Introduction

Bridlington is a popular seaside resort that is on the North East coast of England (see map 2) with a population of around 30000. Adjacent settlements (see Map 1) to Bridlington are Malton, which is around 5 miles to the West, Driffield that is 2 ½ miles to the South West, Harpham is 10 miles to the south east, Sewerby is just 3 miles in the North East and Westow to the West is 35 miles. Bridlington is well known for it's fabulous beaches and promenades that are a wash with visitors who come to enjoy the reasonably good weather.

Bridlington has a big tertiary industry which means that there are many people employed in the local shops and services such as tourist information. As well as a very visible tertiary industry there is also primary industry because Bridlington has a harbour where a lot of fishing takes place.

Seaside resorts began to develop in the late 18th century this is when wealthy people would come to bathe in the sea for health reasons. From the mid to late 19th century when railways were built and some paid holidays were allowed northern resorts like Blackpool began to grow rapidly. Tin the early 20th century many visitors were allowed to stay longer so as a result many cheap guesthouses and board houses were built. Then as car ownership became more common in the 1950s and 60s these seaside resorts had enormous numbers of visitors.

The overall hypothesis and the purpose of my fieldwork to Bridlington is to test whether or not "Bridlington fits the typical pattern of a seaside resort". This hypothesis means that Bridlington's features and land use (see pg) are identical to other seaside resorts such as Blackpool and Whitby. Examples of features are tourist shops and lots of OAPs. To test this main hypothesis I will firstly test three mini hypotheses then if I find these to be correct then I can say whether or not the overall hypothesis is correct this is a systematic approach that I have used to try and tackle the big hypothesis.

Hypothesis 1

The first mini hypothesis I will be testing is "Bridlington has a distinct HBD (Holiday business District) which is quite busy". A HBD is where tourist facilities such as restaurants, souvenir shops, amusement arcades, hotels, guesthouses and board houses are found. This hypothesis has two parts the first is saying the HBD stands out then the second is saying that this area is full of people and congested with traffic.

I expect to find this hypothesis to be true as it is convenient for the tourists to have all these facilities in one area so they will be no chance of them missing out doing anything, this then makes tourists come time after time. The holiday boom in the 1950s and 1960s might have been a reason to why all these facilities were built in one area. I can support this because it fits my land use model of a British seaside resort (see pg). The reasoning to why this distinctive area would be busy is because the time we are visiting is at the peak tourist season. However the hypothesis could be false as the HBD could be scattered so it wouldn't be very noticeable and the area could not be as busy as the CBD that could be much more distinctive so it would attract more people (see pg).

A factor that could affect my study to test if Bridlington's HBD is busy could be effected by the time of week I am going which is a weekday this is when I would expect to see the least amount of visitors so at the weekend they would be many more visitors, this overall effects how busy the HBD will be.

Hypothesis 2

The second mini hypothesis is "Bridlington has a high percentage of old people" meaning that many people over the age of 60 are either tourist or residents in Bridlington.

I expect to find this hypothesis to be partly correct and partly not. As for the time of year I am going which is summer time, elderly people will be free to wonder about Bridlington freely but when winter approaches old people could find it very hard to travel. Therefore I think the time of year plays an important role in the number of old people I will see in Bridlington that will probably be at it's peak. The pull factors for the elderly to Bridlington would be the scenery and maybe people trying to escape the congestion of urban life to a more calm life. Bridlington is also very flat so many old people in wheelchairs will have good mobility. Conversely if Bridlington is quite busy, which is what I am testing in hypothesis one could mean few people over the age of 60 because old people generally like to go on holiday to escape the hustle and bustle of city life.

A big factor that effects the percentage of old people when we go is because it is Summer lots of pensioners will be free to move about but, however, if we went in winter I would expect for there to be a big change in this percentage because old people won't be want to go outside or go to the seaside as it will be fairly cold.

Hypothesis 3

The last mini hypothesis I will be testing is "Bridlington has a good quality appearance of the CBD/HBD". This means that the town centre where the shops are and the tourist area where the guesthouses, hotels, board houses and amusements are stand out and look pleasant.

I think this hypothesis will be true because as Bridlington is a seaside resort tourism is important in bringing in funds that can be invested back into Bridlington in making it look good by improving shop faces in the CBD (central Business District) this is an area in the town centre where the main shops are. On the other hand tourism could instead mean that there will be a lot of pollution as a cause of lots of guests to the resort visiting, so some services could be exhausted such as litterbins, congestion and car fumes.

One factor that might effect my testing of this hypothesis is that the dustbin men and road sweeps could come quite early in the morning in Bridlington so by the end of the day the litter could be really bad.

Data Collection

Our geography group arrived in Bridlington at approximately 10.45am on the morning of Wednesday 3rd September. When we got off the coach in the car park (car park shown on map see pg) we walked down to our meeting point that was MacDonald's on Prince Street. This meeting point was important as from here we split up in to pairs so we could do our tasks at different points and at the end of the day we would meet up again here. The Compulsory tasks we had to do were a Land Use Survey, Shop Survey, Pedestrian Count, Questionnaire and an Environmental assessment. I also decided to do two other tasks that were not compulsory, that were a Vehicle Count that was at the same place of my Pedestrian Count and 3 Transects.

Land Use Survey

For the Land Use Survey we had to cover the whole area of the map (see pg) on which we had to label every road either CBD, HBD, Residential Terrace, Residential Semi/Detached, Industry or Public Area. As we had little time we decided that each pair should do the Land Use of the area that they covered for their Pedestrian Count. Then at lunchtime the pairs met up at the meeting point and exchanged the results. The time that my partner and me carried this Land Use out was at around 11.10am, as we had a small area to cover the task took us approximately 10 minutes. The only equipment needed was a map with all the roads in Bridlington on it and a pencil to record the data. Below you can see an example of how I marked my data on to the map.

Conclusion

"Bridlington has a distinct HBD (Holiday business District) which is quite busy"

This hypothesis has two parts and I found them both to be true and therefore I could accept it, the evidence I have to prove this is that the HBD is distinct because on my land use map the HBD is a large proportion of Bridlington and it is on Bridlington's periphery. The results from my questionnaire on a question asking if people thought that the HBD stood out showed that 19 people (95%) agreed with this. The HBD area is also quite busy because on my Choropleth map it some of it was shaded in dark green, this means that they were 120+ people. In fact the HBD was the busiest area on my choropleth map.

"Bridlington has a good quality appearance of the HBD/CBD"

The evidence I have to prove this is that both the CBD and HBD received a mark of 33/50 (75%) on the environmental assessments, as I explained in my analysis a mark of 30+ is classed as a high mark. Also from the results on the questionnaire, I asked if people thought that the HBD was attractive when spotted and 13/20 people (65%) answered yes. This hypothesis is true as the evidence above clearly shows and therefore I can accept it.

"Bridlington has a high percentage of old retired people"

To prove this hypothesis I have the following evidence, from the class pedestrian count that was carried out twice once in the morning and again in the afternoon, both set of results showed that the most amounts of people fell into the 60+ categories. My photos reinforce this evidence as they show elderly people sunbathing enjoying the nice weather and also another old lady is shown walking. Some of the reasons behind why elderly people are attracted to Bridlington are that because Bridlington has a gentle relief it allows good mobility for old people and another reason is that Bridlington has many attractions for the elderly that include Bingo hall, a bowling green and a theatre. This hypothesis is true as the evidence shows above therefore I can accept it.

My findings from all three of the mini hypotheses that clearly showed that I could accept them, tell me that the main hypothesis of "Bridlington fits the pattern of a typical seaside resort" is correct.