as the FE section became, as Vice Chair until two years ago. He was a great support to all office holders. We called him 'Mr Constitution' as he knew so much more than many of us about the Association and its working practices. He represented the Section on ESC and was a valued member of Council.

Brian was a hard-working gentleman with a quiet sense of humour, which could lighten the most boring of topics. His sound common sense and level-headed approach contributed much to the work of the Section. He had a wide knowledge of people involved in many branches of our subject. This made him a driving force in the organisation and presentation of his local Ealing Branch programmes as well as in the planning of conferences and courses for the Committee.

Away from Geography Brian was a family man with a love of literature, music, theatre and rugby, possibly reflecting his Welsh roots. He and his family loved travelling; since his retirement he and Judy had enjoyed several long distance holidays together sadly curtailed by his recent illness. All who knew him in the GA and especially in the Post-16 Committee will miss him.

Review

Peter Home

Head of Geography

Holy Trinity School, Crawley

Title: Geomorphology Resource

Pack: Upper Wharfedale

Authors: J. Holden, C. J. Keylock &

A. J. Howard

**Publisher: University of Leeds,
Department of Geography, 2003,**

Three members of the University of Leeds School of Geography have produced this new resource pack, which draws on their expertise on the geomorphology and hydrology of the Upper Wharfedale area of Yorkshire. Their aim was to produce a photocopiable pack for teachers of A-level Geography that could be used in both classroom teaching as well as providing an authoritative guide to the planning and execution of fieldwork.

The pack is divided into three main sections. The first comprises a brief but well explained history of geomorphology as a discipline within geography. This provides students with the context for their geomorphology studies that are often missing from regular textbooks.

The second section presents students with well-written information sheets on a range of topics within glaciology, hydrology and fluvio-geomorphology. For example, there are topics on glacial landforms, hydrographs and water balance and on the river channel pattern. These sheets explain clearly the operation of key processes and the formation of major landforms without going into excessive detail. There is some overlap with textbooks, but the firm grounding of the examples in Yorkshire helps students to build up a much more holistic view of the geomorphology of the area than a segmented textbook with a scattering of case studies can hope to achieve. The text is well supported by a range of useful maps, diagrams and photographs. However, some of these resources really needed to be in colour to be fully appreciated. The people-environment link has not been neglected and a wide range of human impacts on the landscape has been explored. For example, a brief study of water as a resource in the Yorkshire supply grid.

The final section offers teachers a wealth of resources for the execution of fieldwork activities in the study area. There are descriptions of physical processes and resulting features at a number of sites in the Upper Wharfedale catchment and these are supported by grid references and clear base maps. Suggestions for student activity are included and some of these are accompanied by data to allow measurements to be studied in a historical context. Teachers will also appreciate the inclusion of some templates for data collection tables.

This is a valuable and worthwhile resource for all departments which study glaciology, hydrology or fluvial processes at A2 level. The text is very accessible at that level, although it may be challenging for all but the best AS level students without teacher modification. The resource will be indispensable for those departments who are planning physical geography fieldwork in the study area. The pack is a credit to its producers and other university departments could do well to take note the efforts that have been made here to span the A-level/Higher Education divide.

The resource pack may be obtained by contacting Chris Keylock at the School of Geography, University of Leeds, Leeds, LS2 9JT. Tel: 0113 2431751.

Notice board

GEOGRAPHICAL FIELD GROUP

GFG is an independent organisation which strongly believes that fieldwork is an important element in the teaching of geography. Thus, each year we hold two field visits which address issues relevant to the national curriculum and the GCSE, AS and A2 specifications of the various examination boards.

Leaders are not only familiar with the issues particular to each location but also with the needs of teachers. Recent field events include:

Ashford: the impact of new transport links and the government's housing directives on the town's growth;

York: urban regeneration, traffic management, tourism management and flood alleviation;

South Devon and East Sussex: coastal processes and management;

The Lake District: change, conflict and challenges in a UK upland region;

Languedoc and the Camargue: urban issues in Montpellier, tourism along the Languedoc coast, wetland conservation versus economic development.

Why not join us? For further information please email:
c.g@tobermory.demon.co.uk

FORTHCOMING FIELDWORK

Members of the Post-16 Committee hope to run a fieldwork session in London or Surrey in the Autumn Term. For further details contact Mick Dawson at mdawson@brooklands.ac.uk

CORRECTION

In the Spring edition of *Geography Matters* there appeared an article on 'The Blakewell Project'. There appears to have been an error in that this article had been incorrectly attributed to Julian Mason. The actual author of this article was Carole Goddard, Geographical Field Group. We would like to thank her for this contribution.

NEXT EDITION

This will be published in the Autumn of 2004. Contributions are very welcome on any Post-16 geographical issues.

Please send contributions to Viv Pointon at vivpointon@hotmail.com or post to Viv Pointon, Bilborough College, Bilborough Road, Bilborough, Nottingham NG8 4DQ

REMINDER

Geography Matters will now be published on the Geographical Association's website (<http://www.geography.org.uk>) twice a year (March and October). Readers previously receiving GM by post have been informed of this change and will no longer receive printed copies through the post.

If you find it particularly difficult to access the GA website, a printed version will be made available. Please write to the **Geographical Association, 160 Solly Street, Sheffield, S1 4BF.**

Any comments about the changes or the content should continue to be directed to the editor.