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## Introduction: -

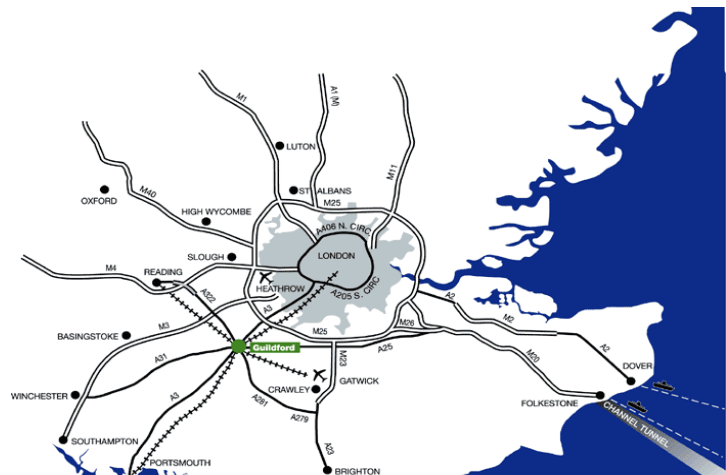
### **Location**

Guildford is situated in the South-East of England, South of London. Guildford is the county town of Surrey.



The town's name is believed to take its name from a Saxon phrase meaning ‘ford of the golden flowers’. It is likely that the second part of Guildford’s name comes from the crossing or fording of the River Wey by an ancient track way, which continues along Hog’s Back. The first part is gold, it is suggested that the gold may refer to golden flowers by the ford, but it is not certain.

### **Accessibility:-**



Guildford's successfulness I think is very dependent on its location. Guildford has very good transport links to many different places all over England and also all over Europe. Guildford has very easy accessibility to the M25, A3, A2 and also the M20. These are all very useful because the latter three all go directly to ports. The A3 links Guildford to Portsmouth and London. Where you can cross the English Channel to France and Europe. There are two railway stations (Guildford railway station, near the Friary Centre, and London Road (Guildford) railway station) which provide a convenient link to London Waterloo for commuters, and the main line station also connects to Portsmouth, Reading, Epsom and Gatwick airport..

### **Past Day Guildford:-**

It is believed that Guildford was the home to Saxon settlers shortly after Roman authority had been removed from Britain. There is a high chance that the site was chosen because of the Harrow Way trackway which crosses the River Wey at this



point creating the ford of Guildford's name. In Guildford there is a 12 century castle which was built as an overnight resting place for the Windsor Hunting park. It was visited on several occasions by King John and King Henry III.

Probably the most famous local figure throughout Guildford's history was George Abbot. Who was the son of a local worker in 1562, he was educated at the Grammar School, went to Oxford University in 1579 and became University Vice-Chancellor in 1600. He also then went on to become a Bishop in 1609 and went on to be appointed Archbishop of Canterbury, head of the English Church, in 1611. There is a now a statue of him in the centre of Guildford high street.



In 1995 a Chamber was discovered in Guildford High Street which is widely to believed to be the remains of a 12th century synagogue. This remains a matter of opinion although it is likely to be the oldest remaining synagogue in Western Europe.

On October 5, 1974, bombs went off in two Guildford pubs, killing five civilians. The pubs were targeted because soldiers from barracks near Guildford were known to visit them frequently. The subsequently arrested suspects, who became known as the Guildford Four, were convicted and sentenced to long prison sentences.

### **Present Day Guildford:-**

In the 21st century Guildford is a bustling English town, with an attractive cobbled High Street, numerous shops and department stores. The population of the whole borough as of the 2001 census was 129,717, with roughly 70,000 living in the town itself. Guildford has a small museum in the town centre and a nationally successful sports centre, The Spectrum. Guildford is also the home to the University of Surrey which is situated north west of the town centre about ten minutes walk from the main line train station in Guildford. Guildford also



has a cathedral which can be seen from most parts of town. It stands in a commanding spot on Stag Hill, named because the Kings of England used to hunt here, and its solid red brick outline is visible for miles around; it immediately overlooks the University of Surrey beneath it. The cathedral was built as recently as 1936. Guildford Cathedral is the only cathedral to be built on a new site in the southern Province of England since the Reformation. Guildford's cathedral is next to the main campus of the University of Surrey the Royal Surrey County Hospital is also nearby. It is a market town with the market being held on Fridays and Saturdays. A farmers' market is usually held on the first Tuesday of each month.

### **Aim:-**

The aim of our data collection was to see if Guildford conformed to the hypotheses we made; Guildford will conform to Hoyt's urban model and Guildford is a successful high order centre with a large sphere of influence. We tested our hypotheses by splitting into seven groups and collecting the same data all around Guildford. We collected data about the sphere of influence, shopping functions and land-use category to go with Hoyt's Urban Model. Each group had a different transect and we shared our data. We did this because we have been studying settlement in our lessons. We started our data collection at Leapale Road and finished on Woodbridge Road.

This is where we carried out our data collection:-



### **Geographical Theory:-**

## **Methodology**

On Thursday 23<sup>rd</sup> February 2006 we went to Guildford. We were split into seven groups of three or four and then were given a broken transect moving out of Guildford. Each group was given a different area to collect their data from. Each group had to measure out about fifty meters and every fifty meters we stopped and collected several sets of data, we repeated this sixteen times. We used two hypotheses, these were:

- 1) Guildford will conform to Hoyt's urban model.
- 2) Guildford is a successful high order center with a large sphere of influence.

In the afternoon we stayed in our designated groups and asked a variety of people in Guildford a series of questions in our designated areas.

<b>Technique</b>	<b>To use with hypotheses</b>	<b>How work was carried out</b>	<b>Purpose</b>	<b>Weather/ Time/Date</b>	<b>Location</b>
<b>Street Appearance</b>	1	We used a table to judge the quality of the streets and the state they were in. We looked at the street furniture, shopping crowds, street cleanliness, exterior appearance and also whether the buildings were being used or vacant. We gave each one of our sub-sections a number 1-5. 5 being busy streets + good shops and 1 being the very dirty + no street furniture.	The purpose of this was to see if the street cleanliness digresses or improves as we move out of the CBD and towards the housing area of Guildford.	We carried this out on 23 <sup>rd</sup> February 2006 from about 9 – 12.30 it was snowing when we carried this technique out.	We started out in the centre of Guildford in the CBD (grid reference) and moved out of Guildford along the broken transect (grid reference).
<b>Shopping Quality</b>	1	We used a table to judge the quality of the shops. We used the booklet made for us by our teacher using the categories, type of shops, other land uses, retail and also the quality of the good sold.	The purpose of this technique was to see if the types of shops and also the quality of the shops changed as we moved out of the CBD along our broken transects.	We carried this out on 23 <sup>rd</sup> February 2006 from about 9 – 12.30 it was snowing when we carried this technique out.	We started out in the centre of Guildford in the CBD and moved out of Guildford along the broken transect.
<b>Land use Category</b>	1	We noted down if each area we stopped in had mainly shops or mainly houses or offices. We used the booklet made for us by our teacher using the categories Retail, Public Services, Commercial, Industry, Transport, Empty, Open Space or Farmland.	The purpose of this technique is to see if high order shops become less frequent and low order shops become more frequent moving along our broken transect.	We carried this out on 23 <sup>rd</sup> February 2006 from about 9 – 12.30 it was snowing when we carried this technique out	We started out in the centre of Guildford in the CBD (grid reference) and moved out of Guildford along the broken transect (grid reference).

Technique	To use with hypotheses	How work was carried out	Purpose	Weather/ Time/Date	Location
<b>Building Age</b>	1	We stated with the aid of our booklet made by our teacher whether the buildings we were looking at were Old High or Low status residential, Inter-war private, inter-war council, post-war private residential and post-war council residential. We used the pictures in the booklet to judge the age of the buildings.	The purpose of this technique was to see if the buildings got more modern or less modern as we move out of the CBD and towards the housing area of Guildford.	We carried this out on 23 <sup>rd</sup> February 2006 from about 9 – 12.30 it was snowing when we carried this technique out	We started out in the centre of Guildford in the CBD (grid reference) and moved out of Guildford along the broken transect (grid reference).
<b>Pedestrian Count</b>	2	We counted the number of people on each side of the road in both directions for two minutes. Two members of the group counted the pedestrians and the other timed for two minutes.	The purpose of this technique was to see if the number of pedestrians decreased or increased as we move out of the CBD and towards the housing area of Guildford.	We carried this out on 23 <sup>rd</sup> February 2006 from about 9 – 12.30 it was snowing when we carried this technique out	We started out in the centre of Guildford in the CBD (grid reference) and moved out of Guildford along the broken transect (grid reference).
<b>Shop Functions</b>	2	Each group was given an area on the goad map. We had to survey each area and state which type of shop it was. We used the categories – Convenience Stores, Durable Shops, Service Uses and Other.	The purpose of this technique was to see if Guildford was a high order successful centre.	We carried this out on 23 <sup>rd</sup> February 2006 after lunch from about 1.30 – 3.00 pm it was snowing when we carried this technique out.	We carried this technique out in the centre of Guildford in our own section of the goad map we were given by our teacher.
<b>Questionnaire</b>	2	Each group was in the CBD and had to ask 20 pedestrians a series of five questions. These questions were to show how big the sphere of influence was.	The purpose of this technique was to see how large Guildford's sphere of influence is; how often people come to Guildford and for what reasons and also to see it was a successful town.	We carried this out on 23 <sup>rd</sup> February 2006 after lunch from about 1.30 – 3.00 pm it was snowing when we carried this technique out.	We carried this technique out in the centre of Guildford in our own section of the goad map we were given by our teacher.

Technique	Limitations	Improvements to method	Alternative	Data Presentation
<b>Street Appearance</b>	The limitations were that it is a matter of opinion, we only did it on one day, it was a weekday and it was in winter.	To improve this technique we could go on more than one day, a different time of the year and also maybe a different time of the day.	I think that this is the most suitable way of collecting this data although we should have done it on more than one day.	
<b>Shopping Quality</b>	The limitations were that it is a matter of opinion, we only did it on one day, it was a weekday and it was in winter	To improve this technique we could go on more than one day, a different time of the year and also maybe a different time of the day.	I think a better alternative of doing this technique was to go the city council and ask for a map of the shops and what they sell.	
<b>Land use Category</b>	The limitations were that it was an estimate of whether they were mainly houses, offices or shops and also it is a matter of opinion.	To improve this technique we could go on more than one day, a different time of the year and also maybe a different time of the day.	I think a better alternative of doing this technique was to go the city council and ask for a map of the shops and then note down what category they would be in.	
<b>Building Height</b>	The limitations were that it is an estimate of the heights; some buildings may have been higher or lower than the average.	To improve this technique we could go on more than one day, a different time of the year and also maybe a different time of the day.	I think a better alternative of doing this technique was to go the city council and ask for a map of the shops and how many floors each building has and make a rough estimate.	

<b>Technique</b>	<b>Limitations</b>	<b>Improvements to method</b>	<b>Alternative</b>	<b>Data Presentation</b>
<b>Building Age</b>	The limitations were again that it is a matter of opinion and also it is an estimate.	To improve this technique we could go on more than one day, a different time of the year and also maybe a different time of the day.	I think a better alternative would be to go to the city council and get a map of Guildford and note down how long the buildings have been there for and make an estimate using that.	
<b>Pedestrian Count</b>	The limitations were that it is a matter of opinion, we only did it on one day, it was a weekday and it is in winter.	To improve this technique we could go on more than one day, a different time of the year and also maybe a different time of the day.	I think that this is the most suitable way of collecting this data although we should have done it on more than one day.	
<b>Questionnaire</b>	We only asked 20 people and only at one time on one day and also the weather could have affected our results.	To improve this technique we could go on more than one day, a different time of the year and also maybe a different time of the day	I think that this is the most suitable way of collecting this data although we should have done it on more than one day.	