

Geography Coursework



Sami Greenbury

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Introduction

I am going to attempt to find out if there is a shopping hierarchy in North West London. I will look at four shopping areas which I consider to be important shopping centres. I will study:

- Pennine Drive
- Golders green
- The Broadwalk Shopping Centre
- Brent Cross Shopping Centre

Hypotheses

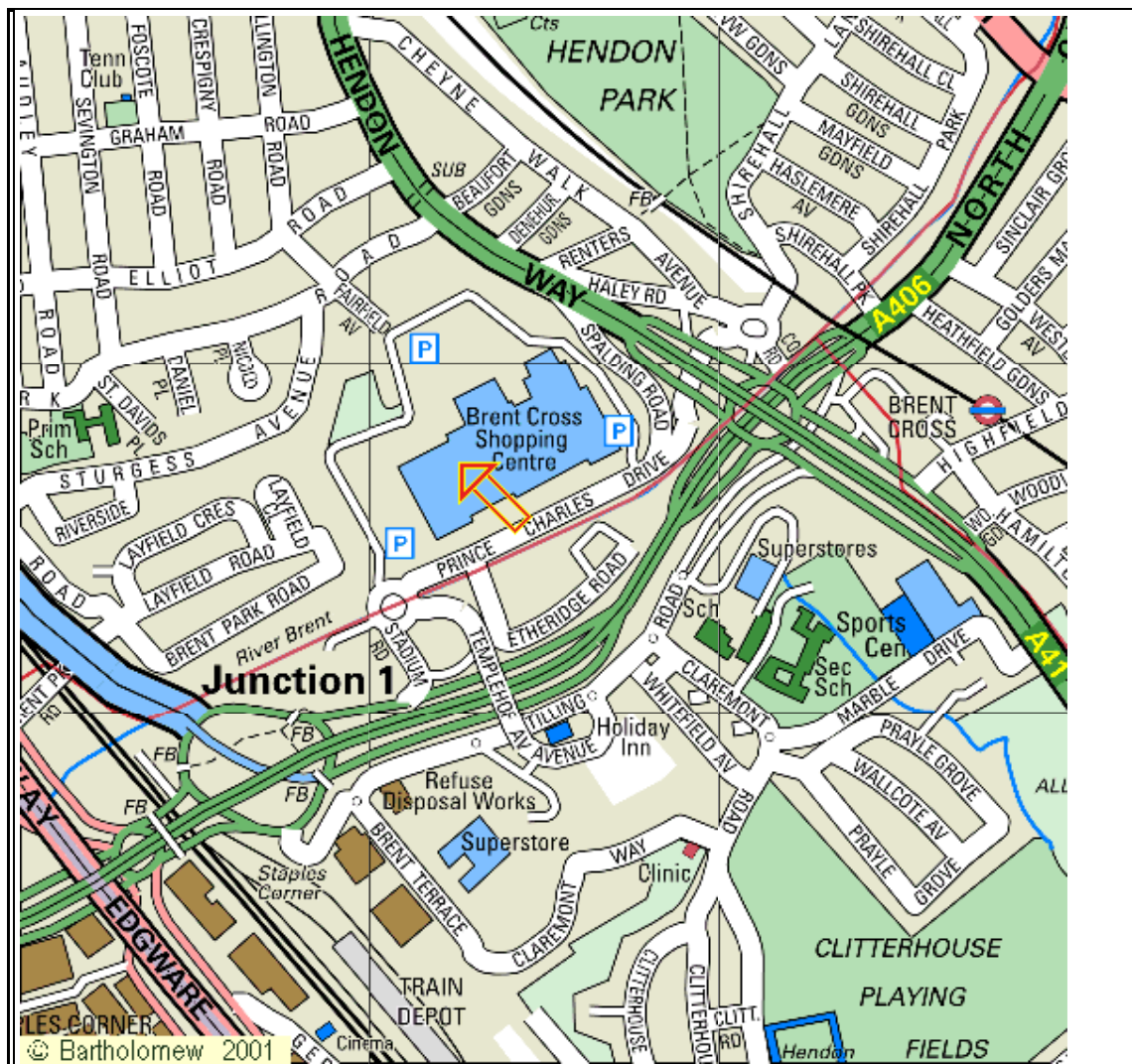
I think that Brent Cross will be the cleanest and have the most parking and the cleanest environment. I also think that it will be the most popular in terms of people walking inside. I think that Golders Green will have the most busses and cars but not so many people as Brent Cross because its located on a main road so people do not have to walk so far. Pennine Drive I think will be the least busy and have the fewest shops, transport and people. This is because it's in a small area of town and is very small. I think that The Broadwalk will be similar to Brent Cross as they are in similar situations and are effectively rivals.

I will study each of the areas and gather information on the following aspects:

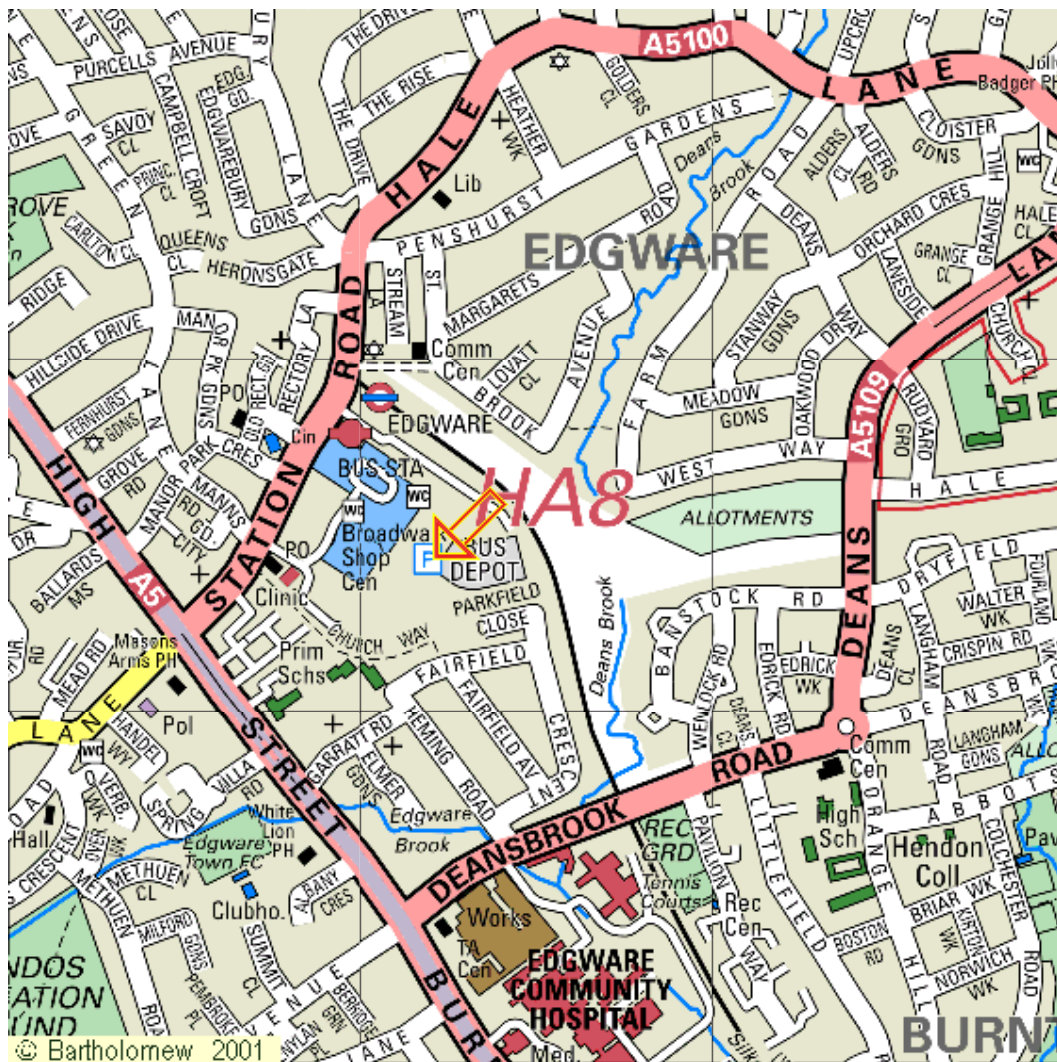
- Number or pedestrians which pass in 15 minutes
- The flow of traffic in both directions over 10 minutes
 - Cars
 - Busses
 - Taxis
- Availability of Parking
 - Number of spaces
 - Type of parking
 - Vehicle Accessibility
- Transport
 - Buses
 - Trains
 - Taxis
- Environment
 - Litter
 - Graffiti
 - Places to sit

These are the main factors which shopping areas constantly try to improve.

Road map for Brent Cross



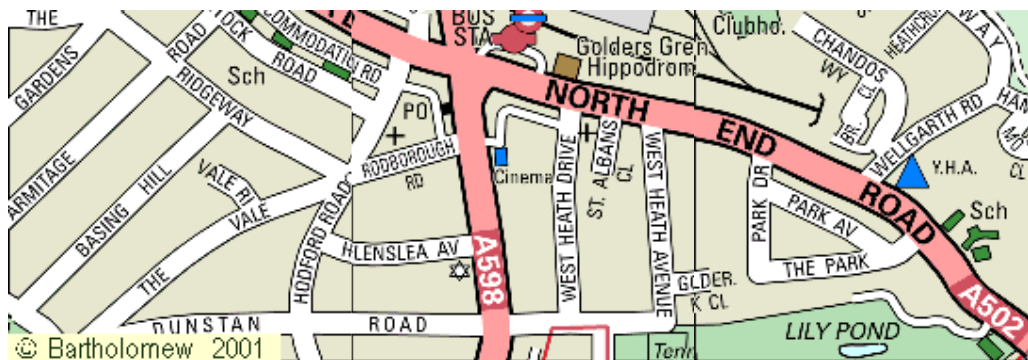
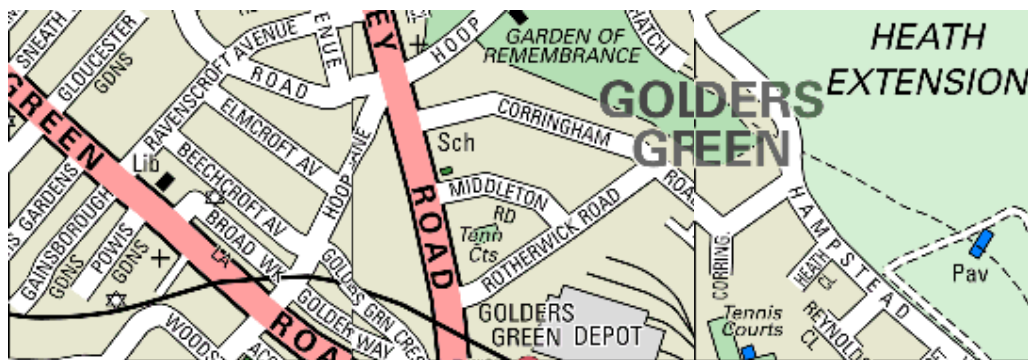
Road map for The Broadwalk Shopping Centre



Road map for Pennine Drive



Map of Golders Green



The Pedestrian Count Survey

The number of pedestrians is a good way of measuring the popularity of a shopping area.

To do this I counted all the pedestrians that passed a fixed point for 15min to make this a fair test I did my count at the same time each day.

I performed my count in the following places:

- Area outside the lifts from the main car park in Brent Cross
- The Broadwalk main entrance.
- The bus stop in Pennine drive
- Outside McDonalds on Finchley Road (Golders Green)

I kept a tally chart to record the number of people who passed me in both directions.

The Traffic Flow Survey

Traffic is an important factor for a shopping centre because traffic is potential customers.

I recorded the number of cars, taxis, bikes, vans and buses that passed me in a 10-minute period. Due to the sheer volume of traffic in some areas two people were required to count – one person counted each direction.

A count was done for 10 minutes at the same time in the following areas.

- Brent Cross Buss garage.
- Edgware bus garage
- The bus stop at Pennine Drive
- Outside McDonalds on the Finchley Road.

We kept a tally chart to record the number of vehicles to pass. Afterward we added the results together to produce a chart.

Parking

My hypothesis says that I will collect information on parking facilities. To find out if this was true I went to my areas and collected data on the number of available spaces.

Environmental quality survey

The environment is a major factor in shopping centres. To find out about the environment in my areas I did an environmental survey of the area. I looked at Graffiti, Litter, Natural Features (trees etc), Transport and Accessibility to shops. I gave each heading a mark out of 5 (with 1 being the Excellent and 5 being poor). These results will only give my opinion of the areas so I will collect photos to show why I gave the rating which I did.

Environmental Quality Survey

Brent Cross

	1	2	3	4	5
Smell	✓				
Sound			✓		
Chewing Gum		✓			
Bins					
Cigarettes	✓				
Clean Area		✓			
Benches			✓		
Variety of Shops	✓				

Pennine Drive

	1	2	3	4	5
Smell				✓	
Sound					✓
Chewing Gum				✓	
Bins				✓	
Cigarettes				✓	
Clean Area					✓
Benches				✓	
Variety of Shops				✓	

The Broadwalk

	1	2	3	4	5
Smell	✓				
Sound			✓		
Chewing Gum				✓	
Bins	✓				
Cigarettes			✓		
Clean Area			✓		
Benches		✓			
Variety of Shops	✓				

Golders Green

	1	2	3	4	5
Smell				✓	
Sound					✓
Chewing Gum					✓
Bins			✓		
Cigarettes				✓	
Clean Area			✓		
Benches			✓		
Variety of Shops		✓			

Ratings

- 1 – Excellent
- 2 – Very good
- 3 – Acceptable
- 4 – Poor
- 5 – Appalling

Smell

What was the general atmosphere was like, did it smell of smoke, fumes or flowers.

Sound

Did the noise of the traffic or other features annoy you.

Chewing gum

How much chewing gum do you see on the floor, on walls etc.

Bins

How regular were the bins.

Cigarettes

Do people leave cigarettes lying on the floor or are special bins provided.

Clean Area

Is rubbish left lying on the floor, is there graffiti on the walls.

Benches

Whether there are enough places to sit, at bus stops for example.

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Collecting Priary Data

To collect my primary data I went to each of the areas and asked 15 people to fill in a questionnaire. The questions were multiple choice because this makes it east to make into charts and tables to analyse it.

The Questionnaire

How often do you come here?

- Every Day
- Once a week
- Twice a week
- Once a month

How far do you travel to get here?

- Less than half a mile
- Half to One mile
- One to Two miles
- More than 2 miles

What form of transport do you use to get here?

- Car
- Bus
- Walk
- Taxi
- Train

Do you ever come here just to look?

- Yes
- No

Why do you come here?

- Shopping
- For food (restaurants etc)
- Work/Business
- Leisure
- Other

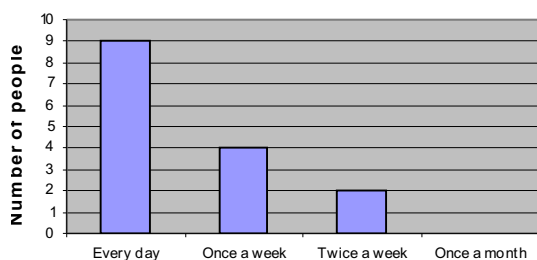
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Questionnaire Results

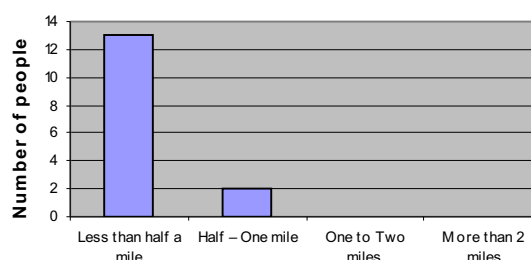
Pennine Drive

Questions	Answers	Frequency
How often do you come here?	Every day	9
	Once a week	4
	Twice a week	2
	Once a month	0
How far do you travel to get here?	Less than half a mile	13
	Half – One mile	2
	One to Two miles	0
	More than 2 miles	0
What form of transport do you use to get here?	Car	1
	Bus	3
	Walk	12
	Train	0
	Taxi	0
Do you ever come here just to look?	Yes	0
	No	15
Why do you come here?	Shopping	13
	Food (restaurants etc)	0
	Work/Business	2
	Leisure	0
	Other	0

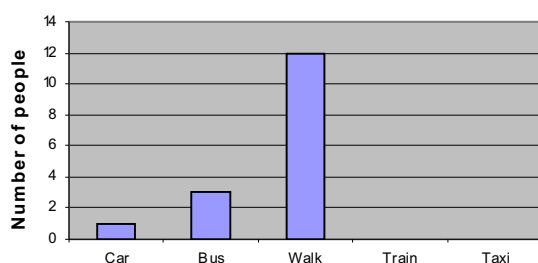
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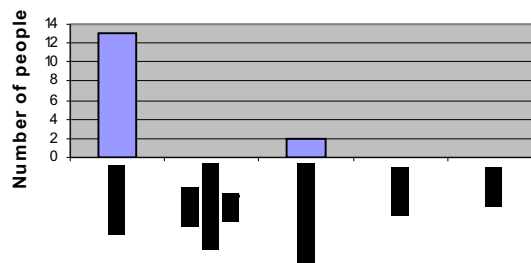
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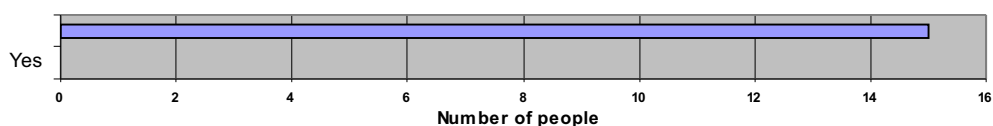
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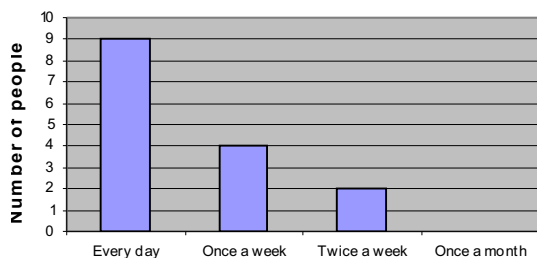


Questionnaire Results

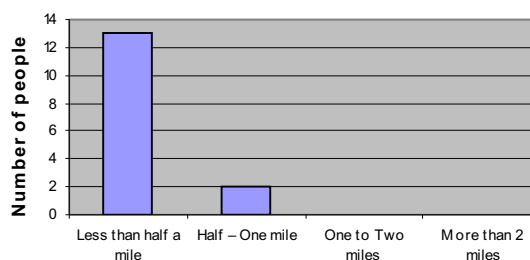
Golders Green

Questions	Answers	Frequency
How often do you come here?	Every day	9
	Once a week	4
	Twice a week	2
	Once a month	0
How far do you travel to get here?	Less than half a mile	13
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Why do you come here?	Shopping	13
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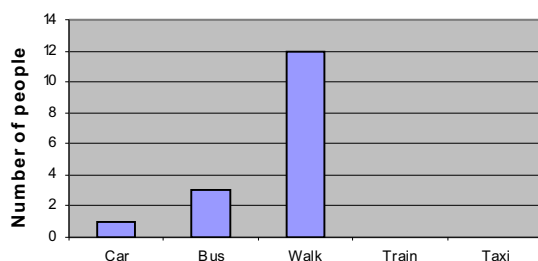
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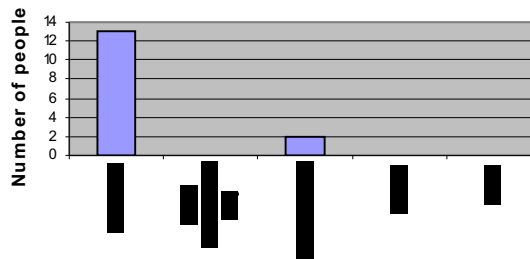
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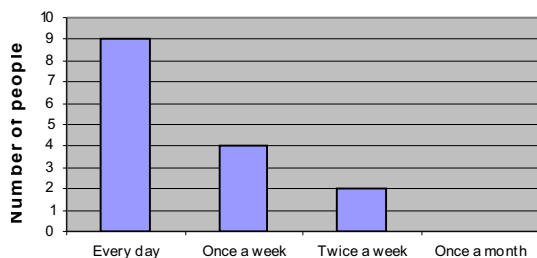


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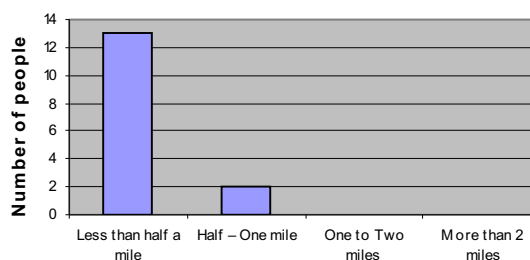
Brent Cross

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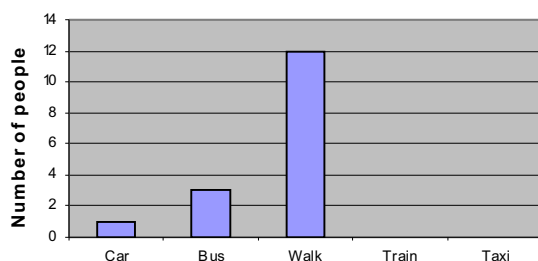
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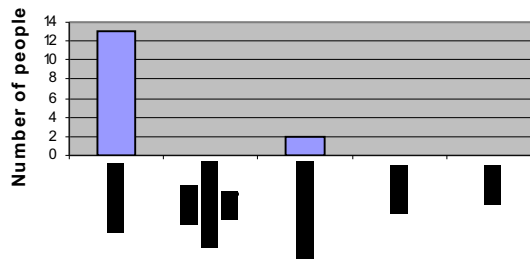
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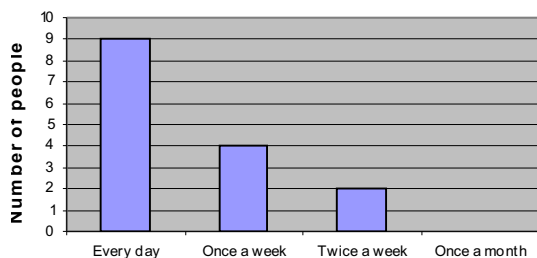


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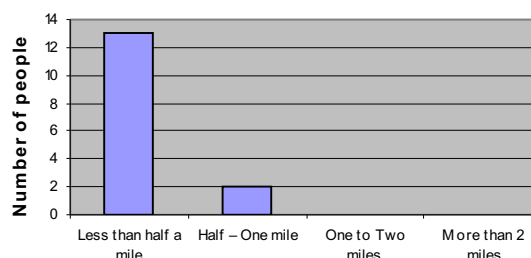
The Broadwalk

Questions	Answers	Frequency
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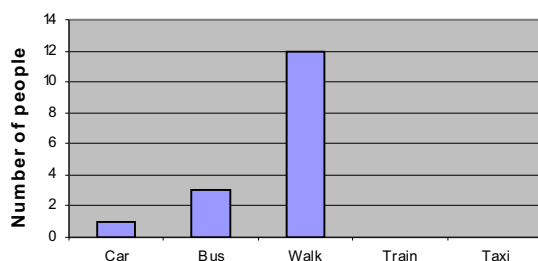
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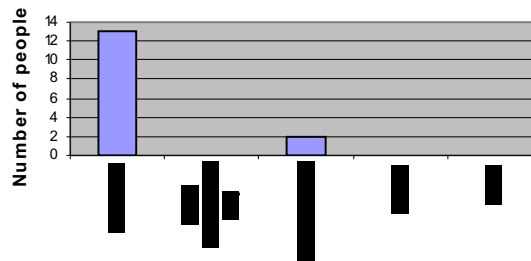
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