

Methodology.

In this part of my coursework I will explain how I will collect my results to prove my hypothesis, "Guisley is a secondary shopping centre". During the summer term our class has several opportunities to go out to Guiseley to look at the different shopping areas in Guiseley; these include Otley Road, Oxford Road, West Side Retail Park and Guiseley Retail Park. On our trips down we shall complete a traffic count, questionnaire, transport map and shop count shop. This shall all be put in my data presentation section of my coursework.

When we were collecting data in Guiseley we did many different assessments of the different shopping areas. On our first trip we walked around the four main shopping areas of Guiseley and tallied up the different shops (high, low, medium and service shops) also we paced out the shop frontages, this information will be used to draw a proportional graph of each area so it is easy to see the use and size of each areas. We will also do a traffic and pedestrian count to see which was the busiest part of Guiseley, this will be done for 10 minutes on each side of the road. This information will be used in a traffic flow chart to easily see which the busiest part is. On our last trip into Guiseley we will ask people a range of questions with the results we will create a sphere of influence for each area and a graph for each question and area to see the results clearer. These are the questions we asked some people in Guiseley:
Question 1:Where do you live (street and town)?

This question will tell us where the people in each area of Guiseley are from. We can then use this information to create four charts showing us the sphere of influence for each area. This will help us decide if Guiseley is a secondary shopping centre as different types of shops attract larger of smaller numbers of people.

Question 2: How did you travel to Guiseley today?

(a)Walk (b)Car (c)Bus (d)Train (e) Other

This question will tell us the types of transport used to travel to each area; we can then compare this information to the facilities nearby e.g. Guiseley train station and Car parks and see if there is a correlation. We can also compare it to where they live and see how far people travelled with each mode of transport. This will allow me to see if the methods of transport fit in with secondary shopping centres.

Question 3:How often do you shop in Guiseley?

(a)Daily (b)Every 2/3 days (c) once a week (d)less than once a week

This will tell me how often most people shop in Guiseley, if it is a secondary shopping centre then people should shop quite often as the shops are mostly low order.

Question 4:What type of goods do you usually buy in Guiseley?

(a)Food and drink (b) Clothes and shoes (c) electrical goods (d) Furniture (e) Others (please specify)

This will help me find out what type of store people usually shop in and what type of shop it is as different types of shops sell different types of goods. This will help me

to prove my hypothesis as a secondary shopping centre should have a mixture of specialist and convenience goods.

Question 5: Do you do your main shopping in Guiseley? (Yes or no)

This question will help me see if other towns in the surrounding area attract more people than Guiseley, and if people would prefer to travel further away to shop or if the shops in Guiseley are satisfactory.

Question 6: What services do you use in Guiseley?

(a) Banks/Building societies (b) Post office (c) estate agents (e) others (please specify)

This will help me find out why services are in each area of Guiseley and how many people use them, this will also help me understand my sphere of influence charts as services affect how far people are willing to travel to shop.

Question 7: Which age group are you in?

(a) Under 21 (b) 21-40 (c) 41-60 (d) 60+

The age of the people in each area would depend on which shops there were because different shops attract different age groups; this will also show us what the average age of people visiting Guiseley is. This will help me prove my hypothesis as secondary shopping centres should appeal to a wide range of people.

This information will be used to prove my hypothesis "Guiseley is a secondary shopping centre"

Rebecca Cowling