

**A study of an Outer Suburban Shopping Centre**

**Method**

On the 13<sup>th</sup> April 2005, I went down to GraceChurch Shopping Centre from school, to collect my primary data for my GCSE Geography Coursework with my group. The day started off from being quite sunny and ended quite mild and damp. In year 10 at my school, there are a total of two GCSE Geography groups with a total of 49 pupils. In order to collect our primary data for our Geography Coursework, it was decided that having two groups of approximately 25 pupils was quite large and a wide range of data wouldn't have been collected. So therefore, the two GCSE Geography groups were split into groups of mostly four but some were groups of three. Each group had to study a transect. There were six different transects in total:

- **Transect 1** -from the Odeon to River Island.
- **Transect 2** -from the Antique Showroom (opposite the Odeon Cinema) to Beatties.
- **Transect 3** -from River Island to Tamworth Road via. Mill Street and High Street.
- **Transect 4** -from Beatties to Tamworth Road via Mill Street and High Street.
- **Transect 5** –Park Road from the Road Island Junction with Clifton Road via the GraceChurch Shopping Centre (BHS), McDonalds and along Victoria Road.
- **Transect 6** –From Manor Road to Opposite Holland House School.

I was in a group of 3 with Blair Davis and Lauren Pitt and we studied Transect 6.

However, my group and I met up at the gates of our school where Mr. Bates registered us. After we were registered we walked down to the Odeon with Mr. Bates, but from there we took our own routes from which transect we were doing. For the Transect I was studying, we started from opposite Holland House School to Manor Road. We divided our Transect into 5 different locations. (See Map 1). At each different location traffic counts, pedestrian counts and EQS's were carried out. Blaire did the pedestrian counts both in and out, Lauren did the Traffic coming in and I did the Traffic going out. At each different location of our transect we carried out an Environment Quality Survey (EQS). We carried out an EQS to remind us of what the environment was like at each sector of our transect so that we could comment on this in our coursework. Also, as we were at each sector of our transect, me and Lauren took photographs and Lauren also drew a simple straight line sketch of our transect. We started our Transect at 9:30 and completed it at 12:00. After we finished our transect, we walked down back from Manor Road all the way back to school, and made sure our straight

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line sketch map was drawn correctly. By the time we finished correcting our Transect drawing it was lunchtime and were back at school.

At 1:30 we met up at the gates again, but this time we walked down straight to GraceChurch Shopping Centre where photographs were taken and the map of where all the shops in GraceChurch Shopping Centre were filled in. We also had to complete ten Questionnaires. This task was rather tricky, when it came round to the first time to do the questionnaire, we were all rather shy and felt that we wouldn't ever complete 10 questionnaires by the end of the day. I was the first person out of my group to question someone about the shopping centre, and I did this verbally, I asked the person I was questioning the questions myself. The second and third questionnaires were also done verbally and the answers were quickly noted and jotted down. We found that doing questionnaires verbally consumed a lot of time so we then decided to pass the questionnaire over to the person we were interviewing and asked them to fill it in themselves. We rotated the questionnaire job around within our group, and each one of us had to approach a person to complete our questionnaire. We found that many of the younger people at the shopping centre appeared to be quite rude whereas the Elderly appeared to be quite friendly. We complete our questionnaires at 3:00pm and we had 15 minutes left. In the 15 minutes left, we made sure our EQS's were correct and took more photographs and went to Woolworth's to buy a snack. At 3:15 we all met up at Alders to be registered and dismissed. This is where our fieldwork task ended and that was all our primary data collected for our GCSE Geography Coursework.