

Essay – 1-

From my results, which I collected, you can see that Earsfield is a smaller area with limited amount of shops. Earsfield mostly has more newsagents for grocery shopping, as 70% of the people who shops in Earsfield shop for food as it is more and about 20% of the people who I surveyed shopped in Earsfield for house hold items. This shows that Earsfield is an area, which the public uses for convenience goods area. Earsfield has limited amount of shops it has shops for furniture and hairdressers. On the other hand Tooting is a lot bigger then Earsfield with shops for all types of conditions this is because Tooting is much bigger then Earsfield. Tooting has a Variety of shops which 55% of the people who shop in Tooting shop for food 20% of the people shop for household items and for cloths, 5% of the people who I survived came to tooting for cosmetics or furniture. Tooting has a mixture of convince goods of 75% and comparison goods of 25%.

In Tooting the shops were larger compared to Earsfield. Tooting has more department stores such as Mars & Spencer's and Dorothy Parkins and wide range of other stores such as superstores like Sainsbury compared to Earsfield. In Earsfield 0% chose Earsfield for purchasing cloths whilst 20% choose Tooting for their clothing this shows Earsfield doesn't have a Variety of shops as 70% only shop in Earsfield for food. Earsfield has more independent and general stores and a specialist shops like the hair dressers. The shops in Earsfield owned by independent people who own general stores and in Tooting shop are owned by bigger brands like J. D's

The size of the centre affects the trade area this can affect the shoppers. Earsfield has a small trade area as it only has one train station as only 8% choose train to travelling to Earsfield. Earsfield has few bus stops but still 28% people are travelling to Earsfield as only 26% travelling on busses to get to Tooting. It is obvious that Tooting has a better trade area as it has more transport facilities it has two underground stations and loads of buss stops. Trade areas can influences many shops for example department stores won't have a shop in Earsfield because of small trade area. department store want as much communal as possible for high profits. This means that bigger trade areas can support specialist and department store.

The threshold population is the number of people needed before a service is either necessary

The threshold population is higher in Tooting as it has better transport and larger residential population. More shops are placed there as they can provide the higher land prices. The threshold population is low in Earsfield compared to Tooting, Earsfield has a low order of shops as it mainly has convenience shops as 70% only go to Earsfield to food.

Tooting is a high order centre as we carried out the field work we noticed that it is in competition with other high order centres. Earsfield isn't in competition with each other as Tooting is obviously aiming at a different type of audience. Earsfield is particle getting the attention of the people who are living in the area whilst tooting is aiming people of all ages.