Rupert Madden

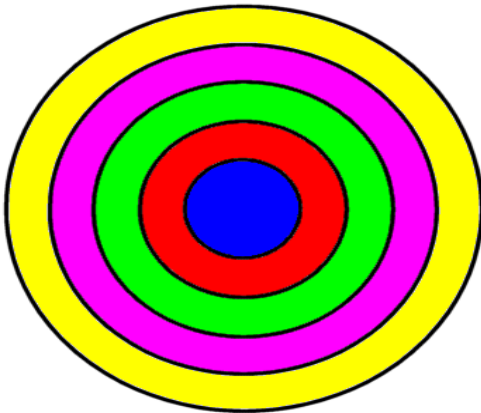# Geography Fieldtrip to Chichester

Introduction

We are going to Chichester to investigate the layout, structure and land use of Chichester.

Chichester is on the south coast, in the county of West Sussex. It is roughly 45 miles from Winchester. Chichester is a largely rural area with a population of over 24,000. The Roman Road of Stane Street, connecting Fishbourne Palace with London, passes through the city centre. The city streets have a cross-shaped layout, inherited from the Romans: radiating outwards from the medieval market cross lead the North, South, East and West shopping streets. Quite a lot of the city walls are in place, and may be walked along for some of their length.

In Chichester there is a high bid rent in the centre of the town. This is because land gets more expensive when you get nearer the centre of town. It follows Burgess's theory of the city, which goes: CRD, Inner city, Outer city, Suburbs. As you go further away from the CRD then the prices get cheaper because land becomes less valuable. However this is not true for the suburbs. This is because it's where the families live and the adults can afford to commute to work from a further distance.

The nearest major city to Chichester is Portsmouth. Roads that connect it are the A27 and the A259.

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This is a map of the Centre of Chichester. You can clearly see the old town walls and the cross in the middle. Notice the

The Burgess Model

■ (blue)	CBD
■ (red)	Factories / Industry (transitional)
■ (green)	Low Class Residential (old inner city area)
■ (magenta)	Medium Class Residential (inter-war period)
■ (yellow)	High Class Residential (modern suburbs)

Bid Rent

Office price (rent)

Retail

Office

Residential

0   A   B   Distance from centre →

Shopping zone

Commercial (office) zone

Residential zone

Aims

- **The environmental quality will get better as you go nearer the CRD.** – The shops nearer the centre pay higher bid rent. Therefore there is more money in the price, so more can be spent on the Environment. Also the people who live locally will have to pay for this in their taxes.

- **The pedestrian count gets higher as you get closer to the CRD.** – The more desirable shops are in the centre meaning more people will be nearer the centre. There are more restaurants there attracting more customers. There are street entertainers which may interest people and attract them to this site. The cathedral is one of the central points of Chichester and people might go there either to pray or look around.

- **Chain stores are more centrally located.** – Chain stores have to be rich enough to have shops in many locations meaning that they want to have their shop where more pedestrians are, not minding the bid rent.

- **Buildings are taller the nearer you go to the CRD.** – Buildings are taller nearer the centre because land costs more because of the bid rent, there for if you build up you can save money.

- **The average age of visitors is not 20-65.** –This is because the people who are 20-65 are at work.

- **There are very few youths.** –This is because they were at school.

- **Most people were in Chichester to shop.** –This is because Chichester has many shops. It is not a working town because there are very few if any big office blocks **in the CRD**.

- **Chichester has many high order goods.** – A place with high order goods is somewhere where you would come to spend over 200 pounds. People have travelled in their cars to get there in order to shop , meaning that they have chosen especially to come to Chichester to get one particular thing.

- **People have come from long distances to shop.** – Many people will have come from local areas but I think that most of the people have come from a

long distance away to come and shop in Chichester. I will find this data using my questionnaire.

Method

We went to Chichester on Tuesday 29th April 2008 to get data for our GCSE coursework. Each group, which consisted of roughly 5 people, were situated at equal distance along the main streets, (North, South, and East Streets). My group was situated at the far end of North Street, N4.

First of all, we decided to find out whether the Environmental quality will get better as we go nearer the CRD. To do this, we analysed parts of the main streets. We turned out minds to the environment of each area. We looked at:

- Litter
- Graffiti
- Cracked/Uneven paving
- Traffic Nuisance
- Street furniture (quality & quantity)
- State of shop fronts
- Vacant/Derelict shops

We analysed them to see if they were good or not.

Next we wanted to find out if the pedestrian count was affected the nearer we went to the CRD. We did two tallies of the amount of people who crossed our path, both at different times. We took the first one at 10:10 am, lasting for 20 minutes, and ending at 10:30 am. Each pedestrian was put into a category, one being their gender and one being their age. Because we did not know each person's age exactly we had to guess. There were age categories, which consisted of: 0-4, 5-16, 16-25, 50-65, 65+. We had the second pedestrian count at 12:00 pm, and we expecting it to be a little bit more crowded. We put the people in to the same categories as last time.

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We also wanted to see if buildings were higher the closer we went to the CRD, so, using a Goad Map, we marked out the names of the shops and how many floors each building had.

My group was placed in charge of looking for all book shops and stationers. We went around the whole of Chichester looking for these shops. This was in order to find out whether chain stores are more centrally located.

With our pedestrian count we can find out how many people come into the town of Chichester and what age they are. I did this because I wanted to find out what the age was, of the general population of shoppers. Also I wanted to prove my point that youths and the working ages would be at school or work or university.

Next I wanted to find out why people were in Chichester and what they had come to do, so I asked a few of the passersby in our area (top end of North Street) a few questions. We tried to get a range of sexes and ages to vary our results. The Questions consisted of:
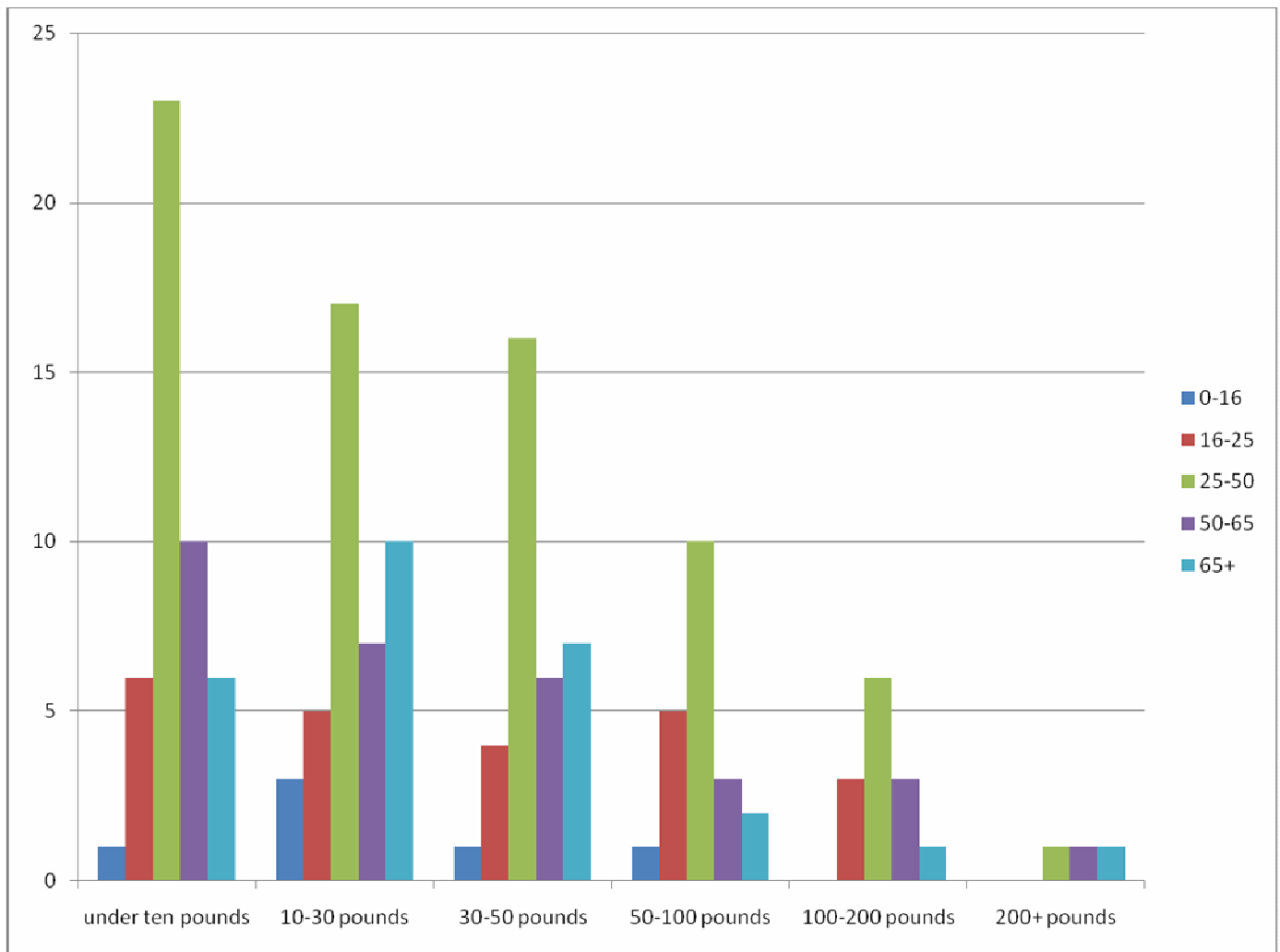
- How often do you visit Chichester?
- What is your main purpose in Chichester today?
- How did you get to Chichester today?
- How many shops do you expect to visit today?
- How much are you likely to spend today here in Chichester?
- How long are you going spend in Chichester today?
- Where do you live?
- Would you mind giving your postcode?
- What shops have you visited/visiting today here?

Their answers were taken and noted down. Each of us in the group questioned 4 people leaving us with a decent amount of results. Using this data I wanted to find out whether Chichester has high order goods. To do this I will look at: How did you
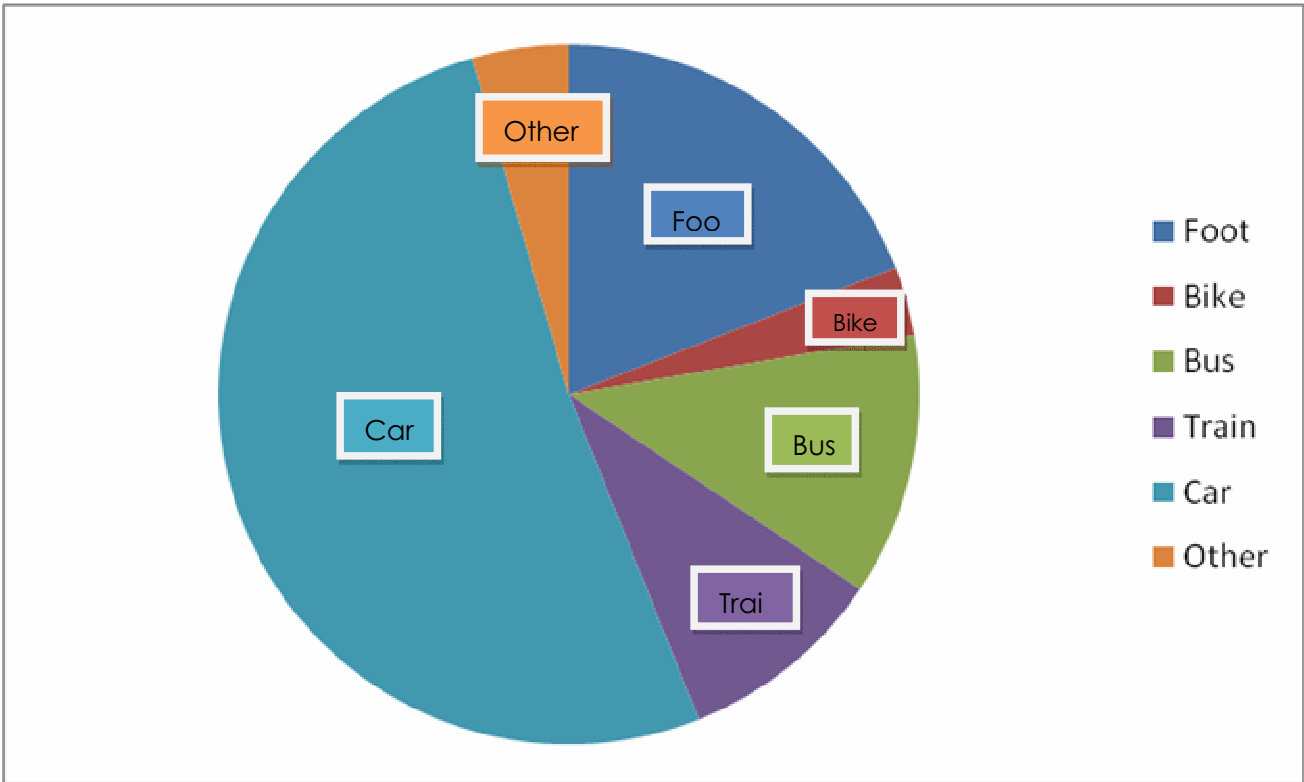
get to Chichester today? And where do you live? This will tell me how far people have travelled to Chichester to shop.

Age against Money spent

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This graph shows how much money the different age groups spent. There is a clear trend that more people spend less money and there is a fairly balanced gradient as it goes down, when the money spent increases

How did people get to Chichester?

This pie chart shows how people got to Chichester that day. I collected the data by asking passers by how they got here. This shows that most people have travelled quite far, because they have used cars, to get to Chichester.
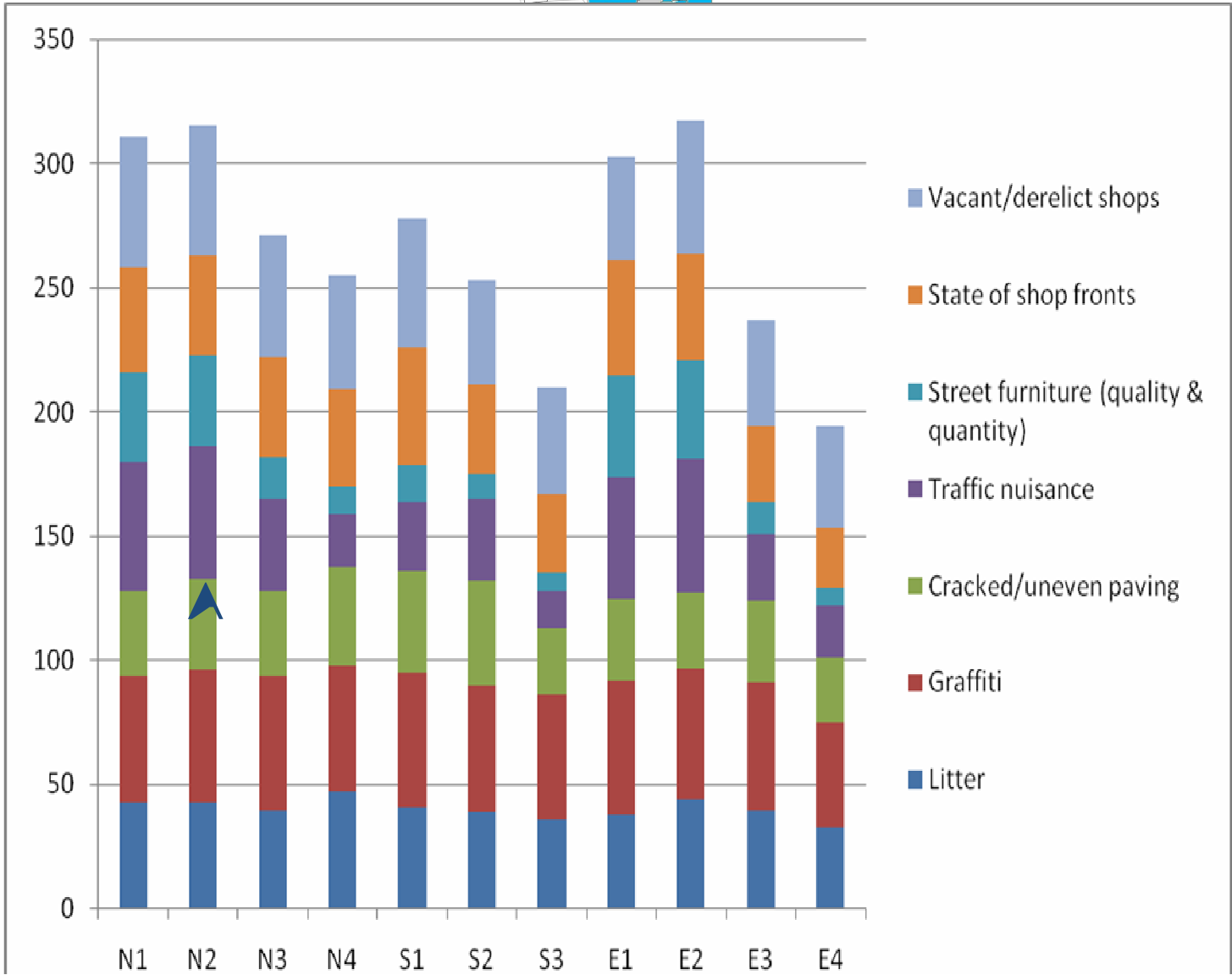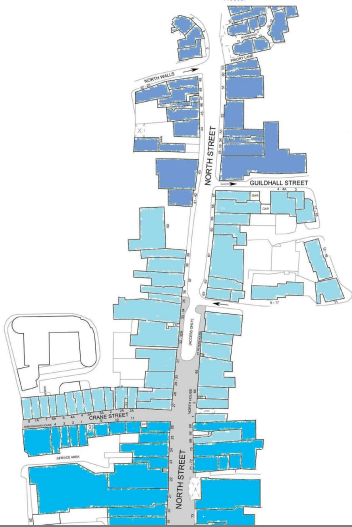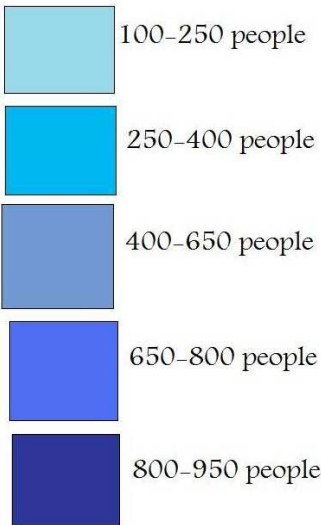
A Chloropleth showing the Height of Buildings

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This chloropleth here shows the height of the buildings. The lighter shade of green being lower buildings and darker greens showing taller buildings.

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A Chloropleth showing the Total Pedestrian count during the course of the two Counts.

100–250 people

250–400 people

400–650 people

650–800 people

800–950 people

Legend (stacked bar chart):
- Vacant/derelict shops
- State of shop fronts
- Street furniture (quality & quantity)
- Traffic nuisance
- Cracked/uneven paving
- Graffiti
- Litter

x-axis: N1, N2, N3, N4, S1, S2, S3, E1, E2, E3, E4

Graph showing Environmental Quality around the town

This graph shows the environmental quality around the town. The higher up the graph it is, the better it is.

Winchester in Comparison to Chichester

I went into Winchester to see if one of the hypotheses that i drew from Chichester was either correct or incorect in all towns.

This is the hypotheses that I used was:

- **Buildings are taller the nearer you go to the CRD. –** Buildings are taller nearer the centre because land costs more because of the bid rent, there for if you build up you can save money.

I will mark on a goad map of Winchester the heights of all the buildings in the centre of town. I will put this data onto a chloropleth and using different colours I will be able to establish an answer to my hypotheses.

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