Methodology:

The aim of this investigation it to find out which town is better the better place to live, i.e., which has the best facilities, shops, services environmental quality, attractiveness etc. To answer this question I will need to employ many different methods of data collection which will allow me to observe numerous aspects of each town. All these data collection techniques will be carried out in each town on different days and will be undertaken in both AM and PM.
To find an answer to this statement, several key questions will need to be asked:

- Which town is more physically attractive? - i.e., environmental factors and also man-made factors
- Which Town has the wider range of shops/markets available for both tourists and residents?
- Which town has the most importance for tourists? -i.e. which town has the most long-distance tourists and tourist attractions?
- Which town has the most internal congestion? -i.e. pedestrian and vehicle.
- Which town has the most amount of litter and litter control techniques?

Below is a table showing all the methods to be used and information about them:

Method	Sample Size	Where undertaken?	Time
1.EQI- Environmental Quality Index, a measure of the environmental condition of a certain area.	3 Per town	In different areas around the towns, preferably totally different surroundings for each one	AM
2.Sound Maps- A way of recording all the noises around a certain point in a certain time space on a map, showing direction and distance and direction of sound.	3 Per Town	Also in different places around the town, perhaps same places as EQI are undertaken.	Am or PM, each sound map to be undertaken fro 60 seconds exactly.
3.Quality of Environment 4.Survey- Like a simplified version of an EQI, these score the areas on a scale of 0-5, (o being bad, 5 been good) Total score out of 50 in area.	3 Per Town	Also same place as EQI or three different areas of town	AM or PM
5.Shopping Questionnaire-	1 Per Town, ask	In busy places in	PM

This is questionnaire asked to the public about the shops in the town, it consist of 5 questions	around 5 people	each town where there is obviously a lot of shoppers,	
6.Visitor Questionnaire- This is questionnaire asked to the public about where they have come from and why they are in the town, it also consists of 5 questions.	1 Per Town, ask about 5 people	Also in busy areas of town where people will be willing to answer	PM
7.Pedestrian Count- In pairs, each person stands on one side of road, opposite to other, every pedestrian, within a certain range, is counted.	2 Per town, count as many pedestrians as pass through area.	In a pre-defined area of each town	One at AM and other at PM, both simultaneous to other groups, pedestrian count to be undertaken for exactly 15mins. Uttoxeter, only AM , due to time restrictions.
8. Shop Categorisation- Each group will be assigned a number of shops, all these shop's information must be recorded, the shops will then be categorised and coloured appropriately on a map.	1 Per town, use a set number of shops for each group	A pre-defined set of shops	AM or PM

To find out which town is the most attractive a number of test methods will be undertaken. Firstly an Environmental Quality Index (EQI) will be undertaken; it will be carried out in 3 different areas of each town, these areas will be picked by the group, three areas will try be picked that are totally different from each other and have a wide range of environmental properties, e.g, a car park and riverbank. By picking total opposite places and the extremes of each town it is hoped that a fair perspective of the town and its different environmental quality's will be achieved. An EQI will be done for both natural features and man made features. To carry out an EQI a sheet with printed tables on will be used, then certain factors of each town (e.g. topography, residential buildings) will be rated on a scale of 1-7 (1 being highly un-attractive and 7 being beautiful) The total number will then be divided by the number of useful points to give a final rating score of that area between 0 and. These EQI's will establish which town is more attractive and which town has better scenery (in my opinion). A simpler form of an EQI will also be undertaken which judges more environmental factors. However the main drawback of using an EQI and Environmental Quality Survey are that they are both of my personal opinion, i.e. the results gained are of what I think is attractive and what isn't, therefore producing biased results. To try and avoid this I may compare my results to my partners and see if there are any drastically different results. Photographs will also be taken of each area and

town, allowing visual comparison of areas of the town. I expect that Bakewell will score higher overall in the EQI'S and Environmental Quality Surveys as I believe that Bakewell will be a more attractive town than Uttoxeter. Below is an example of the EQI sheet that will be used:

To find out which town has the wider range of shops available a number of different surveys will be undertaken. Firstly a shop recording survey will be undertaken, a systematically selected number of shops will be allocated to groups and this will be used to record information about shops, like, what they sell, their name and then classified into shop genres. The work will be undertaken in groups as it will allow the class to see a more evenly distributed set of results, also making it easier so that each group doesn't have to record every single shop. The shop survey will allow me to tell which town is better as I will be working from these rules that I have set:

- The town with the widest variety of shops will be better as both residents and tourists have access to a larger range of products and the overall economy of the town will be higher
- The town with the most service shops, (i.e. banks) will be the better town as it offers the widest range of services to the residents, making the quality of living higher)

- The town with the most tourist shops will be better as it caters more for tourists, therefore there will be more visitors and a higher economy.

These results will then be transferred to a shop map of each town and classified shops will be coloured to a certain colour key. I expect to find that Bakewell has the largest range of shops ad largest amount of tourist shops because Bakewell is a honey pot in the Peak District so it will have more visitors, therefore serving them more and providing more services for the residents as well. To make my results fairer I will be focusing on all genres of shops not just one, i.e. tourist's shops. A shopping questionnaire will also be carried out in each town; this will enable me to discover why people are in the town and what they feel about the shops in the town. This questionnaire will be asked to a randomly selected sample of people in each town. The shopping questionnaire will contain questions such as, "Is …..(Town)…… your local town" and "which shops are you mainly here for?" Undertaking a shopping questionnaire will enable me to answer the original question as if I find out that visitors are from far away then this shows that the town is attractive to people who don't live there and tourists will come from a long way to visit the town. Below is the questionnaire I will be using in Bakewell and Uttoxeter

	Person 1	**P2**	**P3**	**P4**	**P5**
1. Is …….. your local town centre?	Y N	Y N	Y N	Y N	Y N
2. If no, where have you travelled from? (nearest town)					
3. Are the shops the main reason you're here?	Y (go to 4) N (go to 5)	Y N	Y N	Y N	Y N
4. If YES, which type of shops mainly? D=Daily– food (butchers, baker, supermarket), newsagent, R=Regular – clothing, shoes, books, CDs O=Occasional – jewellery, gifts, electrical, florists, furniture SB=Service – banks, estate agents, solicitors, hairdressers, travel agent SF=Service – cafes, restaurants, pubs, takeaways. E= Extra (own category)	D R O SB SF E	D R O SB SF E	D R O SB SF E	D R O SB SF E	D R O SB SF E
5. If NO, what other reason are you here for? W= Work – on lunch break from work or in town on business S= Social - visiting friends/relatives L= Leisure – here to see sights, visit leisure centre, O=Other	W S L O	W S L O	W S L O	W S L O	W S L O

To find out which town has the most importance to tourists a collection of methods will be used. Firstly the shopping questionnaire data will be used to find out whether the person is local, if not where are they from, and why are they here? I will then be able to analyse whether tourists are from far away, and if they are then I can see that the town is appealing to people from all areas of the UK. A separate questionnaire will also be conducted forsaking people about what they think about the town, the questions for this will be created by me. Random sampling will be used to select people to ask the questionnaire to(i.e. random people in the street), however if less than 5 tourists are interviewed then the questionnaire will be continued until that data is achieved, also the same person cannot be asked twice. This data will enable analysis of each town's tourist population. A set map of each town will also be used to examine how many tourists attractions there are in the area and if they are well used by tourist (the number of visitors per year will be found out, the more tourist attractions the town has then the better place it will be to live because the higher the economy will be. Photographs will also be taken so a visual perspective of the town's tourists can be achieved. After all this data has been collected it will be considered whether tourist activity in the towns is a benefit or a problem, tourists can have both positive and negative impacts on the town, such as increased litter and on the other hand improved facilities.

To find out which town has the most congestion and population density a pedestrian count will be used. Pairs were allocated a certain point in each town and completed a pedestrian count for 15 minutes, 15 minutes has been chosen because it provides enough time to record accurate results of the number of pedestrians, but it isn't too long that it takes up the time of other investigations. There were people situated all over the town in order to get an evenly distributed perspective of the density. However the pedestrian count does not count cars or motorbikes, this is because people in vehicle cause a totally different form of congestion than pedestrians, therefore they are not included I the survey. The pairs split onto both sides of the road and count the number of people that walk past; common sense will be used to decide who is counted and who isn't. This pedestrian count will be carried out in the morning and afternoon, both for 15 minutes, however in Uttoxeter the ped. Count will only be AM due to time restrictions. After the pedestrian count a map will be annotated to show dense areas of people, an isoline map will also be drawn for both towns. The vehicle congestion in each town will be investigated via my own initiative and own methods.

I will also undergo sound maps for each town, these will back up my EQI's, I will do three in different areas of each town. I will sit in this area and focus on all the sounds around me. I will record these on a sound map sheet, shown below:

Uttoxeter Location: Summary:

For 1minute I shall note down all the sounds I hear, I shall record their direction and distance from me, a short arrow will show a short distance, a long arrow a long distance. However if my arrow is extremely short, this will show the sound is above me. I also recorded a key word that summarised the area I was in. I hope that sound maps will show me how peaceful the area is and what unpleasant sounds there were. This will enable me to decide which town has the most attractive sounds which will be factor resulting in which town is the better place to live.

For my own question, *which town has the most amounts of litter and litter control techniques?* I will be using many different techniques to survey the amount of litter around each town. Firstly I will select an area in each town, I will use the EQI areas, as they are all different, I will then examine the amount of litter in a set place. In each town I will also investigate what techniques are used to reduce the amount of litter in Bakewell and Uttoxeter. By studying the litter situation in the towns I hope that this will provide extra data and information in deciding which town is the better place to live, as the more litter there is then the worse the place to live. I will observe the towns waste disposal services and see if industries are leaving a lot of waste around. From the data I have gathered I will produce graphs showing the most frequent types of litter in Bakewell and Uttoxeter and overlay them to see which has the most litter and compare the mode litter. I may also add an extra question into my questionnaire asking the public what they think about the litter situation in the town.

These methods will enable me to have a clear and fair perspective of each town and what factors make them better than the other. They will enable me to have accurate results in order for me to compare and contrast the towns. All the methods I have used fit the question solution well, for example to work out “which town has the most internal congestion” I will use pedestrian counts; this is a very precise and fairly accurate way of achieving data.

I expect to find out that Bakewell is more attractive and scores better in things like EQI’s because it is in a more rural and beautiful position than

Uttoxeter. It is surrounded by natural attractions and in sight there is only hills, woodlands and valleys. It is also closer to the peak district. I also think that Bakewell town will be kept in a more pretty and attractive state because I think more tourists visit Bakewell, therefore it will need to look good.

I also expect that Bakewell will have more shops and most likely a larger range of shops than Bakewell. However I do think that the Bakewell shops will be more tourist-orientated, whereas Uttoxeter will have more service shops, like butchers, charity shops and mini-supermarkets. I also think that the quality of shops will generally be better in Bakewell because it has a stronger economy than Uttoxeter.

I expect that Bakewell will have much more tourists and tourist attractions than Uttoxeter. This is because I think it is in a much more accessible and tourist-visited area than Uttoxeter. Bakewell is nearer the peak district and other tourists attractions, which has many more tourists than Staffordshire. Bakewell is also bigger and prettier than Uttoxeter, and has more attractions like the river and the tourist farm centre. I also expect that the number of tourist facilities and services, like toilets, to be a lot higher in Bakewell than Uttoxeter.

My final expectation is that Bakewell will have much more internal congestion than Uttoxeter; however Uttoxeter may have more traffic problems, this is because I expect Bakewell will have more visitors in cars but it will have a more advance infrastructural road system to deal with this traffic. However I do think Bakewell will have much more congested pavements and more pedestrians.

I predict that in Bakewell more pedestrians will be counted in the afternoon than the morning, and the same in Uttoxeter. However I do think Bakewell will have a larger total number of pedestrians than Uttoxeter.

However whilst undertaking my data collection I do expect to encounter certain problems:

- People refusing to answer questionnaires
- Pedestrians counts being inaccurate
- Inaccurate data collection of shops
- Either town could change dramatically depending on what day we visit it (e.g. market day)
- Errors in results when they are all compiled together.