

Introduction

Holmfirth is located in the south Pennine area, with the peak district national park not far away. Holmfirth is a small delightful village full of small shops, craft galleries, a market and much historical interest. Last of the Summer Wine is what puts Holmfirth firmly on the visitor's map. It is an ideal area for walking, touring and exploring. Holmfirth is situated near many major cities.

Place name	Distance in miles from Holmfirth	Time to travel there from Holmfirth
Huddersfield	6.6 miles	17 mins
Manchester	24.9 miles	54 mins
Barnsley	13.7 miles	28 mins
Leeds	27.5 miles	41 mins
Bradford	20.3 miles	43 mins
Wakefield	18.1 miles	36 mins

Holmfirth is positioned just slightly higher than sea level. And in a rural area

History of Holmfirth

Like most of the small towns around West Yorkshire Holmfirth was connected with the textile industry. Around Holmfirth there are many mills and factories that show us it was a major part of Holmfirth's development. The reason Holmfirth was sited there was due to the river going through the centre of the valley this was vital for factories not only because it carved a flat valley bottom but also as it was easy to transport the textiles out of Holmfirth to the nearby larger cities.

Aim

In this assignment I will try to discover has tourism effected the town of Holmfirth. Due to the major TV series "last of the summer wine"

To do this I will have to use graphs, spearman's rank, function maps and questionnaires.

Before I went to Holmfirth. I found way to obtain the necessary information these are shown below.

- ✚ Questionnaires asking shopkeepers about what they think of tourism. And has it affected their business.
- ✚ Questionnaires, used to ask the public in their opinion has Holmfirth been effected by tourism
- ✚ Pedestrian counts.
- ✚ Complete a function map to show the different functions of the Buildings of Holmfirth.

Methodology

Function map

When we went to Holmfirth the first thing we did was our function map we went around Holmfirth in groups. One person from our group identified the building e.g. house, café, pub etc. another person looking at the key and handing over the correct colour. We began to run out of time near the end of the day so we broke off in to two small groups and designated areas we needed to go to then on the way back we congregated all our results and completed the function map.

We did the function map to give us the most recent function map of Holmfirth on that day and to show us what every buildings function in Holmfirth. The function map is relative to the pedestrian count. If you look on the function map and find where all the shops and banks are correlate that with the pedestrian count it shows where all the shoppers and many tourists go.

	Antiques / china / glasswork
	Fast food / café / pub / takeaway
	Carpets / furniture
	Clothes / department
	DIY
	Leisure shops
	Grocers / newsagents / supermarkets / bread
	Gift shops / souvenirs
	Others
	Houses
	Public buildings
	Banks

Pedestrian count

We were all allocated a different place around Holmfirth and at we were told that at two times each for ten minutes we should count the number of people that pass this certain place.

This will show us where the busiest places in Holmfirth are and should tie in with my function map as the busiest places should be where all the shops are on the function map. The data shows me where the majority of people were at two different times of the day.

The most popular parts of Holmfirth are Victoria square where 42 people passed in the morning and then 64 in the afternoon a total of 106 people in 20 minutes on the day we went.

My isopleths map is to show the results of the pedestrian count, it shows the number of pedestrians counted on each of the locations that we were provided with at the start of the project.

Questionnaire

We were given this questionnaire and we randomly went around Holmfirth and asked pedestrians in the street and asked them seven questions. Six were the same as everyone in the class and the last one our own.

These questions included. Where did they come from? How far did they travel to get to Holmfirth? Why were they there?

1. What is the name of the town, village or district in which u live?
2. How far is it from where you live to Holmfirth?
3. How long did it take you to get to Holmfirth?
4. How long do you plan to stay in Holmfirth for?

5. What type of transport did you use to get to Holmfirth?

6. What reason are you in Holmfirth?

7. In your own opinion has tourism affected Holmfirth?

Own questionnaire

The questionnaire is what I and my group put together we asked shopkeepers how the impact of tourism has affected their business. We gave them the questionnaire then left it and came back sum 15 minutes later.

We gave out the questionnaire to 35 shops to see how tourism had affected the shops in Holmfirth. And if it had why. We asked these questions and got these answers.

1. What kind of goods do you sell?

Glassware

2. Has tourism affected your business?

yes

3. Due to tourism are you open all year round?

yes

4. On average how many people visit your shop daily?

100

5. How many hours are you open?

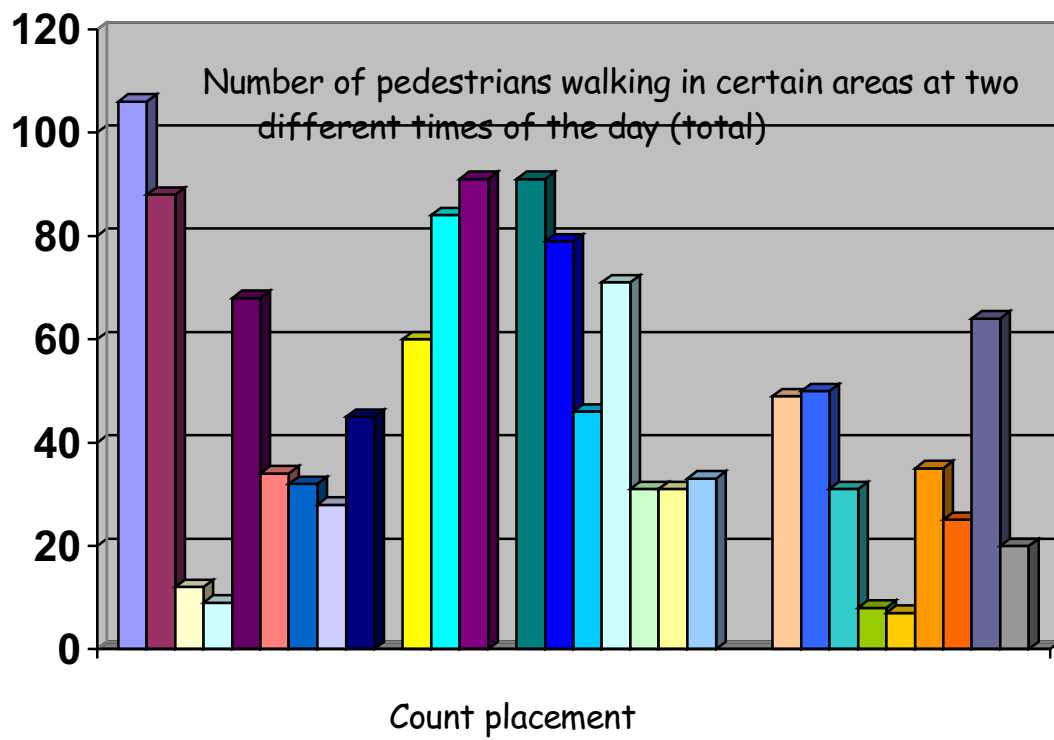
seven

6. How do you transport your good to you shop?

truck

7. Has tourism affected the transportation of goods?

Yes difficult to park.



The graphs show how many people went past each part of Holmfirth. I feel I have presented this data quite clearly as it is clear and well laid out and easy to understand.

To improve my results I would do the pedestrian count again, time the 10 minutes with a stop clock instead of only using a watch, as this would make it more accurate. I could also do the pedestrian count at more frequent intervals, as then I would have more data to conclude from. By doing the pedestrian count, you can't really answer without other tasks whether tourism affects Holmfirth. The pedestrian count simply shows how many people were at a certain place at a certain time. This does not help me very much with answering the Hypothesis. If I had looked at a specific place, where there were a lot of tourist shops, this could help me with answering the hypothesis.

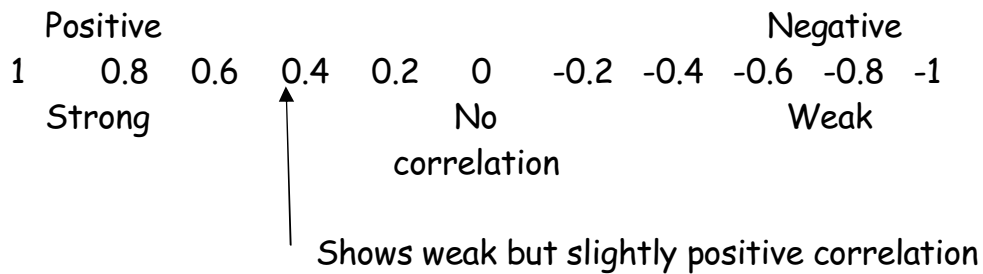
The pedestrian count could only show us where most of the people were situated. There were the most amounts of people in the town centre. I made it a fair test by only recording people on my side of the street. I also only recorded people for exactly 10 mins, as if I had not I would have made it unfair.

A disadvantage to this method is that I had to rely on other people's results. Maybe if I was concentrating on how many tourists came to Holmfirth the pedestrian count would be more useful.

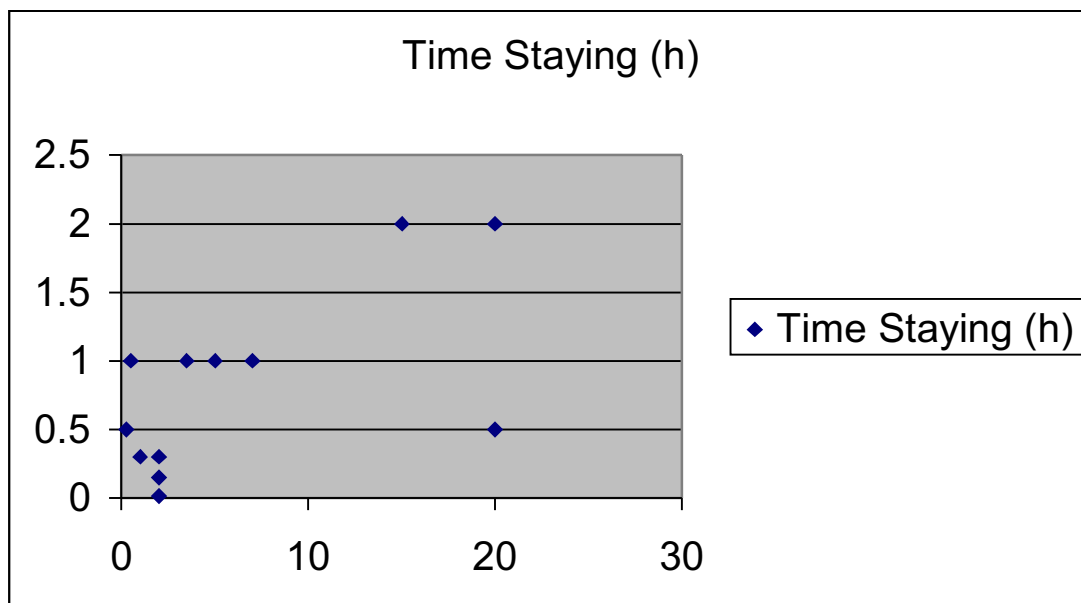
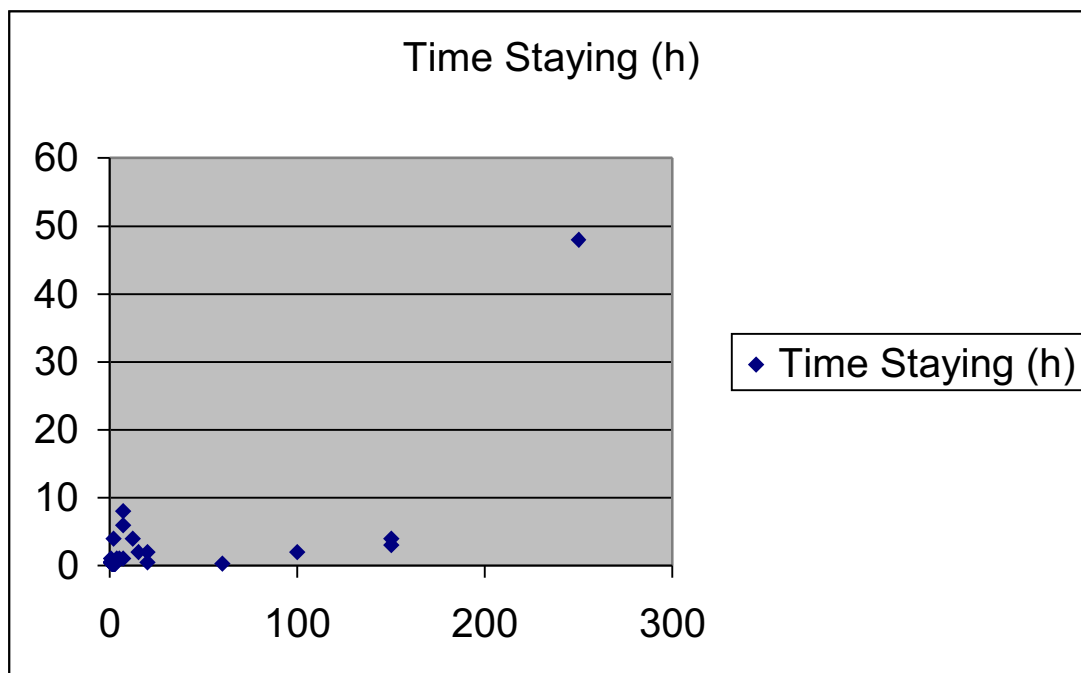
Spearman's rank

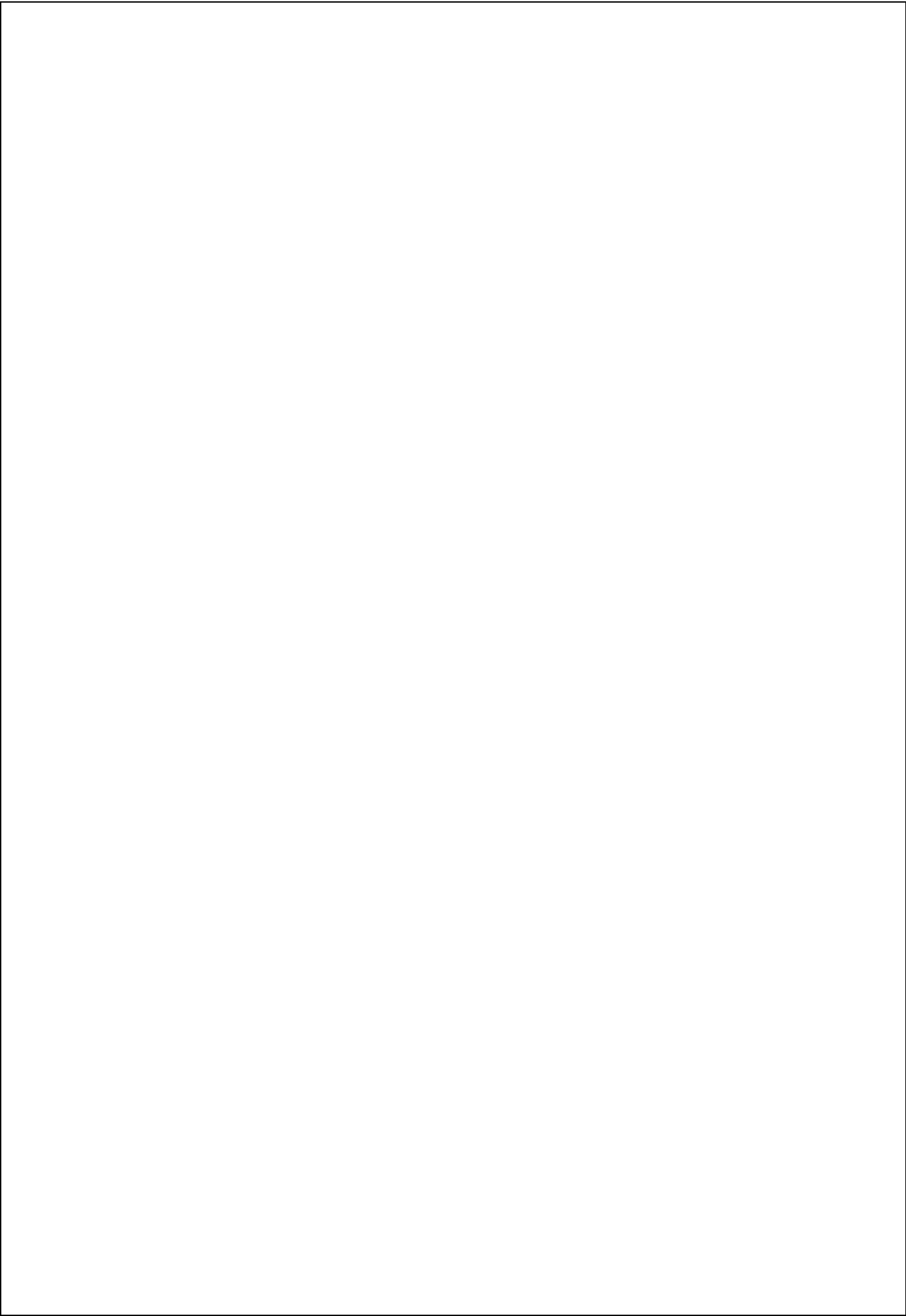
$$R = 1 - (6 \times \sum d^2) / (n^3 - n)$$

$$R = 1 - (6 \times 733) / (7980) = 0.45$$



Place name	Distance Travelled (m)	Rank A	Time Staying (h)	Rank B	Dif Between A+B	Dif Squared
Holmfirth	0.5	20	1	11	9	81
Manchester	20	6	2	8	2	8
Meltham	3.5	14	1	11	3	9
Upper Derby	7	10	6	3	7	49
Upper Thong	0.25	21	0.5	15	6	36
Meltham	2	15	0.015	21	6	36
Kirkburton	7	10	8	2	8	64
Halifax	20	6	0.5	15	9	81
Sheffield	12	9	4	4	5	25
Nesturn	100	4	2	8	4	16
Manchester	15	8	2	8	0	0
Highburton	5	13	1	11	2	4
Magdale	2	15	0.3	17	2	4
Kettering	150	2	3	7	5	25
Ayrshire	250	1	48	1	0	0
Wolldale	2	15	4	4	11	121
Harrogate	60	5	0.3	17	12	144
Newmill	1	19	0.3	17	2	4
Abergavenny	150	2	4	4	2	4
Netherthong	2	15	0.15	20	5	25
Penistone	7	10	1	11	1	1
						733





1	2	3	4	5	6
Holmfirth	0.5	10	60	Walk	Shopping
Manchester	20	40	120	Private	Shopping
Meltham	3.5	10	60	Private	Other
Holmfirth				Private	Shopping
Upper Denby	7	25	360	Private	Shopping
Holmfirth	0.5	10	60	Walk	Shopping
Upper Thong	0.25	5	30	Walk	Shopping
Meltham	2	12	5	Pubilc	Shopping
Holmfirth	0.5	2	60	Private	Shopping
Kirkburton	7	15	480	Private	Buisness
Liverpool		120	120	Private	Leisure
Halifax	20	45	30	Private	Buisness
Sheffield	1.2	20	240	Private	Shopping
Holmfirth			120	Private	Shopping
Holmfirth			120	Private	Shopping
Holmfirth		5	30	Walk	Resident
Nesturn	100	90	120	Private	Leisure
Upper Thong	0.5	10	60	Walk	Shopping
Holmfirth	0.25	2	120	Walk	Leisure
Holmfirth	0.5	3	180	Private	Shopping
Meltham	2.5	15		Private	Buisness
Manchester	15	15	120	Private	Leisure
Highburton	5	20	60	Private	Buisness
Homemoss	1	10	60	Walk	Shopping
Magdale	2	5	20	Private	Other
Holmfirth	0.5	3	30	Private	Shopping
Kettering	150	180	180	Private	Leisure
Ayshire	250	240	2880	Private	Leisure
Wooldale	2	5	240	Private	Buisness
Harrogate	60	120	20	Private	Other
Newmill	1	5	20	Private	Shopping
Holmfirth			30	Walk	Shopping
Shepley	4	20		Pubilc	Buisness
Little Wynondy	5	150	60	Private	Other
Parkhead	145	20	240	Walk	Shopping
Dewsbury	1.5	40	240	Private	Shopping/Other
Victoria		10	60	Private	Other
Upper Thong	1	10		Walk	Shopping
Totties	1.5	5	30	Private	Leisure
Liverpool	40	60	1440	Private	Shopping
Thongsbridge	3.5	0	45	Private	Shopping
Upper Thong	1	20		Walk	Leisure
Nevertton	3	30	120	Private	Shopping
Halifax	20	30	180	Private	Shopping
Meltham	2.5	5		Private	Buisness
Holmfirth				Private	Resident
Dewsbury	14	30	360	Private	Leisure
Holmfirth		1		Walk	Shopping
Abergavenny	150	300	240	Private	Leisure
Lancashire	28	45	120	Private	Leisure

Own questionnaire results

1	2	3	4	5	6	7	8
Antiques	Yes	61+	All days	Yes	8.5	Lorry	No
Food	Yes	61+	Yes	Yes	9	Lorry	No
Gift	Yes	21- 40	Yes	Yes	8	Lorry	Yes
Flowers	No	0 - 20	N/a	Yes	8	Van	No
Books	Yes	61+	Yes	Yes	8	Van	No
Chocolate	Yes	21-40		Yes	6.5	Van	No
Pet	Yes	21-40	Yes	Yes	7.5	Lorry	No
Clothes	Yes	0-20	Yes	Yes	6.5	Car	No
Clothes		21-40	Yes	Sat	8	Post	No
Café	No	61+	Yes	Yes	7.5	Van	No
Grocer	Yes	61+	Yes	Yes	12	Van	No
Leisure		0-20	Yes	Yes	8.5	Car	Yes
Clothes	No	0-20	No	Yes	7.5	Van	No
Grocer	Yes	61+	Yes	Yes	13	Lorry	No
Bakers	Yes	61+	Yes	Sat	10		

Evaluation

Function map

I am convinced that I have accurately collected enough data and have identified every building.

I could improve the accuracy of my function map by going back to Holmfirth and checking every building in Holmfirth again.

I conclude that 23.52% of buildings in Holmfirth rely on tourism and if you exclude all the houses 86.5% of Shops rely on tourism. For a town the size of Holmfirth I conclude that tourism has affected Holmfirth and therefore is very important to the local economy.

I could improve my function map also by comparing my function map with others to make sure it is correct.

My hypothesis stated that the shops in the flat valley bottom of Holmfirth are mostly related to tourism as the population of Holmfirth is not sufficient to support the economy the size Holmfirth. The function map I produced shows that most of the buildings are related tourism.

Pedestrian count

I feel I do not have sufficient data to say I have accurately collected enough data as I only did the count for 10 minutes once in the morning. If I could do the pedestrian count again I would do the count more times in the day and do the count over a number of days too. Also I would take into account that if I did the count on a Monday when more people would be at work and did the count on Saturday where people would not be working the data would be very different and would not be fair.

My hypothesis stated that tourism had affected Holmfirth and from the pedestrian count I have found out that I cannot tell if Holmfirth has been affected by tourism as the people I counted during my count could have been merely residents from the Holmfirth area.

Questionnaire

The data from the questionnaire was directly related to the hypothesis. It showed me that a number of people travelled rather a long way to get to Holmfirth. Also the questionnaire showed me that many of the people that came to Holmfirth were there for shopping and leisure. This tells me that a number of people were tourists as they came from a long way away.

If I could do the questionnaire again I would do the questionnaire again on a Saturday or Sunday when not as many people were working.

I would also take more data by asking more people and seeing what results that data gave me; if I did this I feel that the data would be more accurate as it would exclude all the extremes.

I have had many problems collecting this data as I had to ask people questions and sometimes I did not get the data I wanted. Also when I asked the people the questions some of them did not want to answer.

Own Questionnaire

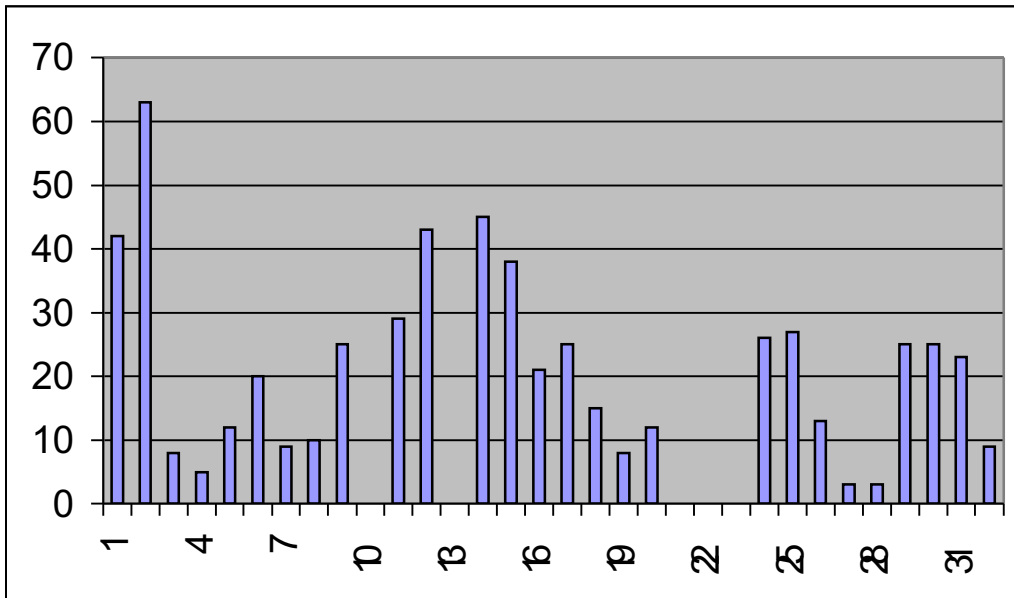
I feel I have collected enough data. And that the data that I had collected was directly related to the hypothesis "has tourism affected Holmfirth".

I did not have any problems with this questionnaire. The data I got was precise and accurate.

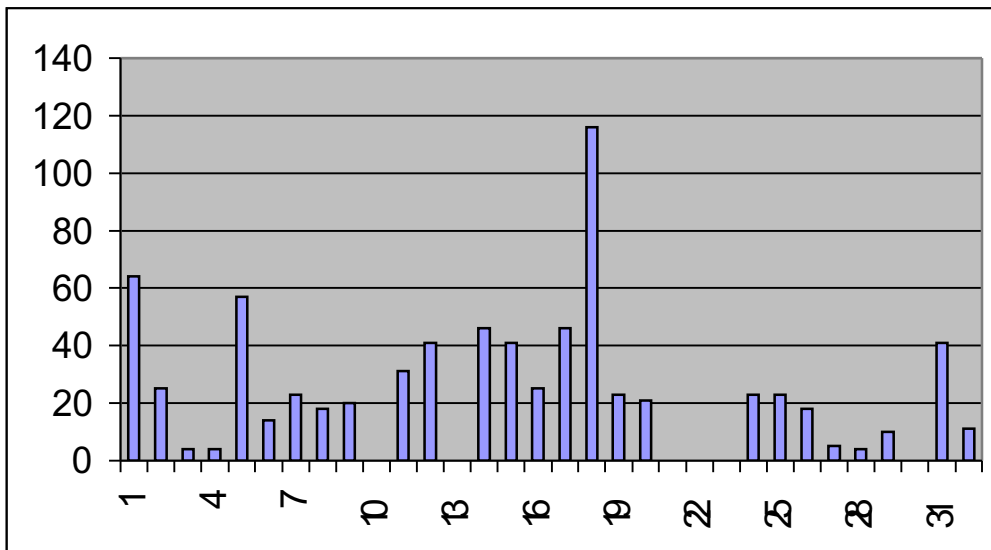
The disadvantage to this technique was that I wanted to collect much more data but with the time restriction I did not manage very many this was due to the time it took to wait until the shop worker could fill in the questionnaire.

The results I got supported my hypothesis that tourism has affected Holmfirth to prove this I asked the question had tourism affected the shops opening hours and every one said yes it had I feel that that data is adequate to say that yes tourism has affected the town of Holmfirth.

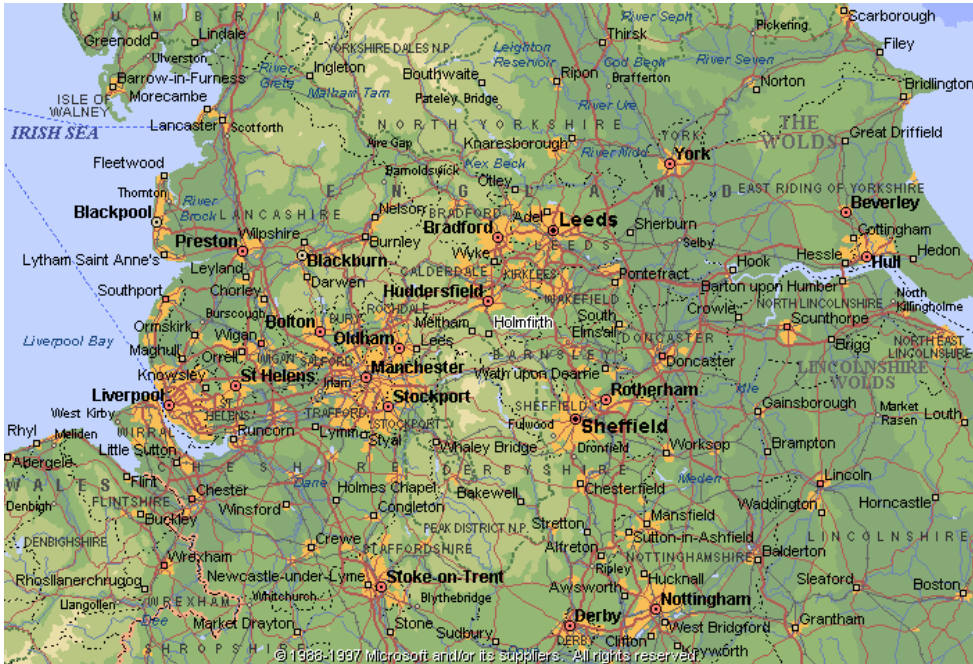
Morning Pedestrian count



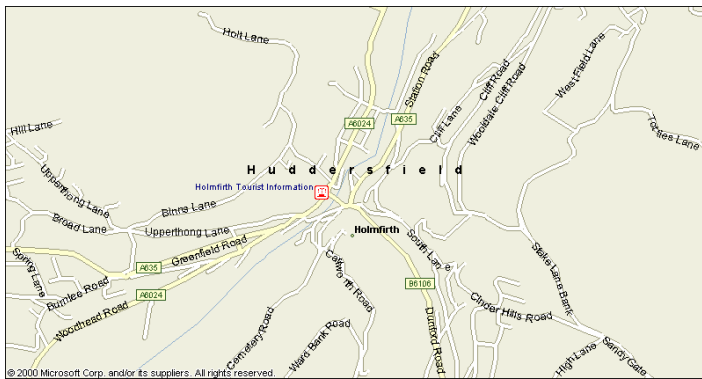
Afternoon pedestrian count



Location of Holmfirth



Holmfirth is located just 3 miles from the peak district national park and is on the colder river.



Directions to holmfirth from leeds

Summary: 26.7 miles (56 minutes)

Time	Mile	Instruction	For	Towards
09:00	0.0	Depart Leeds on Portland Street (West)	153 yds	
09:00	0.1	Turn LEFT (South-East) onto George Street	21 yds	
09:01	0.1	Bear RIGHT (South) onto Oxford Row	54 yds	
09:01	0.1	*Gate access required* Stay on Oxford Row (South)	109 yds	
09:01	0.2	Stay on Oxford Row (South)	10 yds	
09:02	0.2	Bear RIGHT (West) onto Westgate	0.4 mi	
09:04	0.6	Continue (South-West) on A58 [Wellington Bridge Street]	54 yds	
09:05	0.6	Continue (South-West) on Ramp	0.1 mi	
09:05	0.7	Continue (South-West) on A58 [Wellington Road]	0.2 mi	
09:06	1.0	At roundabout, take the FIRST exit	109 yds	
09:07	1.0	Exit roundabout onto A58	0.1 mi	
09:08	1.2	Continue (South) on A643	0.7 mi	
09:10	1.9	At roundabout, take the THIRD exit	0.1 mi	
09:10	2.0	Exit roundabout onto Ramp	0.1 mi	
09:11	2.2	Bear LEFT (West) onto M621	3.2 mi	
09:15	5.4	Continue (West) on Ramp	1.1 mi	
09:17	6.5	Continue (West) on M62	10.4 mi	
09:26	16.9	At M62 Exit 24, continue (West) on Ramp	0.2 mi	A629 / Huddersf'd / Halifax
09:27	17.0	Bear LEFT (South) onto A629	0.3 mi	
09:28	17.3	At roundabout, take the FOURTH exit	0.2 mi	
09:29	17.5	Exit roundabout onto A629 [Halifax Road]	2.0 mi	
09:33	19.5	Bear LEFT (East) onto New North Road	174 yds	
09:34	19.6	Bear LEFT (East) onto Local road(s)	65 yds	
09:35	19.6	Bear LEFT (East) onto Fitzwilliam Street	98 yds	
09:35	19.7	Bear RIGHT (East) onto Ramp	0.1 mi	
09:36	19.8	Bear LEFT (South) onto A62 [Castlegate]	0.5 mi	
09:37	20.3	Bear RIGHT (South-East) onto Local road(s)	54 yds	
09:38	20.3	Bear RIGHT (South) onto A616 [Chapel Hill]	0.2 mi	
09:38	20.5	Continue (South) on A616 [Folly Hall]	0.1 mi	
09:39	20.6	Continue (South-West) on A616 [Lockwood Road]	0.5 mi	
09:40	21.1	Bear LEFT (South) onto A616 [Bridge Street]	174 yds	
09:40	21.2	Bear RIGHT (South) onto A616 [Woodhead Road]	1.9 mi	
09:45	23.1	Continue (South) on A616 [Huddersfield Road]	0.4 mi	
09:46	23.5	Bear RIGHT (South) onto A6024 [Woodhead Road]	1.7 mi	
09:49	25.2	Continue (South) on A6024 [Huddersfield Road]	1.1 mi	
09:52	26.4	Turn LEFT (South-East) onto Hollowgate	87 yds	
09:53	26.4	Turn RIGHT (South-West) onto New Row	65 yds	
09:54	26.5	Bear LEFT (South) onto Goose Green	120 yds	
09:54	26.6	Turn LEFT (North) onto Cemetery Road	21 yds	
09:55	26.6	Turn RIGHT (South-East) onto Cartworth Road	32 yds	
09:56	26.6	Turn LEFT (North) onto Royd Mount	120 yds	
09:56	26.7	Arrive Holmfirth		

Directions to holmfirth from Huddersfield

Summary: 7.0 miles (21 minutes)

Time	Mile	Instruction	For	Towards
09:00	0.0	Depart Huddersfield on A640 [Trinity Street] (South-East)	0.3 mi	
09:01	0.3	Continue (East) on Trinity Street	21 yds	
09:01	0.3	Turn RIGHT (South) onto A62 [Castlegate]	0.4 mi	
09:02	0.6	Bear RIGHT (South-East) onto Local road(s)	54 yds	
09:03	0.7	Bear RIGHT (South) onto A616 [Chapel Hill]	0.2 mi	
09:03	0.8	Continue (South) on A616 [Folly Hall]	0.1 mi	
09:04	0.9	Continue (South-West) on A616 [Lockwood Road]	0.5 mi	
09:05	1.5	Bear LEFT (South) onto A616 [Bridge Street]	174 yds	
09:05	1.6	Bear RIGHT (South) onto A616 [Woodhead Road]	1.9 mi	
09:10	3.5	Continue (South) on A616 [Huddersfield Road]	0.4 mi	
09:11	3.9	Bear RIGHT (South) onto A6024 [Woodhead Road]	1.7 mi	
09:14	5.6	Continue (South) on A6024 [Huddersfield Road]	1.1 mi	
09:17	6.8	Turn LEFT (South-East) onto Hollowgate	87 yds	
09:18	6.8	Turn RIGHT (South-West) onto New Row	65 yds	
09:19	6.9	Bear LEFT (South) onto Goose Green	120 yds	
09:20	6.9	Turn LEFT (North) onto Cemetery Road	21 yds	
09:20	6.9	Turn RIGHT (South-East) onto Cartworth Road	32 yds	
09:21	7.0	Turn LEFT (North) onto Royd Mount	120 yds	
09:21	7.0	Arrive Holmfirth		