

# A report into the factors that affect a retail centres sphere of influence in the Broadway, the Castle and Londis in Woodford Green

## Understanding

**Aim:** The aim of this report is to discover the factors that affect the sphere of influence in The Broadway, The Castle and Londis all of which are in Woodford Green, and why they do so. In order to do this it is necessary to find out from how far people are willing to travel to visit this retail centre and why they are attracted to it. In doing so this report will also find out what is attracting them to the retail centre i.e. the shops, the accessibility or the environment of the retail centre.

**Hypotheses:**

1. The larger the retail centres amount of shops and services the larger the sphere of influence.
2. The better the quality of public transport the larger the retail centre and the sphere of influence.

**Location:** The retail centre studied is in the South East of England. Woodford is in eastern London near near the river Ching. The information collected was done so between the 18<sup>th</sup> to the 25<sup>th</sup> of August during 10am to 2pm and 5pm to 7pm. The data was collected by James Rutland and Robbie Wilson.

**Geographical Background:** The Broadway is the centre of Woodford Green and it is easily accessible as it has a train station that goes through it and also has a bus service. The Castle is to the North West of the Broadway and it is reasonably easy to access as the retail center has a main road going

through it and The Castle also has a bus service.

Londis is to the South of the Broadway however it is not easily accessible as it is not on a main road. It does have though a bus stop just within a 100 meters and it is near a main road.

The Broadway is the largest retail centre followed by The Castle and the Londis.