



MEMORY

CONNECTIONS

PERCEPTION

Image courtesy of Malik, M. (2012), Bradford City at night, www.flickr.com

RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

Proximity as value

Following the Manchester methodology we analysed the services available around the chosen route, the location of infrastructural nodes and the maximum time needed to get to the above via different means of transportation.

For each proximity components (services, infrastructure and time) we used the same 1-10 index for every 100m x 100m square of our grid to eventually get an overall index of proximity that is comparable to the other analysed components of value.



Images courtesy of : westyorkshire@bbc.co.uk

RE-MAP [A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

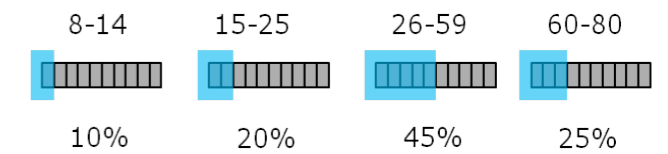
Perceived value

In order to further look into value we decided to concentrate into personal value as well. We took 3 visits to Bradford and interviewed 20 people from different areas of the chosen route. We focused on a subject group of various age, gender and nationality in order to get a broader idea of what the people living in Bradford perceive as most valuable.

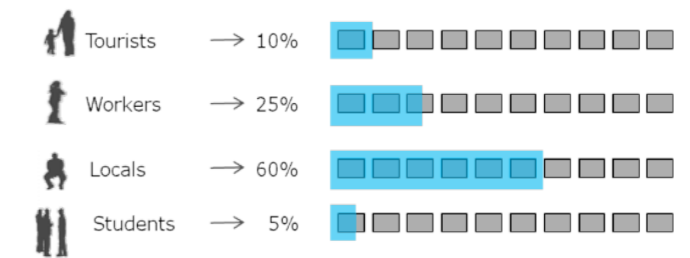
SURVEY RESULTS



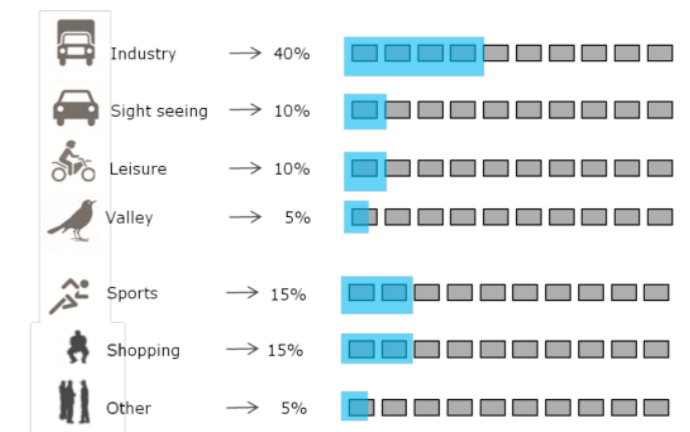
Q1: How old are you?



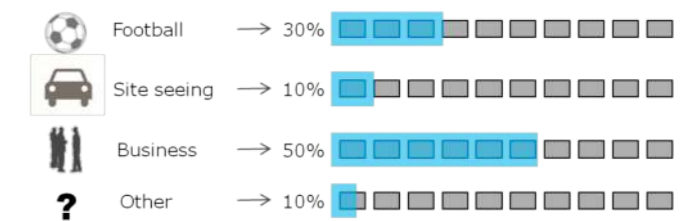
Q1: What is your purpose in Bradford?



Q1: What is your purpose in Bradford?



Q1: What is the most valuable for you in Bradford?



It was quite interesting to observe that depending on age and social status, different people would associate high value and “valuable areas” with art galleries, retail centres and cultural heritage. However none of the interviewed subjects associated value with home or sense of belonging within Bradford.