Evaluation

I think that my coursework has proved that Canterbury is a High Order shopping centre as it has a huge variety of shops. Another thing I have found is that St. Peter's street has a number of shops selling high -order goods and this I believe is why it has such a large Sphere of Influence .

I think that my project has been done well, although I would change some things if I could.

Limitations of the data I have collected:

- For this project I feel that I have collected enough data to give me a sufficient number of results to study and analyse to prove my Hypothesis.
- I think that not enough people were interviewed for the questionnaire, because only 181 people were interviewed in St. Peter's street, and that is a tiny amount compared with the popul ation of Canterbury, so I cannot be sure that our findings were representative of everybody's views. This means that the quality of the results were affected and aren't 100% accurate. I think that a figure around 500 people would be satisfactory to give me much more accurate results.
- The sample of people I chose to interview were slightly biased because I had problems with the age of p eople that I asked questions to because it was mainly adults who answered my questions. Maybe this was because teenagers wou ldn't find it 'cool' to participate in the questionnaire. And so this factor affects my results because the answers I got came from an adult's point of view instead of mixed-aged points of view.
- In my Data Presentation the hand drawn maps may be slightly inaccurate compared to a computerized map. Also the markings on the map which I drew by hand (for example points A, B &C of the Pedestrian Survey), may be inaccurately drawn on the map and so being placed on a different area to which the actual survey was carried out.
- The disadvantage with the View Score task is that the marks out of 5 that I give the different views are only my opinions. For example , I give the view of the Jaguar car showroom 5 out of 5 whereas someone else may not be interested in cars and therefore only give it a 2.
- A problem with recording the age of shops along St. Peter's street is that I am only going by what they look like and then taking a guess. If I record a building to be over 100 years old then that mean s I've looked at it and then guessed whether it's old or new. Instead, what I should do is ask the shop owner, or look into the history of that shop and see when it was built.
- I could have improved the Pedestrian Survey results by counting how many people went past for 10 minutes instead of only 1 minute. By doing this I would have clearer information on the busyness of that particular part of the street.

- I fell that the time of day that I collected my results (midday) was perfect because it wasn't too earl y in the morning, nor was it too late in the evening. Midday is the time when all shops have been open for about 3 hours and so business would be good, and also by midday it would have given a lot of people plenty of time to travel to Canterbury even if they lived far away.
- I think that the weather conditions positively influenced my results for the Pedestrian Survey because it was nice and sunny and a lot of people were out. Had the weather been cold or wet, then not many people would have come out shoppin g and so my results wouldn't be accurate.
- I would have preferred if we had been given ore time to do data collection, as I did have to work very efficiently to get everything done in time.
- A way to back up my results would have been to return to St. Peter' s street in Canterbury and repeat the questionnaire, Pedestrian Survey and Environment Index. By doing this I could compare both sets of results with each other and see how accurate they were or if there were any alterations I needed to make.

By Alex Streeter