

Methodology

On the 30th march 2007, our gcse geography group went on a fieldtrip to Blackpool. while do this investigation our main focus was to prove the first hypothesis that Blackpool changes from distance from the sea. To collect the information needed we used several methods so show our point and make it understandable.

The first thing we collected was traffic and pedestrian count, which we would count all vehicles and people we could see in the site were we were situated, all together there were six sites so we did this process for each. During this we took photographs and created an environment rating system so show the quality of the place where we were situated, when doing this we had to keep factors such as the weather in mind because this may have given difficulty to collect the data.

After this we collected taxi and coach destinations, and lastly we did a questionnaire where 20 questions were asked for example where have you come from? This helps us prove the second hypothesis which is that tourist patterns have changed now compared to how it was in the Victorian times.

How and why information was collected

The Traffic And Pedestrian Count

This section of collecting data was done first, and was to be collected at each site number on the transect. this was an advantage because it enabled the group to compare results at each site and to see differences in each other. our methods for counting pedestrians and vehicles was efficient because when choosing site number we spreaded them out equally so we could get a good comparison for each collection, this made our collection a fair test and not biased, which was important in answering my hypothesis that blackpool changes with distance from the sea, also we stayed at each site for five minutes collecting data, this gave us time to examine changes in the traffic and people which could effect the results. Representing the data was first done by using tallies, I think this method could have been a disadvantage if weather patterns changed, recording results in this predicament would be hard and difficult. When the weather changed we selected people for different jobs this made the process quicker and enabled us to move along our transect in an efficient way.

However throughout the day the weather improved, so we modified our methods and worked individually to collect the data, during the afternoon season.

All the information what was collected helped us answer the question because when we started the count at site 1(at the sea front) the number of pedestrians and vehicles were high, in addition this number decreased until we got to section 6 where it rose significantly.

The traffic and pedestrian count information is represented below –

Site 1-Promenade

Motorcycles/bicycles	cars	Vans/lorries	buses	pedestrians	weather
1	73	14	11	28	Cloudy/wet

Site 2-Reads Avenue

Motorcycles/bicycles	cars	Vans/lorries	buses	pedestrians	weather
0	32	8	0	20	Cloudy/cold

Site 3-rishton Street

Motorcycles/bicycles	cars	Vans/lorries	buses	pedestrians	weather
0	6	11	1	17	Cloudy/cold

Site 4-palatine road

Motorcycles/bicycles	cars	Vans/lorries	buses	pedestrians	weather
0	7	0	0	13	Cloudy/cold

Site 5-ribble Street

Motorcycles/bicycles	cars	Vans/lorries	buses	pedestrians	weather
0	3	1	0	5	Brighter/cold

Site 6-nursery road

Motorcycles/bicycles	cars	Vans/lorries	buses	pedestrians	weather
1	32	5	2	8	bright

Environmental quality survey

Secondly we collected data for in our opinion the environment was maintained throughout the transect. To collect this data we used a rating system from (0-3) (0 –the worst and 3 the best). When doing this we had to keep several aspects of the environment in mind there were seven categories where we rated the quality of the environment-

- Litter
- Care of road pavements
- Trees,shrubs,grass verges
- Street furniture(lamposts,seats,telephone boxes etc)
- Traffic
- Noise

- Road signs

Using a rating system to collect this data was easy and very efficient. Using this method show that we used originality because we collected this data with our opinions and discussing what would be a fair number to present, we did this process for each site which shows our method was fair in testing.

However, when we collected our results we saw not much of a significant change going inland into blackpool,alot of factors could be to blame 4 this for example the time of day ,and the weather patterns.

The only changes what were visible was that the traffic near the sea was high but inland is gradually became lower, this answers the hypothesis that Blackpool changes with distance from the sea.

The environmental quality survey is represented below –

Site 1-Promenade

Litter	2
Care of road pavements	3
Trees,shrubs,grass verges	0
Street furniture	3
Traffic	3
Noise	0
Road signs	3

Site 2-reeds Avenue

Litter	2
Care of road pavements	2
Trees,shrubs,grass verges	0
Street furniture	2
Traffic	1
Noise	1
Road signs	3

Site 3-rishton Street

Litter	2
Care of road pavements	2
Trees,shrubs,grass verges	0
Street furniture	1
Traffic	1
Noise	1
Road signs	2

Site 4-palatine road

Litter	2
Care of road pavements	2
Trees,shrubs,grass verges	0
Street furniture	1
Traffic	1
Noise	2
Road signs	1

Site 5-ribble Street

Litter	1
Care of road pavements	2
Trees,shrubs,grass verges	0
Street furniture	2
Traffic	2
Noise	2
Road signs	2

Site 6-nursery road

Litter	2
Care of road pavements	3
Trees,shrubs,grass verges	2
Street furniture	2
Traffic	2
Noise	1
Road signs	3

The land Use Transect

The land use transect was used throughout the morning. Data was collected by labeling every building with numbers first, and colours when a key was created. We distributed the buildings like this-

- 1) Amusements/entertainment
- 2) Gift shops
- 3) Food outlets
- 4) Shops (excluding gift shops)
- 5) Financial services, banks, offices etc
- 6) Transports facilities-bus station, railway station
- 7) Large hotels

- 8) Guest houses & b, holiday flats
- 9) Houses
- 10) public services-fire station, hospital etc
- 11) Industry
- 12) Recreational areas-sports fields, football clubs
- 13) Car parks and open spaces
- 14) Others

When we coloured our transect ,I saw alot of differences between the beginning and end. From this I discovered at the sea front there were amusement and entertainment shops, however in the middle it was densely populated with guest houses and normal terraced houses.

The next hypothesis was answered next was **that tourist patterns are different now, compared on how they used to be in the Victorian times.**

The Questionnaire

To collect information for the questionnaire I walk around various areas of Blackpool and asked 20 people so spend some time to answer my questionnaire. I did this to try and understand why people come to Blackpool and where a lot of these people came from. This questionnaire was a long process but in the end it was successful because I got a good idea of the type of people visit blackpool found out that the majority of people traveled by car ,this is a big comparison to how it was done in the Victorian times, because there were no cars then competition to get into a place such as blackpool was very hard, however in the questionnaire when I asked about how long it took it seems a lot of people from long distances don't have the commitment to get to blackpool like they used to. In addition to this, it means that a lot of people must go to other sea resources abroad; this was shown in the questionnaire as 14 out of 20 people go to other places other than Blackpool. This questionnaire showed a lot of differences between now and how it was in the Victorian times.

Tax discs

For this I collected all the places cars in blackpool have been taxed from ,doing this would allow me to know where the person lived or where the person has traveled from to get to Blackpool will be shown on the table below it shows that the majority of people in blackpool are from Lancashire. This also backs up my point that people who come to Blackpool down travel very far distances.

location	Amount of tax discs
Lancashire	23
Greater Manchester	14
clwyd	3
Nottinghamshire	1
West Sussex	1
Staffordshire	1
Cheshire	1
strathclyde	1

Coach origins

This was done the same way as tax discs only this time wit coaches the majority of couches seen were on the sea front.

Conclusion

I feel my all my results are not as accurate as they could be mainly because this investigation was done in a week day, this would mean there would not be a lot of tourist out. If I was to do an investigation like this again I think it is recommendable that it should be done on a weekend or possibly a holiday season.