

Exploring historic maps and producing a Goad map

A Goad plan is a detailed street map displaying individual buildings and their uses. The maps get their name from Charles Goad, a civil engineer in the 19th century who first produced such maps, mainly for insurance companies.

To produce your own Goad plan for the high street, print a base map (if using Google maps, go to 'Layers' and 'More' and untick 'labels' first). Walk up the high street and record the use, name and type of shop for each building. An example is shown overleaf.

To find a historic map for comparison, try the following sources:

- National Library of Scotland archives – detailed maps (high resolution) for many UK towns and cities <https://maps.nls.uk/towns/>
- Old Maps Online - detailed maps (high resolution) for many towns and cities <https://www.oldmapsonline.org/> (type in town name and hover mouse over the maps that show up in righthand column to see the area covered. Look for a minimum scale of 1:2,500)
- British Library archives – many Goad maps but poor resolution <https://www.bl.uk/onlinegallery/onlineex/firemaps/fireinsurancemaps.html>
- Purchase a Goad map from <https://www.goadoldstreetmaps.com/goad-street-maps-shop/> or <https://www.experian.co.uk/goad/education.html>

Activity (using the maps overleaf/your own maps)

Study the up-to-date map:

- Provide an example of a shop selling high order goods and one selling low order goods. Are there more shops selling high order goods as compared to low order ones, or the reverse? How do you think this has changed since the historic map?
- What does the composition of shops suggest about the identity of the town, or the age/socio-economic groups using the high street?

Compare the historic maps to the up-to-date map:

- Are there any buildings that have retained the same use as in the past, or only undergone a partial change of use? Why do you think these buildings have not changed their use?
- How do you think employment rates compare, between the different time periods? What about congestion and pollution?

Clone Town Survey

A 'Clone Town' is one where shops are dominated by chains, whilst a 'Home Town' has a high proportion of independently-owned shops. Use the up-to-date map and the [New Economics Foundation report](#) (pg 44-5) to calculate a 'Clone Town Britain Index'.

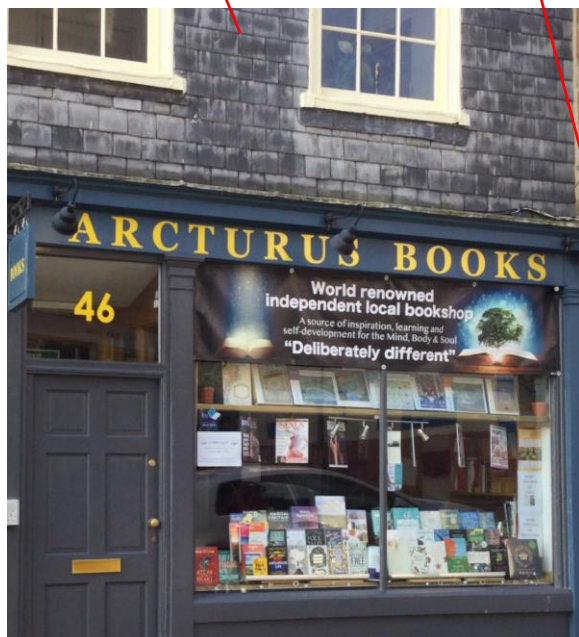
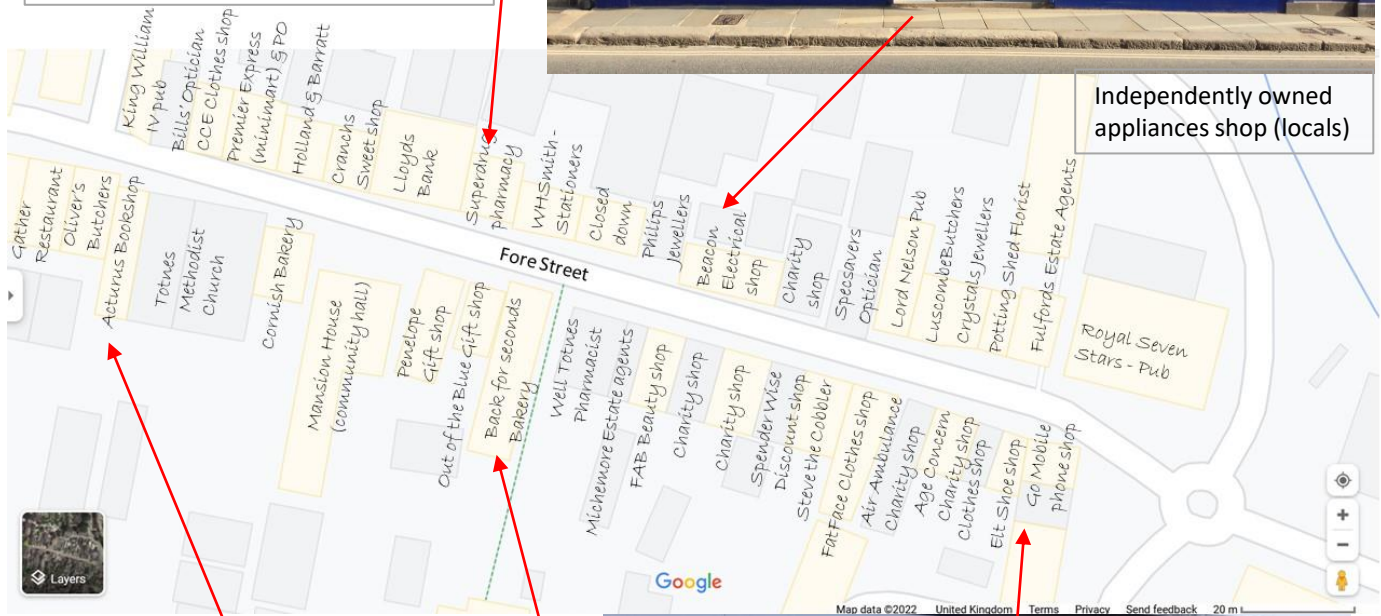
As an additional challenge, you may wish to produce an annotated/illustrated version of your Goad plan, like the example below



Chain owned pharmacy (locals/visitors)



Independently owned appliances shop (locals)



Independently owned book shop (visitors)



Independently owned mobile shop (locals/visitors)

Independently owned fast food shop (visitors)