

A Geographical Comparison Of Hatfield And Cambridge

Method

This part of the coursework will explain how I collected my data from Hatfield and Cambridge.

Land Use Survey

In the land use survey I had to navigate my way around Cambridge and write the names of the shops in their correct location for colour coding when we got back. Using colour coding we have had the chance to see the type of distribution of shops across Cambridge town centre in a much easier way. We also done this for Hatfield so we can now compare these two types of distribution.

Pedestrian Survey

In our coursework we have included a pedestrian survey so we can compare the amount of people in certain places in Cambridge and Hatfield. In the columns in our table we wrote the location of where we was standing, the number of pedestrians that were counted, the time we started counting and the time we finished counting.

e.g.

Location	Number Of Pedestrians	Time Started	Time Finished
Thompsons Lane (Outside Garfunkels)	25	11:25	11:30

For Cambridge we had 4 results and for Hatfield we had 2. Here we can compare these results to see how many more people visit different places in Hatfield and Cambridge.

Cambridge and Hatfield markets

For this piece of work we was to enter details of what types of stalls were on Hatfield and Cambridge market. We wrote down the category of each stall on our sheet. We can also colour code these sheets for comparison between Hatfield and Cambridge of what types of goods are sold.

Traffic study in Cambridge

To this sheet there was 3 sections, #1 was Car parking facilities, #2 was One way streets and #3 was Pedestrianised areas.

For car parking facilities we had to enter the car park name, no. of car spaces, price per hour and opening hours

e.g.

Car park name	No. of car spaces	Price per hour	Opening hours
Lion Yard Car Park	950	£1.00	7.30 -8.30pm

For one way street we had to enter the name of the street, direction the traffic was flowing, the no. of lanes and was stopping allowed or not?

e.g.

Name Of Street	Direction	No. Of Lanes	Stopping allowed?
Jesus Lane	Straight up	1	No

The last table was Pedestrianised areas, we had to enter the name of the street, if there was vehicle access, bicycle restrictions, or access to shops.

e.g.

Name Of Street	Vehicle Access	Bicycle Restrictions	Access To Shops
Sidney Street	No	Yes	Yes

For car parking facilities I gathered 1 result, for one way streets I gathered 3 and for pedestrianised areas I gathered 4.

Bus Survey In Cambridge And Hatfield

In this part of the coursework we had to fill out a bus timetable for Cambridge and Hatfield. For Cambridge I managed to collect 10 results and fill out all of the table. For Hatfield I didn't manage to get any results due to lack of time. If I was to have results for Hatfield this part of the coursework could be used to compare the amount of shoppers travelling into Cambridge and Hatfield and the distance from where shoppers come from. In the table there was 5 columns that were to be filled in

e.g.

No. of bus and time	Area served	Frequency (no. per hour)	no. of people waiting at bus stop	no. of people leaving the bus
155	Willingham	2	1	1

Height Of Buildings

For both Hatfield and Cambridge we had to fill in a chart giving information about the height of buildings in Hatfield and Cambridge

e.g.

Name of building	No. of floors	no. of floors selling goods	approx age of building
ASDA	1	1	1 Year 5 Months

Analysis

In this part of the coursework I shall analyse and compare my results that I have converted into graphs from the Hatfield and Cambridge shoppers survey results. For Cambridge there was 41 people included in the survey and for Hatfield there was 73. Because of these numbers I feel that the results will be harder to compare.

Where Do You Live?

In the Cambridge results out of the amount of people that we asked there was 11 different towns they came from, and in Hatfield there was 16. My graphs show that wherever we got the results from most of the people came from that town. The most people from a different town in the Hatfield results were 8 from St. Albans and in the Cambridge results the most was 3 from Papworth and London, the rest of the results were mainly 1 or 2 from different towns as you can see in my bar graphs. From these results we cannot define which area of the country most people come from to shop in Hatfield or Cambridge because there was a lot more people included in the Hatfield results. The places that the Hatfield shoppers choose tended to be a lot closer than the ones for Cambridge.

How Far Away Is This?

These results show that the shoppers in Cambridge come from a much larger area than the shoppers in Hatfield. In Hatfield the results show that the most people came from under 1 mile and in Cambridge the most people came from under 5 miles, the Cambridge results show that 3 people travelled from over 60 miles to use the facilities and in Hatfield 2 people travelled over 40 miles. The answers in the survey for Hatfield were under 1 mile(26), 1-2 miles(16), 3-4 miles(6), 5-10 miles(16), 11-20 miles(16), 21-40 miles(2) and over 40 miles(2). In Cambridge the options were under 5 miles(25), 5-10 miles(1), 11-20 miles(6), 21-40 miles(3), 41-60 miles(3) and over 60 miles(3). These results show that people come from a larger distance to use Cambridge shopping centre and in Hatfield the majority of people come from a 1 mile radius of the town centre. In the larger distances e.g. over 60 miles for Cambridge and over 40 miles for Hatfield these people might have just been visiting friends or family and could not have come just to use the town centre. These results are shown in my star graphs and in my flow line map. This shows that Hatfield is more popular for locals and that not many people travel a long distance to shop here.

How Long Does It Take?

The answers for these results were - Hatfield - up to 15 mins(48), 16-30mins(19), 31mins-1 hour(1), 1-2 hours(3), over 2 hours(2) Cambridge results were - under 15 mins(21), 16-30mins(11), 31mins-1 hour(5), 1-2hours(2), over 2 hours(2). These results show that the most people in both towns only lived approx 15 minutes or under away and the numbers went down as the time got longer. You can see this in my star graphs. I cannot really compare these Hatfield and Cambridge results as they are both very similar to each other

How Did You Travel Here?

The two most popular results for Hatfield were to travel by car or to walk, most people choose to travel to Hatfield by car probably because it's the easiest way to travel due to low traffic on a weekday (the day we visited was a weekday) and there is

plenty of car parks situated close to the town centre as you can see in my land use maps. A lot of people probably walk or get the bus because the majority of the people we interviewed only lived under 1 mile away. People probably travelled by train as it is the quickest way to get to Hatfield from towns like Potters Bar, Stevenage, Welwyn Garden City, Borehamwood and Baldock.

The two most popular results for Cambridge were also to travel by car or to walk, most people choose to travel to Cambridge by car probably because it was a weekday and the traffic wasn't too bad, and because of Cambridge's easy park and ride system which there is a leaflet on with the rest of my leaflets I collected. People may travel to Cambridge by bus because of the easy routes and it saves travelling through all the bustle around Cambridge and you can get off right in the town centre. People may decide to travel to Cambridge by cycling because of the many bicycle routes and sometimes it is the quickest way to get around town due to the heavy traffic. People may decide to travel by train because if they have to travel a long distance and they don't want to take their car, or if they haven't got car, to take the train is a lot quicker than taking the bus.

How Often Do You Shop In Cambridge/Hatfield?

For these results the answers were - everyday, 2/3 times a week, once a week, monthly and occasionally. For Hatfield the most popular result was 2/3 times a week, which 27 people choose and the least being monthly which 6 people choose. For Cambridge the most popular result was everyday which 12 people choose and the least being monthly which only 4 people choose. From the Cambridge results I can see that most people shop there Regularly and if not they hardly shop there at all. Where as in Hatfield a large amount of people answered the same range of possibilities except the monthly option. The reasons for these results is probably the fact that both towns are convenient for locals.

What Attracts You To Cambridge/Hatfield

My Hatfield results show that clearly the most popular thing that attracts people to Hatfield are the shops, market and services. The same thing appears in my Cambridge results with the most popular choices being shops and market, and services. I think that these choices are so popular because both towns have a large market and also both have a lot of convenience shops for locals, but Hatfield has only got 1 large chain store which is Asda's whereas Cambridge has got a larger range covering all different types of products. I think that most of the shoppers that said they used the shops most in Hatfield were most probably were referring to Asda's as the majority of the other shops are bargain stores or newsagents.

Which Other Shopping Centres Do You Use?

For Cambridge these answers were often inconsistent or missed making them difficult to use. For Hatfield we got some good results though. The answers were - W.G.C(29), St. Albans(15), Galleria(15), Lakeside(2), Bluewater(1), Watford(4), Luton(1), Hertford(4), London (West End)(2), Stevenage(9), Hemel Hempstead(1), Milton Keynes(1), Brent Cross(1). These results show that in Hatfield most people prefer to shop in places that are not a large distance away, we can see this by pointing out that

most people prefer to use the Galleria, Welwyn Garden City and St. Albans as an alternative to Hatfield and these places are very close to the answers people gave in the “Where Do You Live” section.

Conclusion

Overall I think that this was a challenging coursework and I have learnt a lot about both Hatfield and Cambridge. One of the things that I criticise is that we only had half a day in Hatfield therefore limiting the amount of time we had to collect data compared to Cambridge. If I had the chance to re-do any of my coursework I would re-do my land use map for Cambridge as I cannot do this any more because my original one is with a teacher who hasn't been in school for about 5 months and I do not know the places of all the shops in Cambridge. What I could add to my coursework would be a better shoppers questionnaire in which I would have an equal number of people participating in the survey so therefore I could compare my results a lot easier. If I had the chance to take a second visit I defiantly would to improve my coursework and to collect more data on one way streets, car parking and bus schedules in Cambridge as my information lacked in this area of my coursework. I would also re-visit both town centre's to take pictures to add to my coursework and analyse as I did not have the chance to do so. In my opinion I think that Cambridge is the town for everyone no matter what your looking for and for people from all distances. Whereas I think that Hatfield is just the typical local town centre for simple everyday needs. You would find it a lot easier to have a good day out in Cambridge than in Hatfield town centre, we can see this from the surroundings of Hatfield town centre compared to the amazing colleges and university's in Cambridge. To end my coursework I strongly think that Hatfield is more the shopping centre for locals and Cambridge is the place to go for a family day out, sightseeing or shopping for every need.



