

**A Study of Rochdale Central Business District (CBD) and the Testing of
Hypothesis**

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Mr Wheatley

10:7

30th July 2002

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B. Drake Street

1. Number 1-91 (Nile Side) and Number 4-104

Aims of the Day in Rochdale

To carry out a field study of the Central Business District of Rochdale.

To Record land use in the C.B.D.

To record pedestrian flow across the C.B.D.

To investigate the correlation (or connection) between rateable values and pedestrian numbers.

To test the hypotheses (ideas or theories) using the data collected.

Hypotheses to be tested

That pedestrian count correlates with land use values.

This means that where pedestrian numbers are high then land values are also high. Where pedestrian numbers are low, land values are also low.

We are testing to see if this correlation seems to exist.

That some types of land use clusters more than others.

This means that some shops and services are concentrated in certain areas. They are close to each other (clustered). Other types of shops and services are dispersed-spread out across the Central Business District.

We are testing to see if this appears to be correct.

Method of Investigation

Our Survey took place on the 17th of June 2002; we did it in Rochdale Town Centre along Yorkshire Street as far as 'Kwik Save' and up Drake Street as far as 'The Observer Newspaper'. Our job was to fill in a booklet, which by the end of the day should contain information about all the shops along the route; information was to contain the following:

Shop Number
Type of Shop
How many Storeys
Function of Storeys
Notes

We met at Fishwick's newsagents at the end of the 'Walk' at 9:10 a.m.; most people were there by that time although Mr Wheatley was *5 Minutes late*.

The equipment we had with us was our notebooks with the table already filled out and whatever writing utensil we had brought with us. Fortunately for us the weather was perfect and we had no trouble throughout the day in any way.

Most people (from my class) started the land use survey at the bottom of Yorkshire Street although a few people (including me) started at Kwik Save at the top of Yorkshire Street. The only places that we weren't allowed to go into were the Wheatsheaf Centre and The Exchange Shopping Centre. We spent about an hour down each side of the street and finished 5 minutes before we had to meet back at the newsagents for information on where we had to stand for the pedestrian count (10:40).

When doing the pedestrian Count we had to include all shoppers and high school kids, but any police or small children were not to be counted.

I was outside Martin Dawes (number 78 on the map) for the first pedestrian count at 11:00-11:15 and I recorded 295 people walking past by doing a tally count. After this we took our results back to Mr Wheatley at the Newsagents (Whilst we were doing our count the other class from school was doing the same thing along Drake Street). When we had given our results back we went to finish of whatever recording we had left to do. After this we met up again and had time to go and get our dinner (12:15-1:00) before we started up Drake Street this we did for the remainder of the afternoon apart from when we did the second pedestrian count at the same place from 1345-1400 then we were dismissed by Mr. Wheatley and were allowed to go home.

IV. Shop use on Yorkshire Street
A. Exchange Side

1.

Number of Building	Name of the shop/office etc	Symbol
1	Barclays Bank	O9

3-5	Yates Wine Lodge	S7
7	Done Bookmakers	S30
9-11	Yorkshire Bank PLC	O9
13	Travel Care	S29
15	HFC Bank PLC	O9
17	Lloyds TSB	O9
25	Streetwise Sports	S20
33-43	Woolworths	S26
45	Clothing	S11
47	Optical Express	S24 Opticians
49	Prestons Jewellers	S21
51-53	Dorothy Perkins	S12
55	Allsports	S20
57-59	Music Zone	S23
61	The Phone People Ltd	S24 Phone Shop
63-65	Bradford and Bingley Building Society	O11
67	Specsavers	S24 Opticians
69	Stolen From Ivor	S11
71	Imperial Cancer Research Charity Shop	S36 Charity Shop
73	Going Places	S29
75	Shoe Express	S10
77	Scope Charity Shop	S36 Charity Shop
79	Lloyds Pharmacy	S18
81	Carphone Warehouse	S24 Phone Shop
83	Abbey	S12
87-89	Poundshop	S24
91	Hampsons	S6

IV. Shop use on Yorkshire Street
A. Exchange Side

1.

Number of Building	Name of the shop/office etc	Symbol
93-95	Farmfoods	SS
97	RSPCA Charity Shop	S36 Charity Shop
99	Mission Computers Ltd	S14
101	Help the Aged	S36 Charity Shop

103	Skipton Building Society	O12
105	Your Move	S36 Estate Agent
107	Graham Longden Travel	S29
109	Adamsons	S36 Estate Agent
111	Cummins Mellor Recruitment	S36 Recruitment Centre
113	M & T Finnigan	S8 Health Food
115	-----	S39
117	Sorrento Coffee Bar	S8 Coffee Bar & Cafe
119	Hobkirk Sewing Centre Ltd	S16
121	Cash Generator	S24 Pawnbroker
123	Global Electronics	S24 Household Goods
125	The Carpet Gallery	S24 Carpet Shop
127	Mahara	S28
129-131	Kwik Save	SS

- IV. Shop use on Yorkshire Street
A. Exchange Side
2.

Number of Building	Rateable Value (£)	Metre Frontage (m)	Rateable Value per Metre Frontage (£)
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IV. Shop use on Yorkshire Street
B. Wheatsheaf Side

1.

Number of Building	Name of the shop/office etc	Symbol
2	HSBC Bank	O9
6-14	Halifax	O11
16	Klick Photopoint	S18
18	Donald and Aitchinson	S36 Opticians
20-22	Pizza Hut	S28
24	Harlequin	E Amusement Arcade
30	Max Spielman	S18
32-34	Vacant	024
36	Newsagents	S9
36a	Pitman Training Centre	
38	Clothing Shop	S12

40	Our Price	
42	Travel Agents	S29
44	River Island	S12
46	McDonalds	S28
50	Johnsons	S35
52-56	Marks and Spencer	S25
58	Mothercare	S25
60	Thorntons	S6
62	Opticians	
64	Lunn Poly	S29
66	Greggs Bakery	S6
68	Famous Army Stores	S36 Outdoor Pursuits
78	Sony	S14
80	Granada	S14
82	Anisa Fashions	S12
84-86	Chemists	S18

IV. Shop use on Yorkshire Street
B. Wheatsheaf Side

1.

Number of Building	Name of the shop/office etc	Symbol
88-90	Amusement Arcade	E
92	AA	O8
102	White Lion	EP
104	Carpet Hall Carpets	S36 Carpet Shop
104a	Hartley Thomas of Wright	O1
106	Cowell and Norford	S36 Estate Agent
108	Halifax	O11
110	Co-operative Bank	O9
112-114	Nationwide Bank	O9
116	Herbert Brown	S24 Pawnbrokers
118	Ligmans	S21
120	Post Office	S24 Post Office
120a	Nu-2-Yu	
122	Barton Kendal	O2
124	Matthers	O1

128	Solicitors	O1
132	The Mortgage Shop	O11
134	Norfolk Estate Agents	O2
136	Rochdale Hospice	
138a	Bargain Hunters	
138b	Solicitors	O1
140	Sound and Vision	S14
142	Show Stoppers	
144	Razor Edge	S31
146	Jefferson Photography	S18
148	National Mill Store	

Shop use on Yorkshire Street
B. Wheatsheaf Side

2.

IV. Shop use on Yorkshire Street
B. Wheatsheaf Side

2.

Number of Building	Rateable Value (£)	Metre Frontage (m)	Rateable Value per Metre Frontage (£)
2	49,000	12.5	3920.00
6-14	52,000	35.5	1464.79
16	14,750	7	2107.14
18	10,600	5.5	1927.27
20-22	24,450	9	2716.67
24	21,500	4.5	4777.78
30	16,400	7.5	2186.67
32-34		13	
36		1.5	
36a	19,250	5.5	3500.00
38	37,500	9	4166.67
40	34,000	7	4857.14
42	21,500	5.5	3909.09
44	42,000	8.5	4941.18
46	83,000	9	9222.22
50	22,000	6	3666.67
52-56	304,000	24.5	12408.16
58	89,000	8.5	10470.59
60	12,850	4.5	2855.56
62	16,500	6	2750.00
64	24,000	5.5	4363.64
66	20,000	6	3333.33
68	45,000	11	4090.91
78	21,500	5.5	3909.09
80	19,000	5.5	3454.55
82	38,500	10	3850.00
Number of Building	Rateable Value (£)	Metre Frontage (m)	Rateable Value per Metre Frontage (£)
84-86	50,000	11	4545.45

88-90	28,000	7.5	3733.33
92		8.5	
102	9,150	10	915.00
104	6,800	4	1700.00
104a	1,000	1	1000.00
106	6,850	5.5	1245.45
108	7,900	5.5	1436.36
110	8,700	5.5	1581.82
112-114	11,500	8.5	1352.94
116	5,500	7	785.71
118	6,500	5.5	1181.82
120	4,800	4.5	1066.67
120a	2,100	1	2100.00
122	4,900	5.5	890.91
124	4,650	5.5	845.45
128	14,000	11.5	1217.39
132		5.5	
134		4.5	
136	4,300	5.5	781.82
138a	3,100	4	775.00
138b	1,800	1.5	1200.00
140	3,400	4.5	755.56
142	3,750	5.5	681.82
144	2,650	4	662.50
146	3,750	4	937.50
148	5,700	6	950.00

V. Shop use on Drake Street

A. Nile Side

1.

Number of Building	Name of the shop/office etc	Symbol
1-3	The Nile	ED
5-11	Ashiana	O23 Housing Assoc
13	La Riviera	S28
15	Speke Insurance Services	O8
17	BR Computers	S24 Computer Shop
19	London Scottish Finance	O8

21	Healy Parkinson	O1
23	Celtic Mist Crystals	S23
25	George Racing	S30
27	San Remo	S8 Coffee Bar
29-31	Safeguard Insurance Centre	O8
33	Vacant	O24
35	Vacant	O24
37	Limelight	E Amusement Arcade
39	Vacant	S39
45	Sab'z Balti House	S28
47	Studio Select	S18
49	Claphams	S36 Florists
51	Top Form	S27 School Clothes Shop
55	Natural Mystic	S23
57-61	Council Offices	O21
63	Harry's Bar	EP
65	Rocks Off	S24 CD's and Computer Games
67	Vacant	O24

V. Shop use on Drake Street

A. Nile Side

1.

Number of Building	Name of the shop/office etc	Symbol
69-71	Billy's	S28
73	Sizzlez Take Away	S28
75	Office	O22
77	Vacant	O24
79	Doctor Rock	S24 Music Shop
81	Mucky Duck	EP
83-85	Denis Hope	S11/S12
87	Dentist	S36 Dentists
89-91	Lighting, Furnishings, Furniture	S13

V. Shop use on Drake Street

A. Nile Side

2.

Number of Building	Rateable Value (£)	Metre Frontage (m)	Rateable Value per Metre Frontage (£)
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V. Shop use on Drake Street

B. Observer Side

1.

Number of Building	Name of the shop/office etc	Symbol
4	Pizza King	S28
6	Vacant	S39
8	Rochdale Comm Centre	S24 Phone Shop
10	The Chip Inn	S28
12	P Lee Opticians	S24 Opticians
14-16	Butterworth Brothers	S21
18	S1 Man	S31
20	Office	O22
22	A H Sutcliffe	O1
24-26	Money Plan	O10
28	Rochdale Tattoo Studio	S24 Tattoo Shop
30	Vacant	S39
32-34	The Country Rock Café	EP
36a	Hollies Café and Bar	S28
38-40	Charleez Nightclub	ED
42-46	Vacant	S39
48-50	Jamilla Paul	S31

52	Kings	S36 Pawnbrokers
54	Pianos and Accordions	S27 Musical Instruments Store
56	Chapness Hall Entrance	EC
58-62	Elegant Homes	S13
64	Tandoori Ghar	S28
66	Vacant	S39
68-70	The Ministry	S11/S12
72	Vacant	S39
72a	Drake Street News	S9
74	Pennine Photo	S18
76	Clippers	S31

V. Shop use on Drake Street

B. Observer Side

1.

Number of Building	Name of the shop/office etc	Symbol
78	Sandifords Gallery	S13
80	Spice of Asia	S28
82-92	Rochdale Observer	I4
94	Vacant	S39
96	Vacant	S39
98	Vacant	S39
100	Antiques	S16
102	Vacant	S39
104-106	CAB	O7 Advice Centre

V. Shop use on Drake Street

B. Observer Side

2.

Number of Building	Rateable Value (£)	Metre Frontage (m)	Rateable Value per Metre Frontage (£)
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VI. Pedestrian Counts
A. Yorkshire Street

1.

Position Number	Premises Number	10:00-10:15
1	2	315
2	14	345
3	24	300
4	30	457
5	40	420
6	48-56	330
7	66	360
8	78	295
9	88-90	300
10	102	317
11	118	203
12	132	265
13	148	147

2.

Position Number	Premises Number	1:45-2:00
1	2	297
2	14	430
3	24	340
4	30	325
5	40	300
6	48-56	255
7	66	260
8	78	249
9	88-90	303
10	102	348
11	118	258
12	132	272

13

148

182

VI. Pedestrian Counts

B. Drake Street

1.

Position Number	Premises Number	10:00-10:15
1	2	350
2	12	260
3	18	192
4	34	147
5	42	145
6	50	144
7	60	109
8	72	99
9	74	101
10	Observer	110
11	94	103
12	104	43

2.

Position Number	Premises Number	1:45-2:00
1	2	375
2	12	283
3	18	140
4	34	117
5	42	121
6	50	125
7	60	109
8	72	110
9	74	114
10	Observer	114
11	94	87
12	104	23

IX. Bibliography

The information in this project was from:

The day that our class spent in Rochdale (Recording information in the blue book given to us)
Sheets which we were handed in class
Maps which I got of the internet
Information out of an 'A to Z'
A piece of Autoroute
And finally from the Wheatsheaf library in Rochdale Town Centre

X. Conclusion

The hypothesis which is in at the beginning proved to be partly right but the busiest place in the Central Business District was next to McDonalds and even though this is a popular fast food restaurant anyway its land value price is increased because it is in a good position right next to the walkway which leads to Marks and Spencers, the Wheatsheaf and the bus station all of which expel hundreds of people an hour and half of them walk straight down there as I have done on many occasions, there are quite a few places in that area that attract people all day long (Woolworths, The Exchange and Marks and Spencers being just a few).

The shops are clustered equally on both streets and there aren't many, which are closed down. The shops in the CBD seem to group together for example all the banks are together and so are all the clothes and insurance shops, this is so that people do not have to travel far to compare prices on certain things.

Yorkshire Street is definitely more popular than Drake Street and this is why the land value on Yorkshire Street is higher than that on Drake Street, I think this is because there are more shops on Yorkshire Street which are open during the day whilst Drake Street is more popular at night since you have all the nightclubs and bars which draw lots of youngsters and adults to them even though most of the other shops are closed.

IX. Interpretation of Rochdale CBD Land Use Map

On our Land use map there are four colours, two of which represent nearly ever shop:

Yellow, which is the most commonly appearing colour represents shops

Blue, which appears quite a few times along Yorkshire Street but not so much along Drake Street. Blue represents offices.

Orange, which represents Entertainment

And finally Red, which symbolises a form of Industry (There is only one example of this in Rochdale CBD and that is the Observer)

The distribution of each colour along the map is that on Yorkshire Street shops are the main business, with offices coming second this shows that there is a bigger demand for shops rather than things like pubs or estate agents, in fact along Yorkshire Street alone there are:

- ☐ 70 Shops-Yellow
- ☐ 20 Offices-Blue
- ☐ 3 Places of Entertainment-Orange

This proves that the distribution of land is overwhelmingly shop orientated-75% of the buildings are shops.

I believe this is because everybody who goes into Rochdale does not want to walk from one end of town to another just to look for pair of jeans, so the variety is in one place, this also keeps competition running and so customers and shop owners are happy. As well as this there is probably a lot of competition for shops which makes the land value go up since shop owners have to pay more money to try and keep in the same place. The shops are mainly distributed near the Exchange Shopping Centre and the reason for this is because if you come into town from the bus station or out of the Wheatsheaf then you are right in the centre of the shops and this is why the rateable value in this area is the highest-it is the most sought after are. If all shopping facilities are in the same place then space can be saved by building big car parks on top of the shopping centres like the Exchange, the only problem with this is if you are trying to get a space and the car parks are full up then you may have to walk a long way from your car to wherever you want to go.

As you move onto Drake Street the land use distribution is much more varied and there is no particular pattern as on Yorkshire Street but there is still a lot more shops than anything else, although in my opinion Drake Street is rather dilapidated and most of the money in the CBD is invested in Yorkshire Street as this is the most popular part. On Drake Street there are:

- ☐ 51 Shops
- ☐ 20 Offices
- ☐ 6 Places of Entertainment
- ☐ 1 Place of Industry-Red

This proves that the land use on Drake Street is a lot more varied and shops take up 10% less of the Street

In Conclusion Rochdale is a Shop orientated town with shops accounting for 70 % of all buildings