

Is there a shop and service hierarchy in north London?

The aim of this coursework is for me to determine which areas are best for shopping, which ones are the safest, and how far people travel to get to the area in which they shop, I will also be looking at other aspects of the shops, I will be checking how safe people think it is, if it's a bad area, a dangerous area, another aspect I will be looking at will be its environmental features, if it is environmentally safe, all the data I collect will be analysed, and I will then find out which area is actually the best, I will also find out if all my predictions were right, or if some were wrong.

This is some of the geographical terms I will be using in this piece of coursework.

Hierarchy-

This is when shopping centres are put in order, depending on how good its centre is, and how good the services are.

Convenience-

These are goods you would buy every day, in small corner shops, e.g. bread, milk, the daily newspaper.

Comparison goods-

These are goods like computers, TV's and anything electronic, these are expensive goods.

High Order Shops-

These are shops in which they sell expensive goods, e.g. Curry's and PC World.

Medium Order Shop-

These are shops that sell a range of goods, from TV's to milk and bread. Good examples are Tesco's and Asda.

Low Order Shops-

These are shops that we go to buy convenience goods, e.g. bread milk and a daily newspaper.

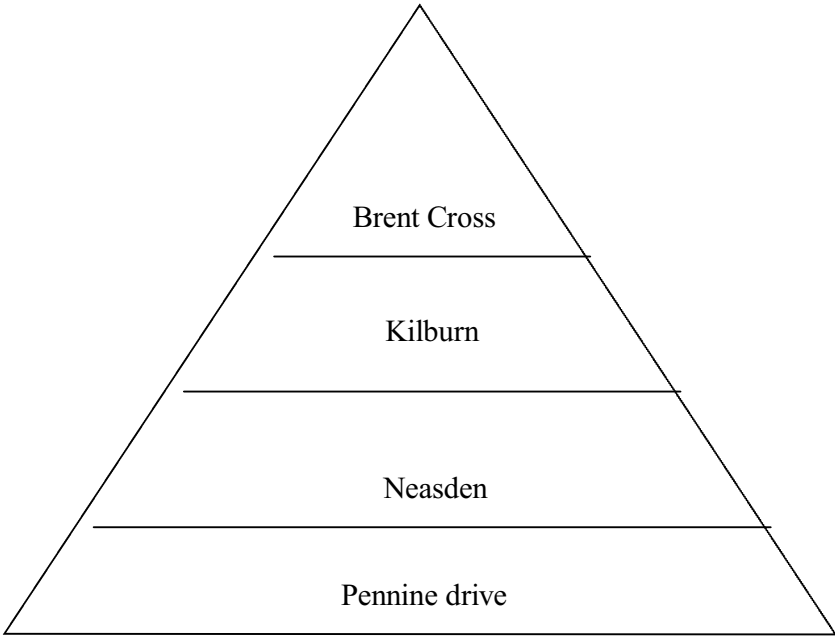
Services-

Services are shops/buildings that help you get around their centre's, sometimes they have maps; sometimes they would have a kiosk, or an information point in which you can get directions.

Sphere Of Influence-

This is how far people are prepared to travel to get to the shop, the further the distance the more important the area.

4 Areas:  
Harrow  
Brent crosses  
Neasden  
Pennine drive



Harrow: st Georges and st Anns

Harrow is a big area with many shops, it has a lot of space, although there are always a lot of people and it does get crowded. The shops are mostly high order, which means that a lot of the goods are very expensive and are made in batch production. The Shopping centre has a small bus station right next to the shops, with many busses going in and out. The busses include:

223, 340, 350, H9, H10 , H11, H17, H18

A few busses passing through the area are:

114, 140, 182, 183, 186, 258, 640 , H14, N18.

As you can see from this, harrow shopping centre can be reached through many areas, a bus from Brent cross can be taken straight there with just 1 bus, and no need for changing busses. The area is known for its illegal activities, through DVD's to clothing goods; however there are police patrolling the area so it has been cut down a bit. A lot of famous brands are placed here, Nike, Addidas, footlocker, JD, jbb, and many shops that sell expensive goods, so obviously this area is high in the hierarchy table and is very popular.

Brent Cross: Brent cross is another big area with many shops, it is just one big area, a huge shopping centre

With all types of goods being sold. Some shops sell convenience goods, while most sell comparison goods. And sometimes they might be selling cars, which are parked inside the shopping centre. Although it's a big place, there are a few security guards walking around; however, the bus station is a bit of a dangerous place to go during school finishing hours. This is because there are not enough I have up to 6,500 parking spaces, and over 100 shops. It has busses coming in from all over London, it connects to different bus stations, making it easy to get round without hassle, you could catch a 182 from harrow and stay on that bus.

The following busses go to Brent x: 102, 112, 113, 142, 143, 182, 186, 189, 210, 232, 266, 326 and C11.

Neasden: This is small area, however quite a few shops are here. They mostly sell convenience goods, not many comparison goods are sold. Except maybe in a game shop they sell DVD's and games which are comparison goods. There is one place in which you can hire a cab, there are quite a few taxis always. Some busses that go there 112, 182, 232, 245, 297, 302, 316

Not many illegal things are sold here. There is also an estate agent here. There are sometimes a lot of people here, so crowding does occur especially around the pub in the middle. In the area.

Pennine Drive:

Pennine drive is a very small area with a few shops. There are only around 12 shops, although with such few shops there are still comparison goods sold. There are around 2 dry cleaners, a kitchen and bath room shop, a take away and a few take aways's, and a post office. Things are sold cheaply over here, because most things are convenience;

## My Predictions

I predict that Brent cross will be the best shopping centre, as it is the biggest, it has all sorts of good, it is close to a many bus stop, as bus stops come from up to 11 different areas, with a wide range of busses, this is good for transport and easy journeys., it not that safe, however, there are many security guards around to hold off the fights and theft.

My 2<sup>nd</sup> prediction is that Pennine drive will be at the bottom of the hierarchy triangle. This is because it does not many have many shops, it is a small area, the area is full of vandalism and I don't think it's a safe area.

My 3<sup>rd</sup> prediction is that harrow will be 2<sup>nd</sup> in the hierarchy; this is because it has a lot of shops, all with good convenience and comparison goods. It is a big area with a lot of moving space, and there are a few parking areas in the area.

My 4<sup>th</sup> prediction is that Neasden will be below harrow because Wembley does not have much space, although it has a lot of shops and customers, there is a lot of litter and rubbish around, the area can crowd easily, and the goods that are sold there are illegal, this can also attract unwanted attention form the police.

My 5<sup>th</sup> prediction is hat ill see the most cars in Brent cross, this is because it has a lot of routes coming in and out of the area, and a lot of the cars take a trip past Brent cross.

Area	Weather	time	date
Kilburn	Sunny	6:00	13/5/07
Neasden	Sunny	5:45	16/5/07
Pennine Drive	Cloudy/Cold	2:15	18/5/07
Brent Cross	Wet	4:45	8/5/07

## My methods

To do this coursework I have to do a number of things to get my information as quick and efficiently as possible, this will be done in the following ways;

Questionnaire  
Classifying shops  
Bus count  
People count  
Environmental quality  
Number of bus routes  
Number of shops  
The number of parking spaces.

Here are the reasons why I chose to do these:

### Questionnaire:

These are a series of questions that will be asked to the public, this will give me an idea of what people think of the areas and what they think is wrong with it.

### Classifying shops:

The reason why I am classifying shops is because the higher the percentage of shoppers, the higher the area is in the hierarchy triangle.

### Bus count:

This is useful because it tells me the amount of busses that come by every 15 minutes, this also tells me how easy it is to get here, and many people catch busses to get to the area.

### People count:

This will show me how many people come to the area, this will be done over a period of 15 minutes and this will tell me how popular the area is.

### Environmental quality:

This will tell me how safe the area is, and it will also show me how clean the area is, if the surrounding area is noisy, if it smells, then the area is not a good place to shop.

### Number of bus routes:

This will tell me how many areas busses come from to Brent cross; this will tell me how easy it is to travel here.

### Number of shops:

This will tell how many shops there are, and will then tell me what type of goods is sold here, either convenience or comparison.

### Number of parking spaces:

This will tell me how easy it is to get access to the shops, either through parking or walking.

Understand. For the first area I will do Pennine drive.

# Pennine Drive

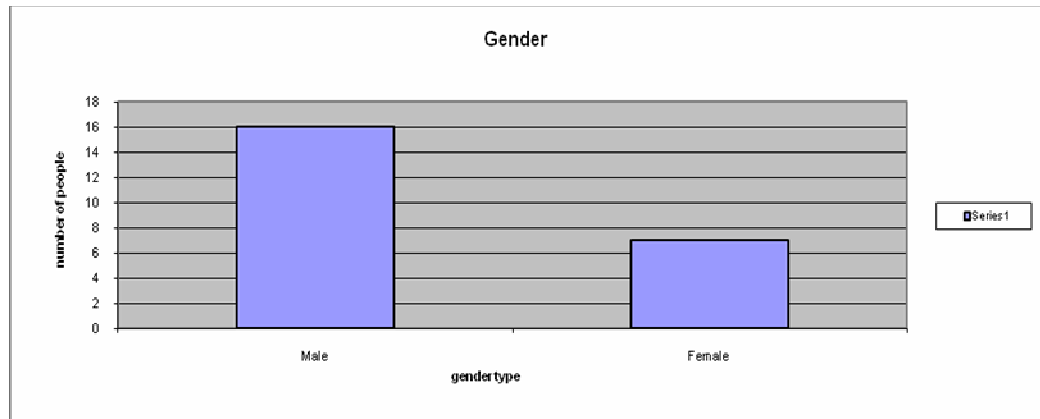
Method	Day	Date	Time arrived	Weather
Bus count	Wednesday	13 <sup>th</sup>	2:25	
People count	Wednesday	13 <sup>th</sup>	2:25	
Car count	Wednesday	13 <sup>th</sup>	2:25	
Environmental check	Wednesday	13 <sup>th</sup>	2:25	
Questionnaire	Wednesday	13 <sup>th</sup>	2:25	
Taxi count	Wednesday	13 <sup>th</sup>	2:25	

Method	Day	Date	Time arrived	Weather
Bus count	Saturday			
People count	Saturday			
Car count	Saturday			
Environmental check	Saturday			
Questionnaire	Saturday			
Taxi count	Saturday			

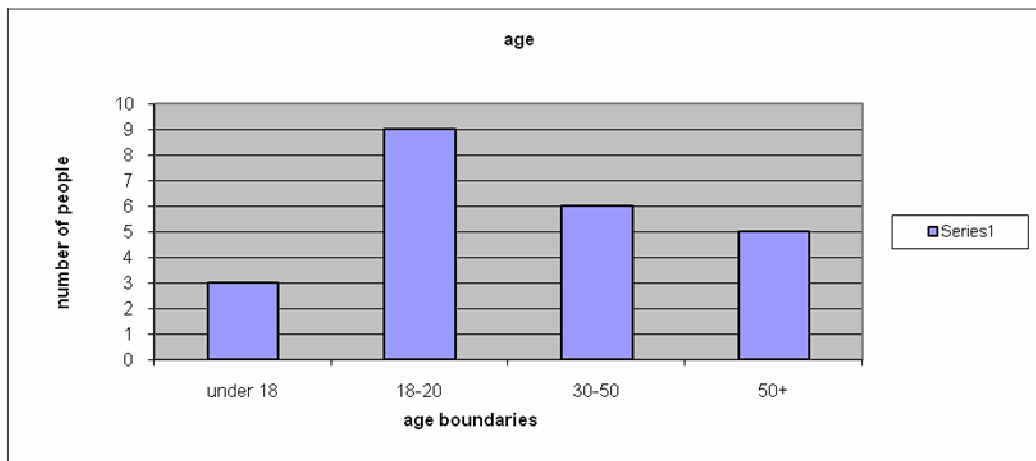
Method	Day	Date	Time arrived	Weather
Bus count	Monday			
People count	Monday			
Car count	Monday			
Environmental check	Monday			
Questionnaire	Monday			
Taxi count	Monday			

Method	Day	Date	Time arrived	Weather
Bus count	Friday			
People count	Friday			
Car count	Friday			
Environmental check	Friday			
Questionnaire	Friday			
Taxi count	Friday			

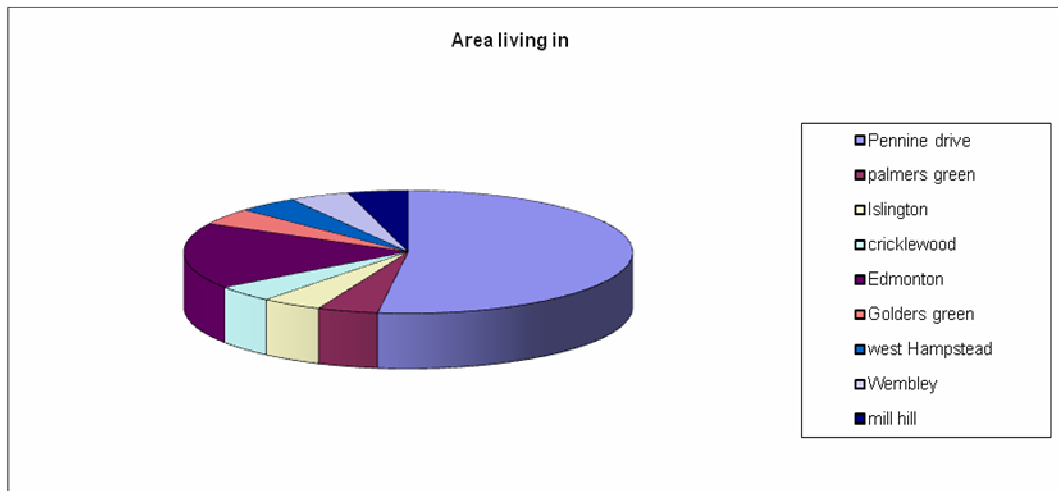
# Pennine drive



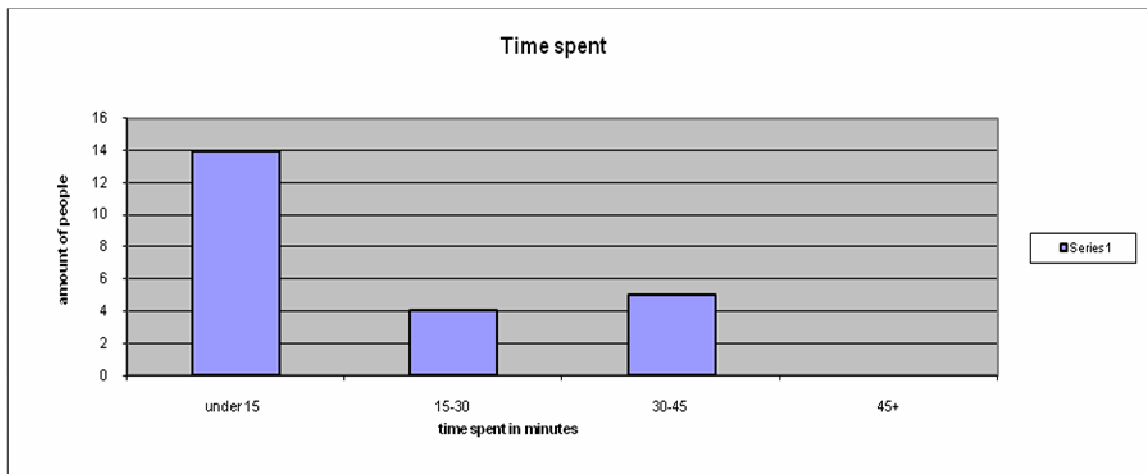
As you can see from this graph, there were 16 males and 7 females in the area while I was there. So obviously more males shop here than females.



As you can see from this graph, there were 3 people who were under 18, 9 people who were within the ages of 18-20, 6 people who were in between 30-50 and 5 people who were above 50 years old.

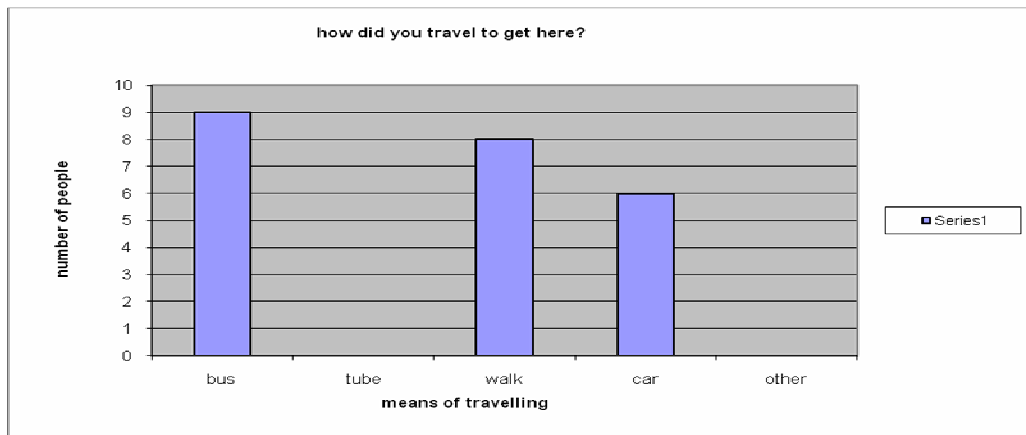


As you can see from this graph, there were a lot of people who lived outside Pennine drive, 12 people actually lived in Pennine drive, 4 people came all the way from Edmonton, and the rest of the areas all had 1 person travelling from there.



As you can see from this graph 14 people took under 15 minutes to get here, these 14 are probably the same people who actually live in Pennine drive. 4 people took 15-30 minutes to get here, 5 people took 30-45 minutes to get here, and 0 took more than 45 minutes. So they must have been spent a long time in shops or just standing outside for a bus to come by.

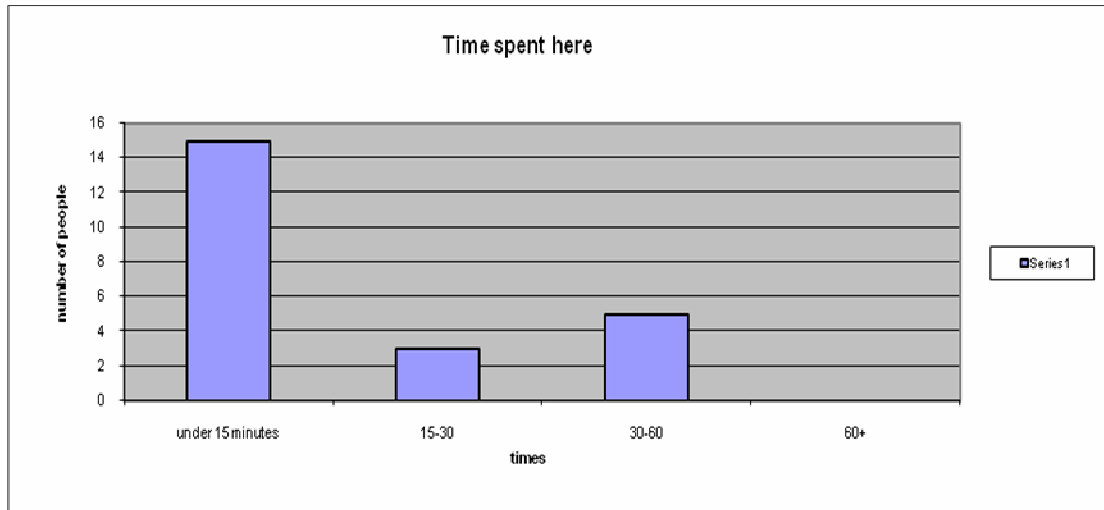




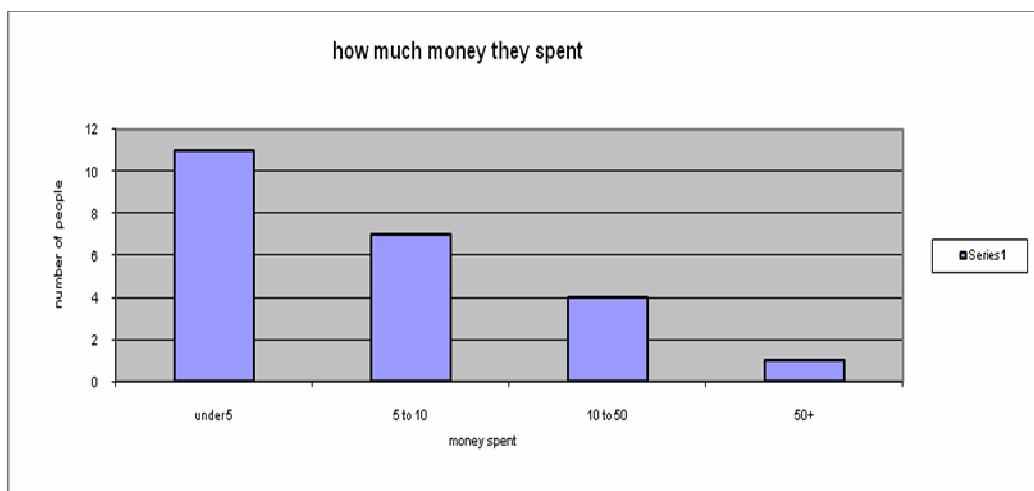
As you can see from this graph 9 people caught a bus to get here, 8 people walked it here, 6 people drove here, and no one used any other type of transport. So this means people would not waste money to get here, or catch a bus, they would rather walk then waste money to get to such a small shopping area.



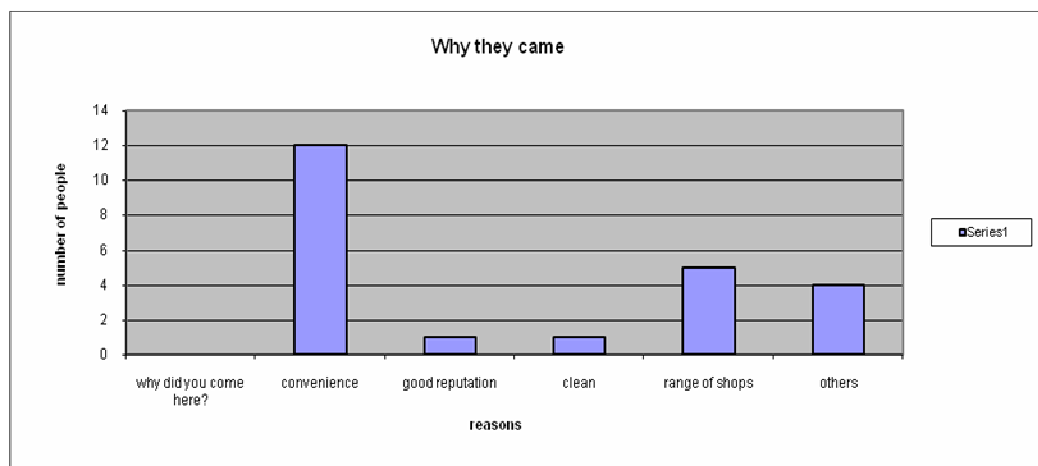
As you can see from this graph 14 people shop here daily, 4 people shop here twice a week, to people shop here weekly, and 3 people have different times. So as you can see people shop here daily for the convenience goods.



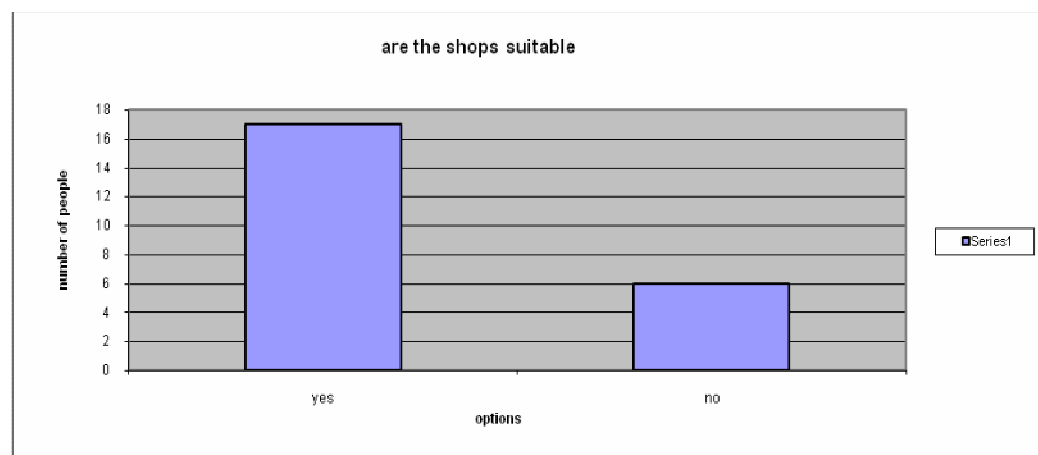
As you can see from this graph 15 people spent less than 15 minutes here, 3 people spent 15-30 minutes here, 5 people spent 30-60 minutes here, and 0 spent other times. This means that people spend quiet a lot of time here, which means it must be a good place to shop.



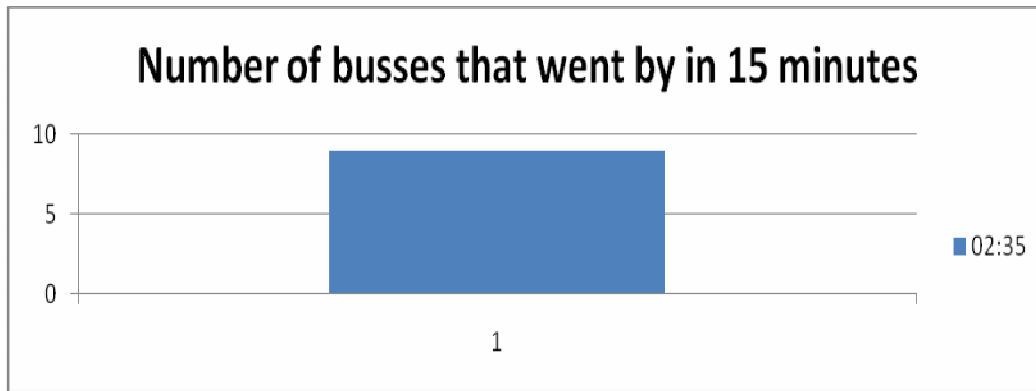
As you can see 11 people spent under 5 pound here, 7 people spent 5-10 pound, 4 people spent 10-50 pound and 1 person actually spent more than 50 pound (this could be due to the fact that they must have been buying from the more comparison shops, e.g. the bathroom and kitchen shop that was there.)



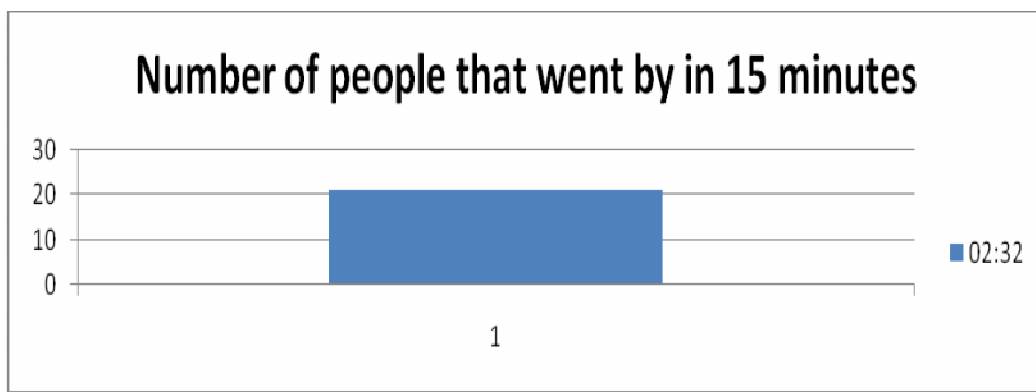
As you can see from this graph 12 people came because of the convenience goods here, 1 person came because of the “good reputation”, 1 person came because it was clean, however from what I saw it was not so clean), 5 people came because of the range of shops, and 4 people came because of other features.



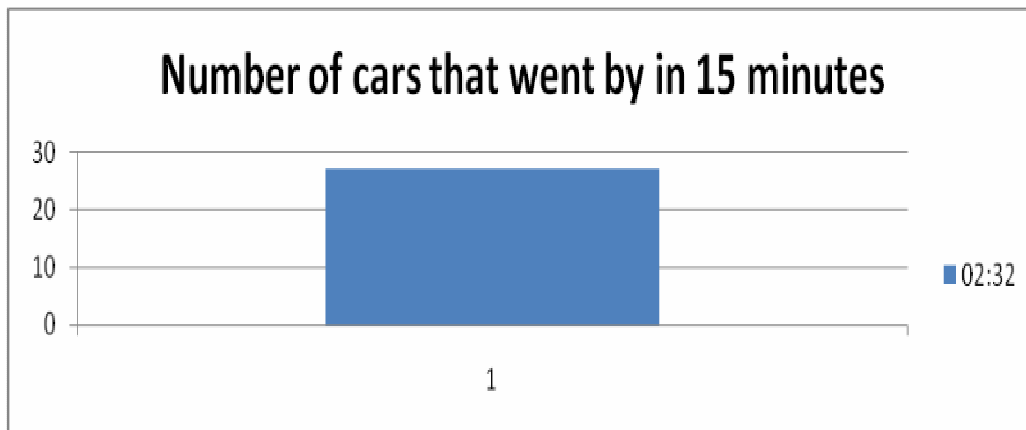
As you can see 17 people said the shops are suitable for the area, and 6 people said they were not. This means that people think that the shops are suitable for the area, because it is a quiet area, the fact that it's just a few shops means it is good, it will stay a quiet area, and you can still buy what you want.



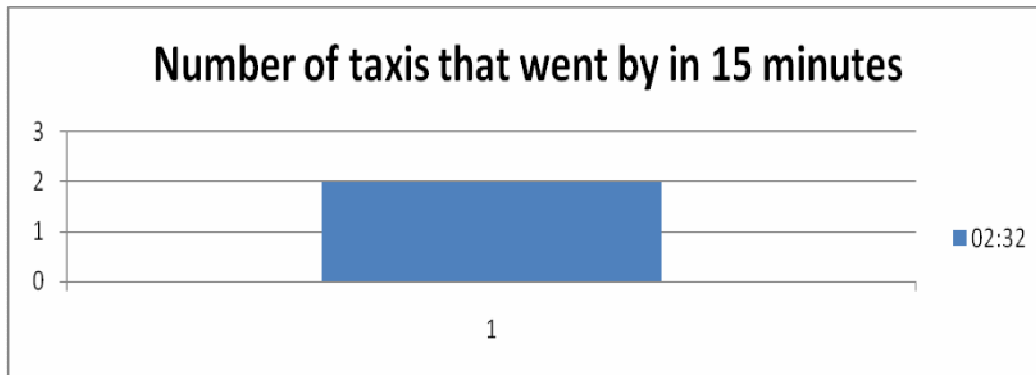
As you can see 9 busses went passed in 15 minutes. This means it must be easy to get to pennine drive, because that is a decent amount of busses per 15 minutes.



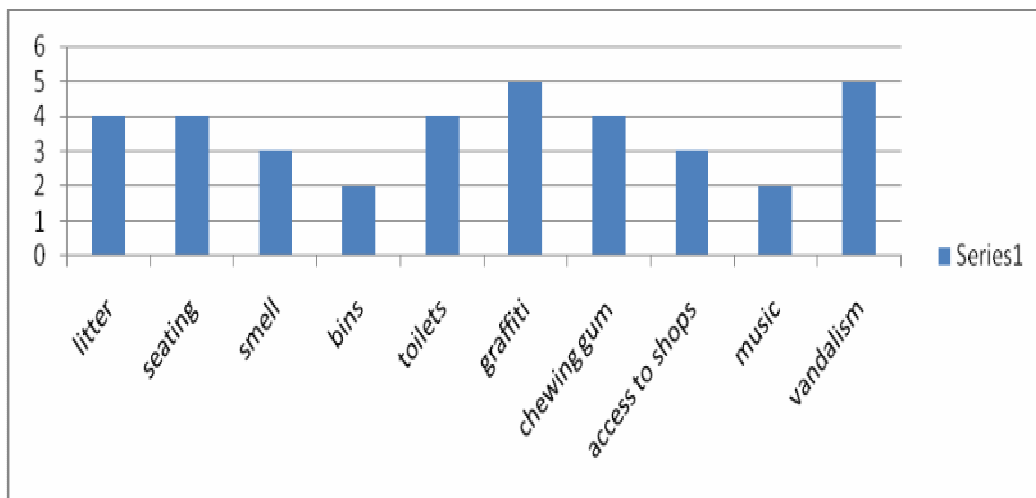
As you can see from this graph 20 people went passed in 15 minutes. This means that not a lot of people actually go by this area, so it must not be a busy place.



As you can see 28 cars passed in 15 minutes. Not many cars pass here in 15 minutes, so it must neve get to busy here.

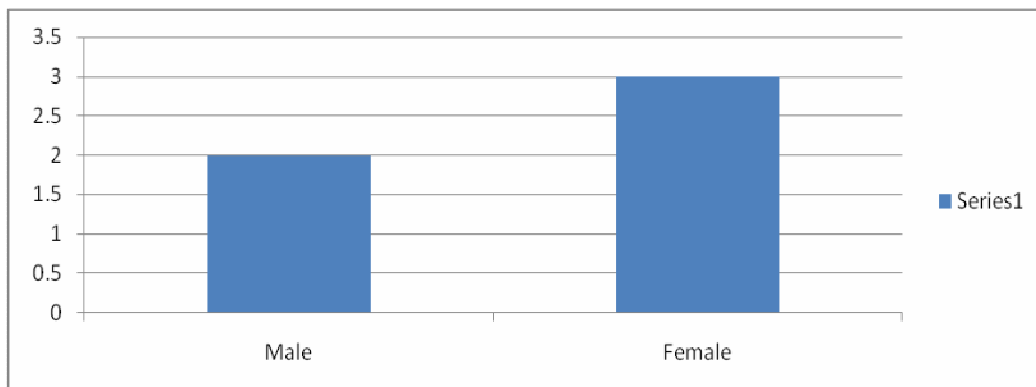


As you can see only 2 taxis went passed in 15 minutes. This means not many people would catch a taxi to get here.

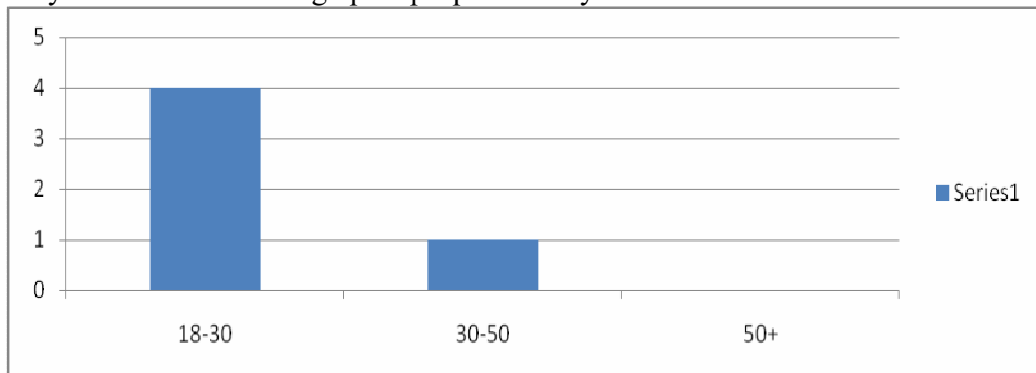


As you can see from this graph pennine dive is not a good place to shop, 5 being the low end and 1 being the high end, everything is 3 or above, not a good sign. It is not a clean place, there was a bit of music coming out from somewhere, there was a lac of seating, and access to shops was not that good, as there as a step to a few shops, disabled access was limited.

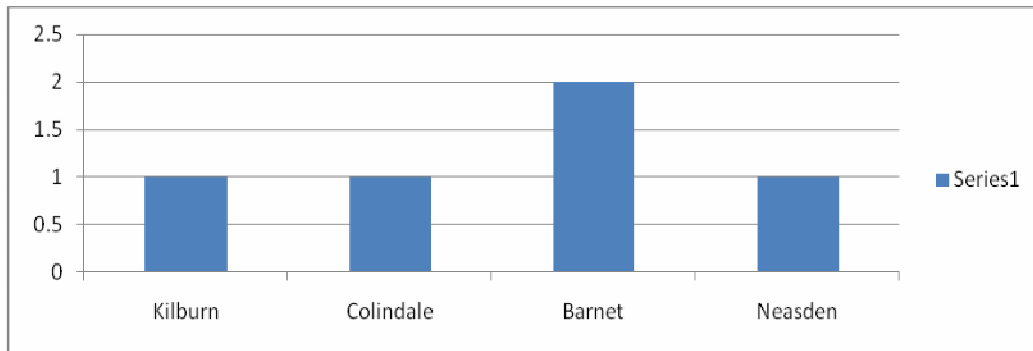
# Brent cross



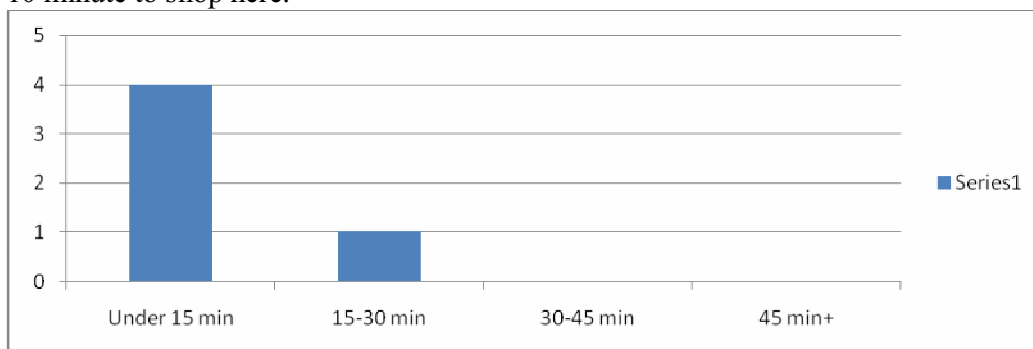
As you can see from this graph 2 people i surveyed were male and 3 were female.



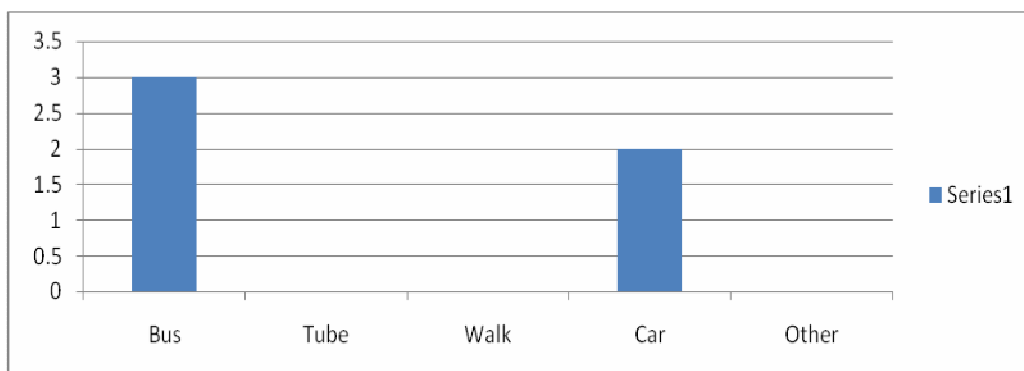
As you can see from this graph 4 people were within the ages of 18-30 and 1 person was within the ages of 30-50. This means more young people shop here than older people.



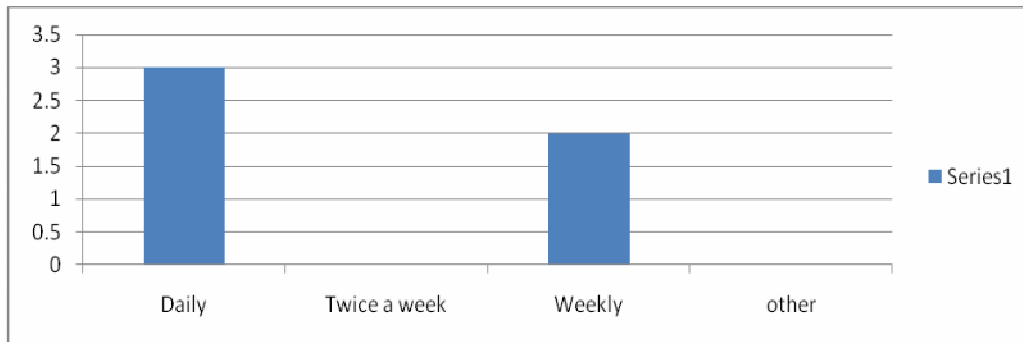
As you can see from this graph people came from different parts of London, 1 person came from Kilburn, 1 from Colindale, 2 from Barnet, and 1 from Neasden, this means people will be willing to travel for Brent Cross. As you can see people travel for up to 10 minutes to shop here.



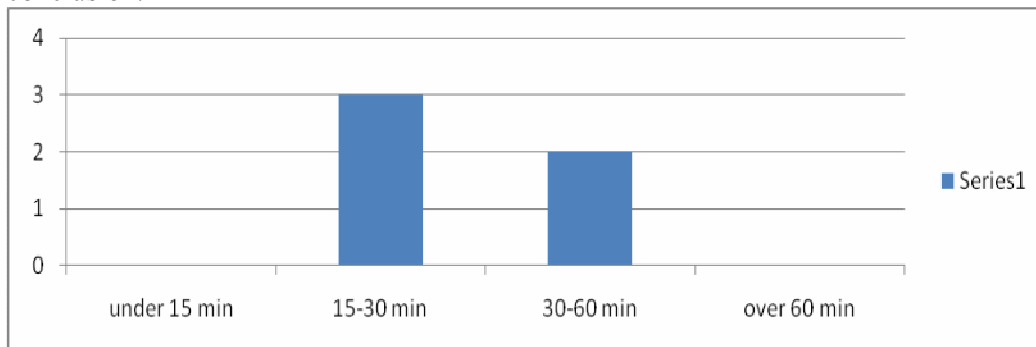
As you can see from this graph 4 people took under 15 minutes to get here, and 1 person took 15-30 minutes to get to Brent Cross. As you can see 1 person travelled for quite a while just to get to Brent Cross, this obviously means that this must be worth it, which is why it is so high on the hierarchy table.



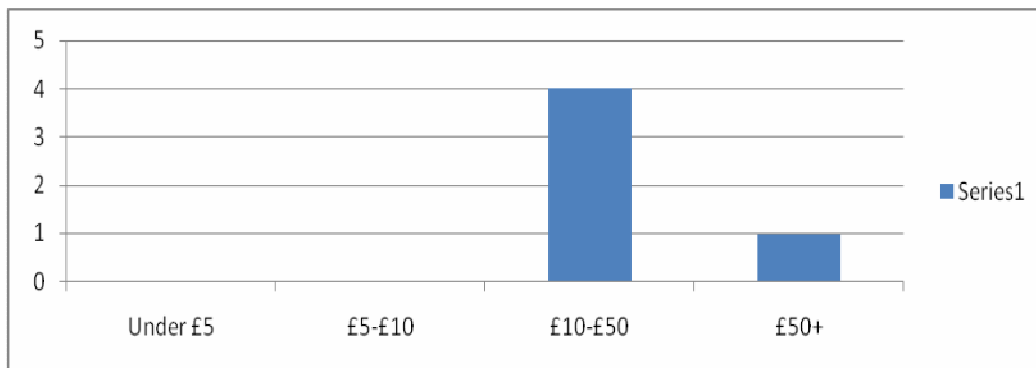
As you can see from this graph 3 people travelled in a bus, and 2 people travelled in a car. So as you can see people would not want to waste their petrol to get here, so it must not be worth that much to get here.



As you can see from this graph 3 people actually shop in Brent Cross every day, and 2 people go weekly, the reason for this weird shopping routine will be explained in the conclusion.

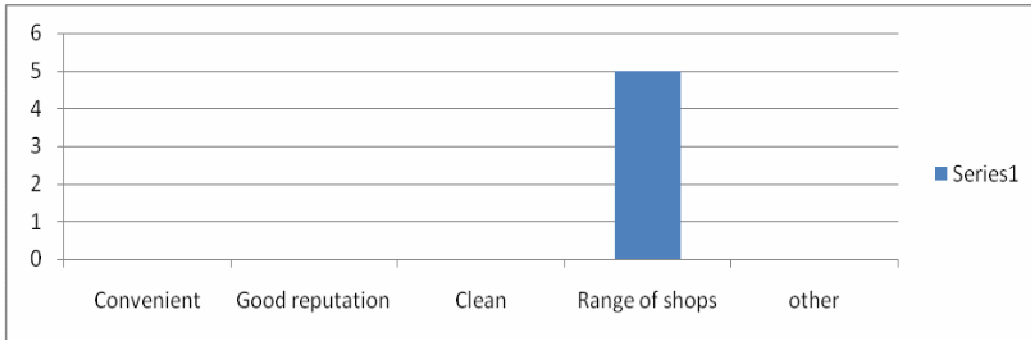


As you can see from this graph 3 people spent 15-30 minutes and 2 people spent 30-60 minutes at Brent Cross. As you can see people spend quite a lot of time shopping in Brent Cross.

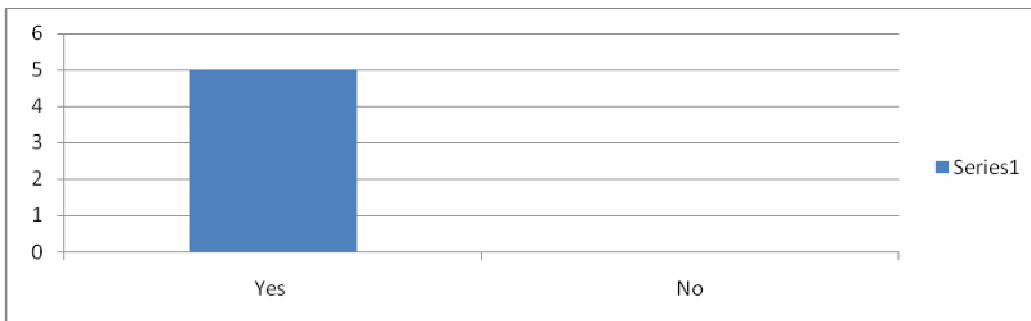


As you can see from this graph 4 people spent £10-£50 and 1 person spent more than £50. This means that people are willing to spend a lot of money here, this is due to the fact that there are so many shops, with high-priced items, e.g. jewelry shops and other comparison goods.

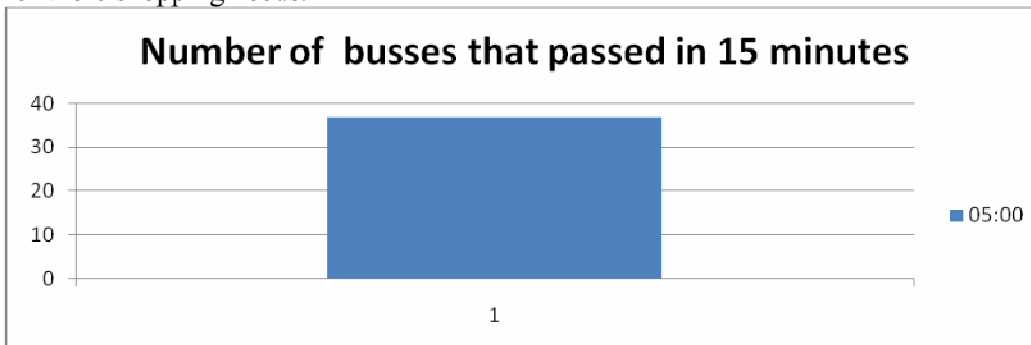




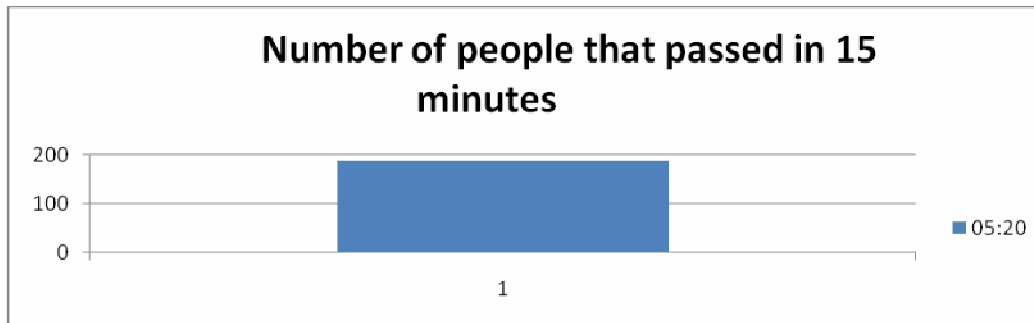
As you can see from this graph all the customers came due to the fact that they had a range of shops. This means that people only come for the range of shops however due to the fact that so many people come here, there must be quite a few people who come because it has a good reputation.



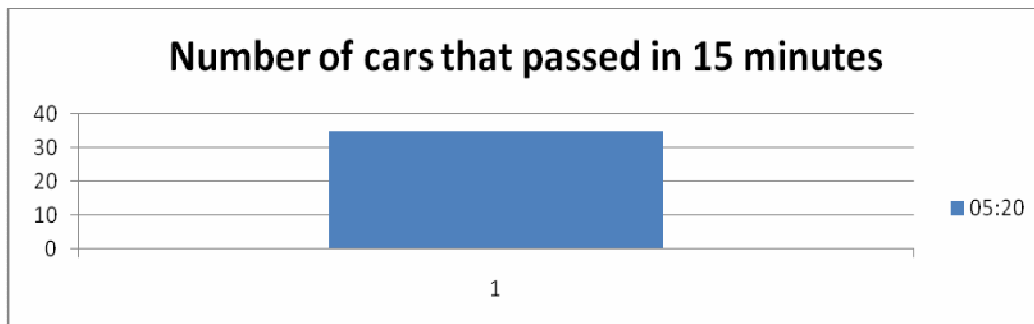
As you can see from this graph everyone I gave the questionnaire to said that the shops were suitable. This means people like Brent Cross and think it is very convenient for their shopping needs.



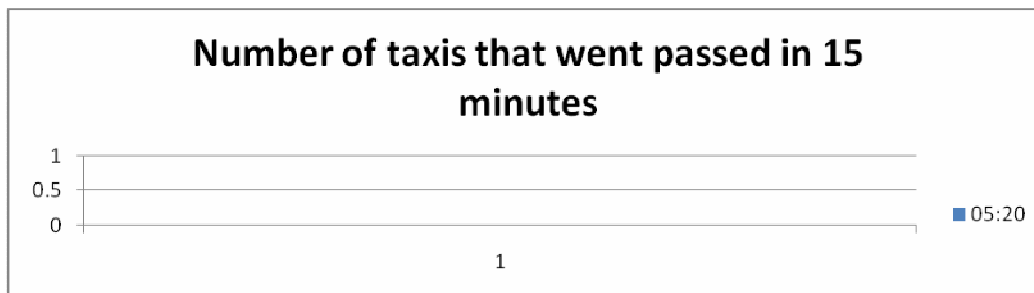
As you can see from this graph 37 busses went by in 15 minutes. This means that Brent Cross is connected to quite a few bus stations around North London. And that there are many ways to get here, without going through much traffic.



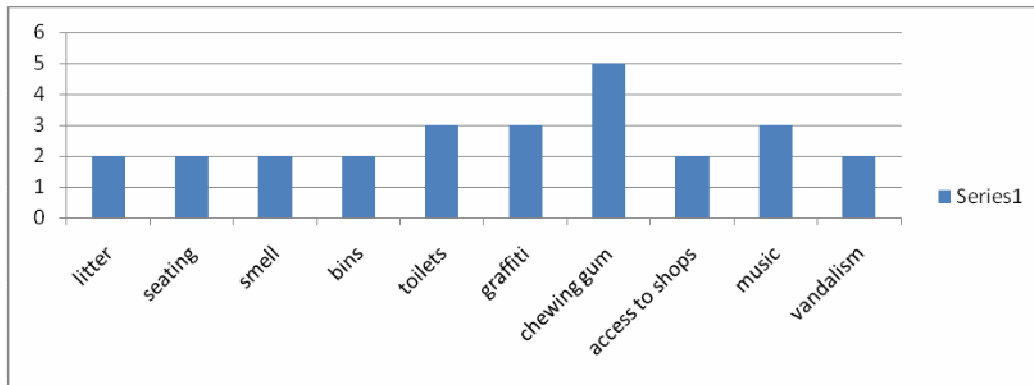
As you can see from this graph 187 people went by in 15 minutes. This was actually counted outside in the bus station, 187 people went in and out, although I don't think it was that accurate, it is around that number.



As you can see from this graph 35 cars passed in 15 minutes. This was done in the carpark entrance, quite a lot of cars went by in 15 minutes. Although it was not as busy as it would normally be, this was the car park closest to Brent Cross shopping centre.

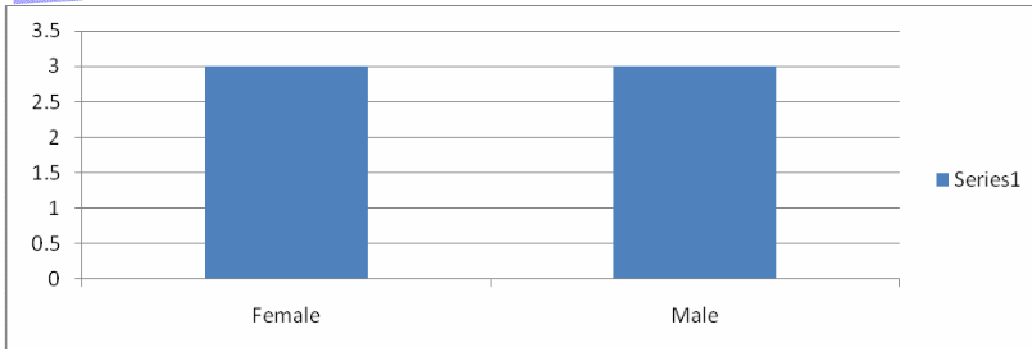


As you can see there were no taxis that went passed, however there already a few waiting there, around 5 or 6. Not must people must catch a taxi here, however there a few a few who do end up getting in a taxi.

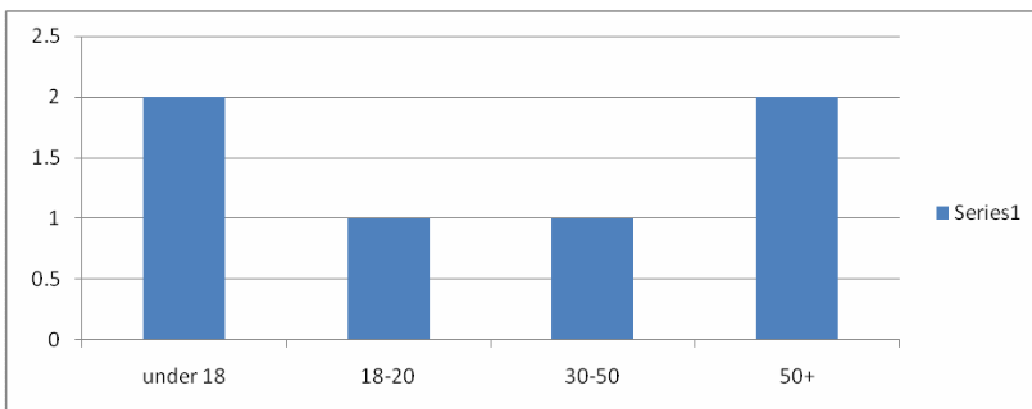


As you can see from this graph everything was almost excellent the only bad thing was the chewing gum. So overall it is a good place to shop, it is a bit noisy, but that's just from other people walking around, it is relatively clean, and does not have much graffiti around anywhere, maybe outside, but not any I have seen, there is not much vandalism around, however there is a lack of police, or security guards.

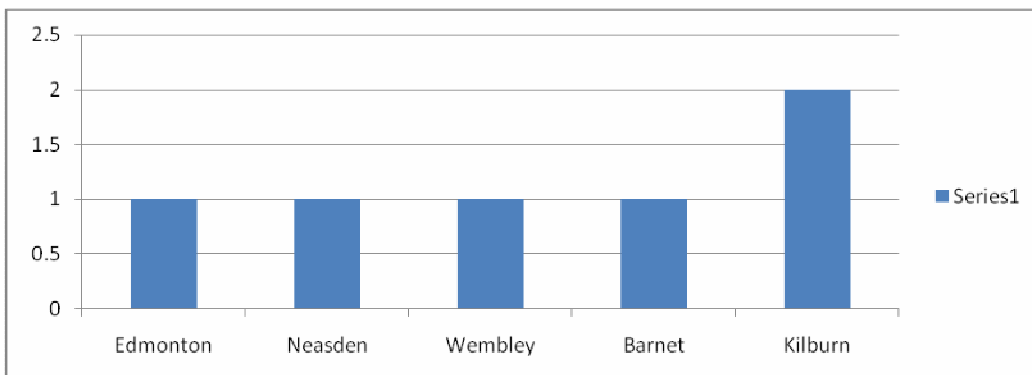
# Kilburn



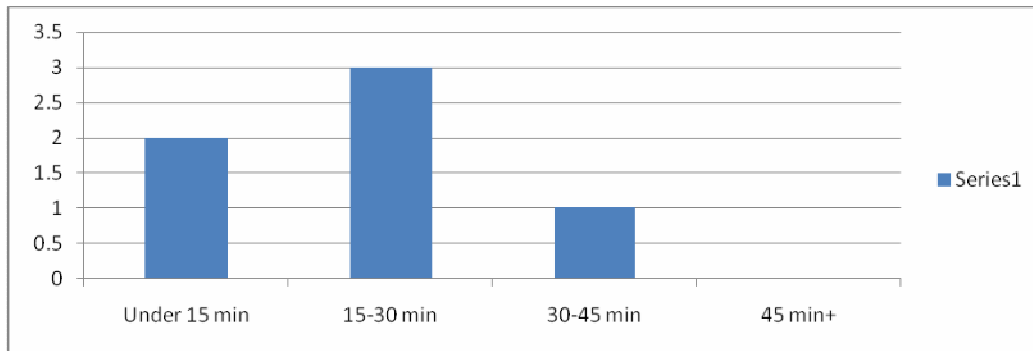
As you can see 3 people were female and 3 people were male. Although there are not that many people in this survey, there are both a lot of men and women shopping here, but from what I saw it was more women.



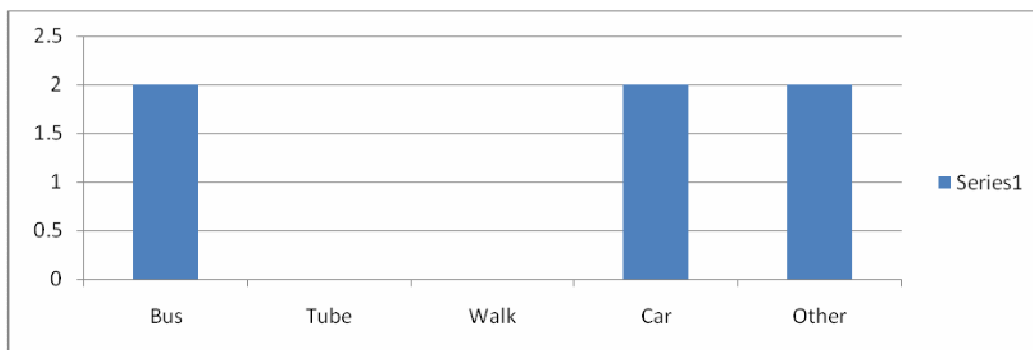
As you can see 2 people were under 18, 1 person was 18-20, 1 person was 30-50 and 2 people were aged 50+.



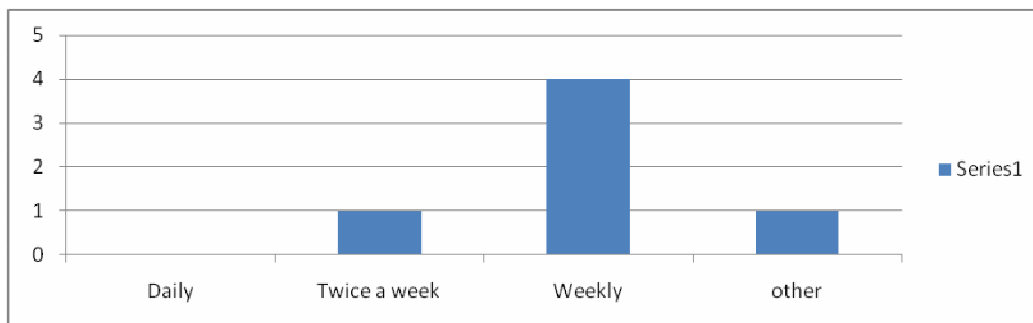
As you can see 1 person travelled all the way from edmonton, 1 from neasden, 1 from wembley, 1 from barnet, 2 from kilburn. Obviously people travelled kind of far for this shopping area, so it must be worth it.



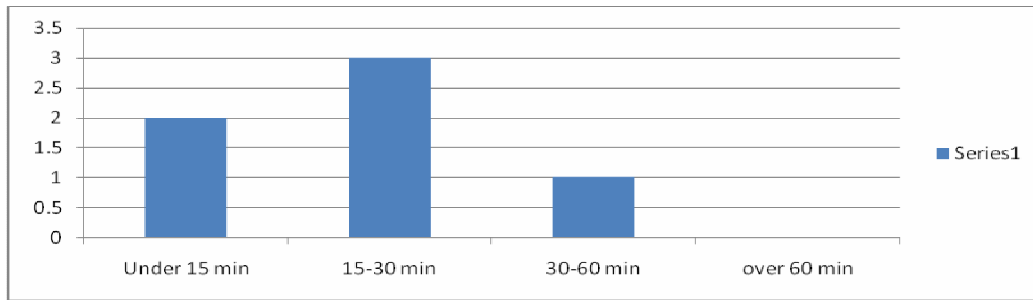
As you can see from this graph 2 people spent under 15 minutes here, 2 people spent 15-30 minutes, 1 person spent 30-45 minutes here. The fact that 1 person spends 30-45 minutes here means that people have a lot to do here, there must be a wide range of shops and people would travel from far to get here.



As you can see from this graph 2 people travelled by bus, 1 by car and 2 by other means. This means people come from quite a few places and have different ways to get here, they would try and get here by any means, so again, it must be worth it.



As you can see from this graph 1 person shops here twice a week, 4 people shop here weekly, and one person said they had other shopping routines. People shop here quite a lot, this could be because there are a lot of houses very close to this shopping area, and people can easily walk a few seconds and end up at a shop.

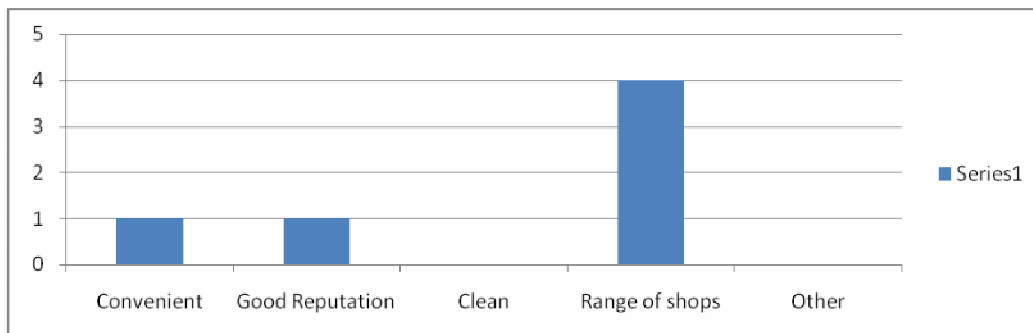


As you can see from this graph 2 people said they spend under 15 minutes here, 3

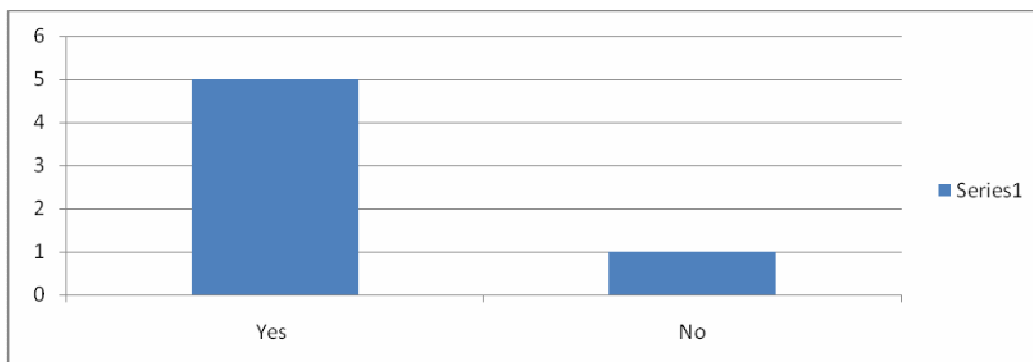


people said 15-30 min and 1 person said 30-60 minutes.

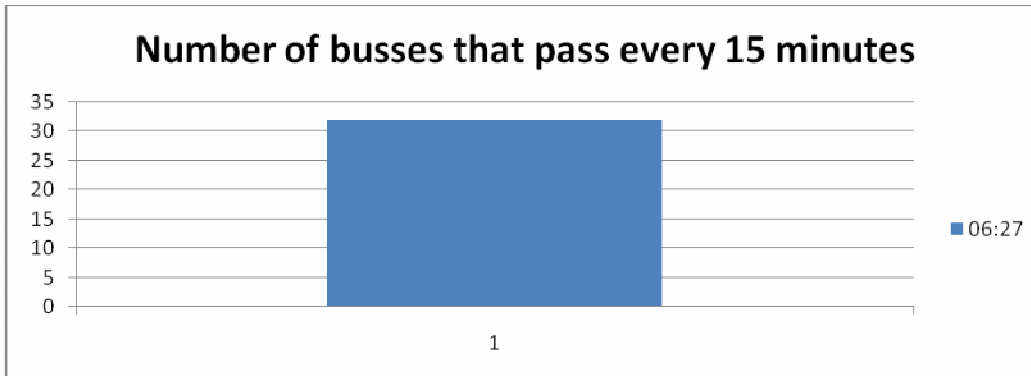
As you can see from this graph all 5 people spen £10-£50.



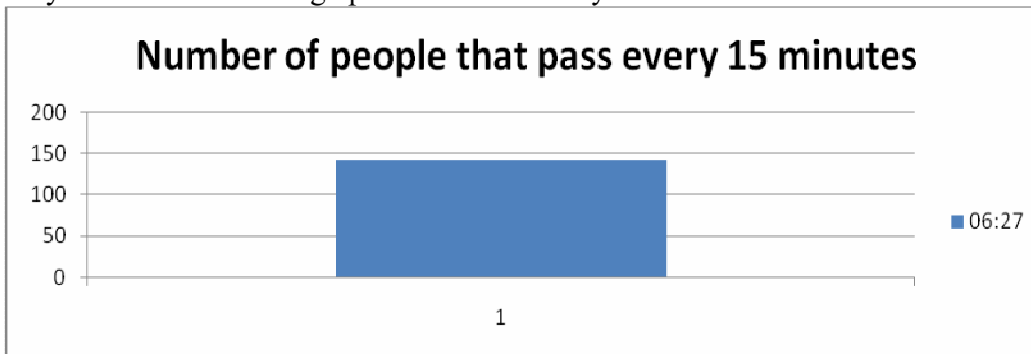
As you can see from this graph 1 person shops here because it is convinient, 1 person shops here because of its good reputation, and 4 people shop here because of the range of shops.



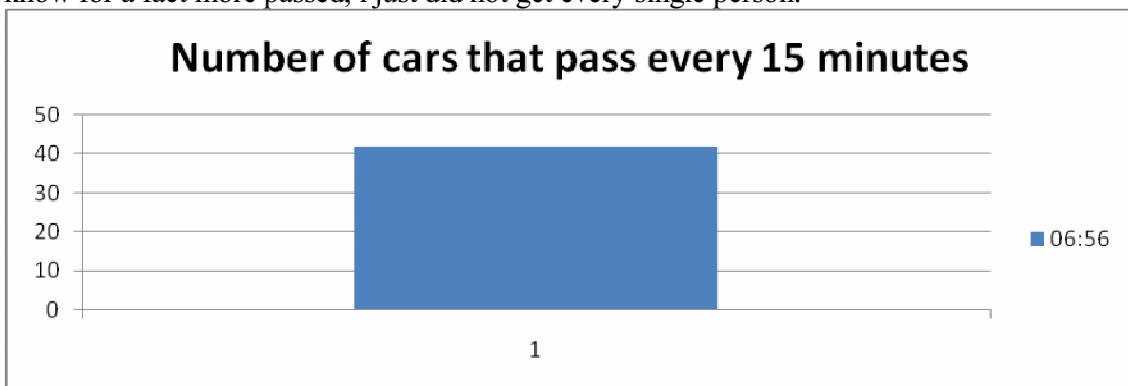
As you can see from this graph 5 people said that th shops were suitable and 1 said they were not.



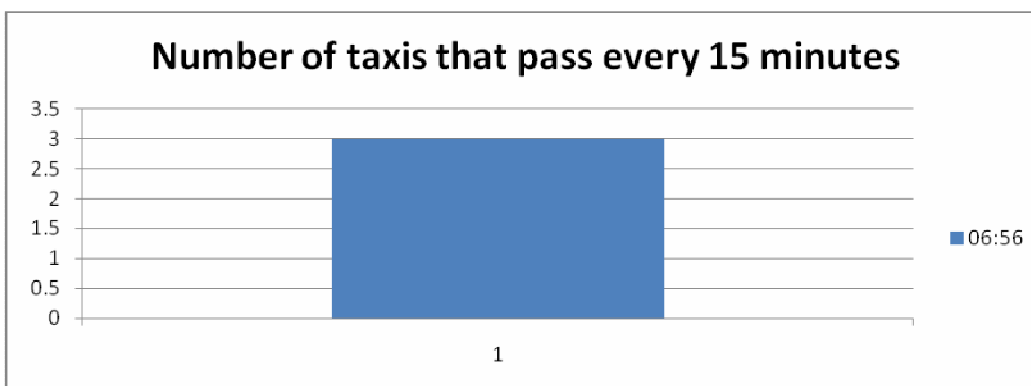
As you can see from this graph 32 busses went by in 15 minutes.



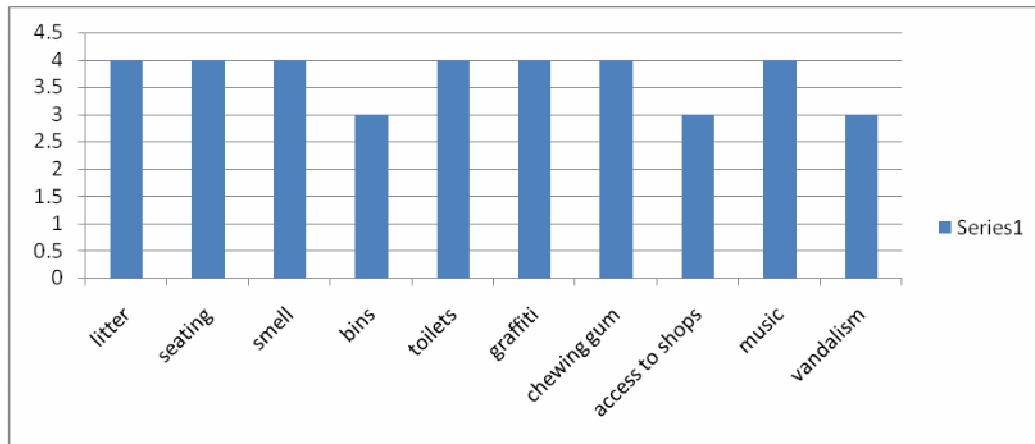
As you can see from this graph 143 people went by in the 15 minutes. However, I know for a fact more passed, I just did not get every single person.



As you can see from this graph 2 cars went passed in 15 minutes.



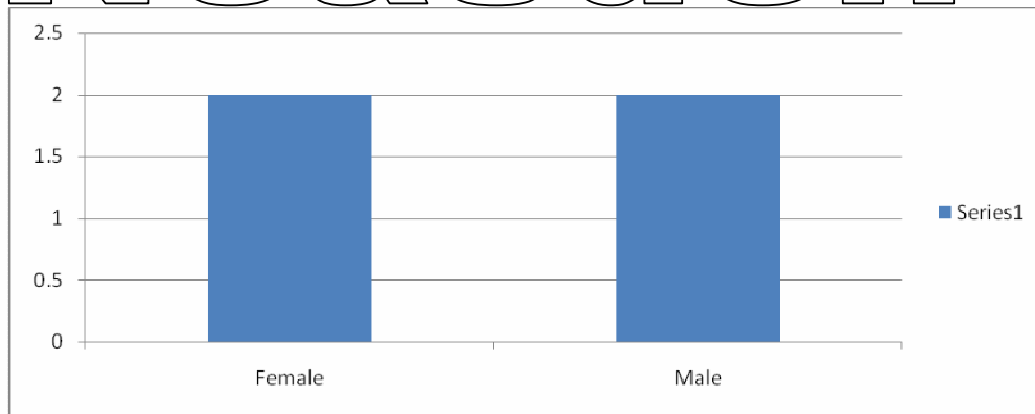
As you can see from this graph 3 taxis went passed in 15 minutes.



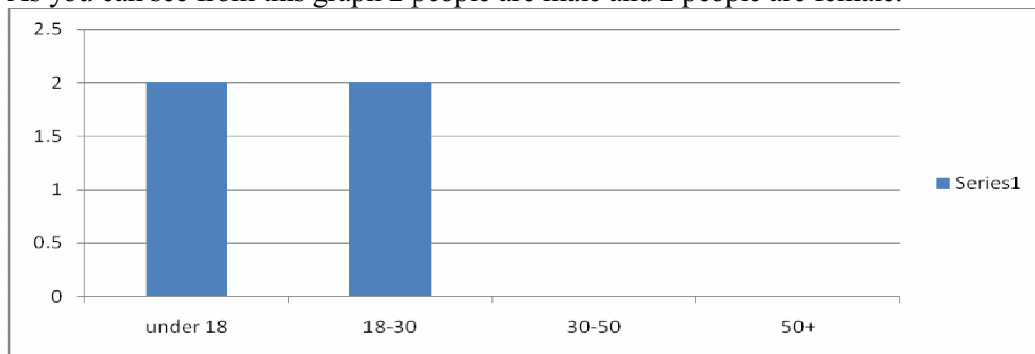
As you can see from this graph this area is pretty messed up. Everything is on the high end of the scale which means it's disgusting, dirty, smelly, music everywhere. Although a lot of people come here, I think it's one of the worst places to shop.



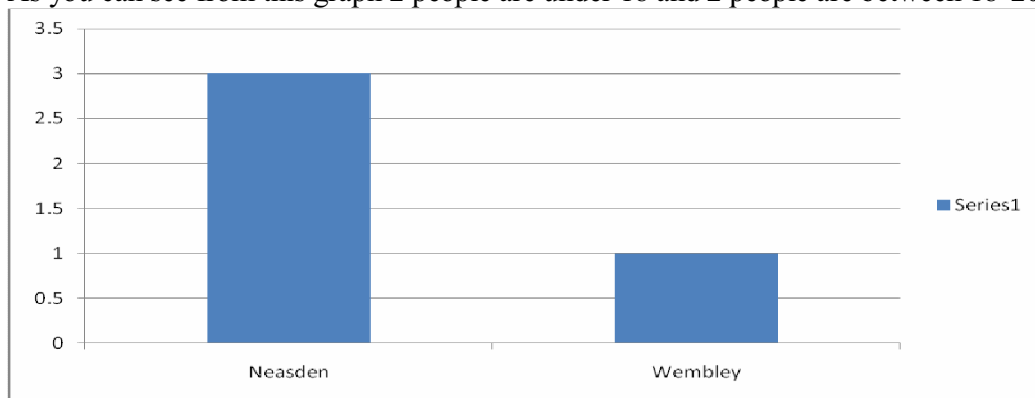
# Neasden



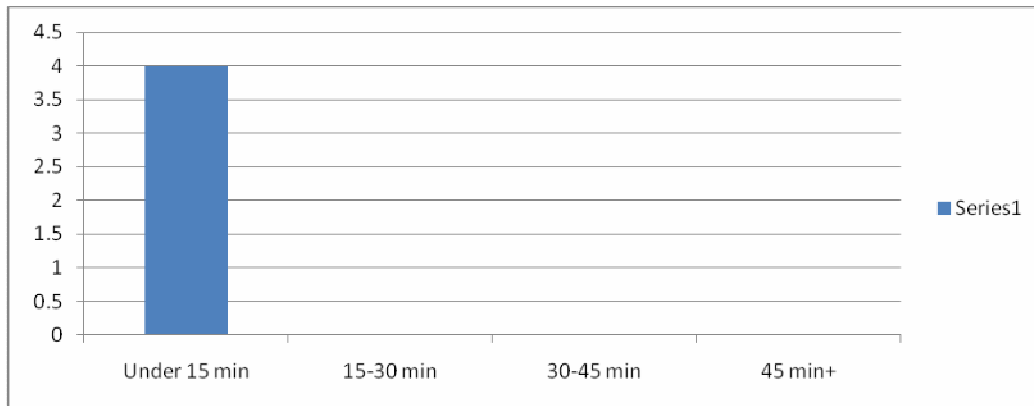
As you can see from this graph 2 people are male and 2 people are female.



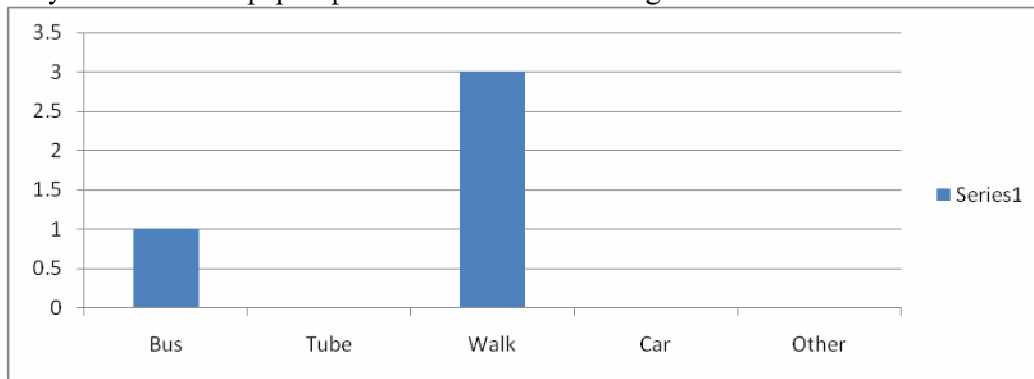
As you can see from this graph 2 people are under 18 and 2 people are between 18-20.



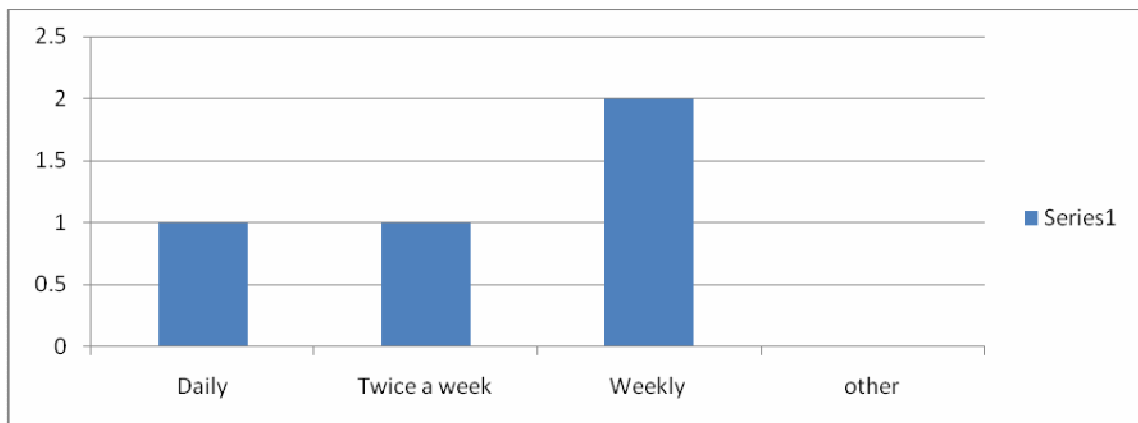
As you can see 3 people are from Neasden and 1 person from wembley.



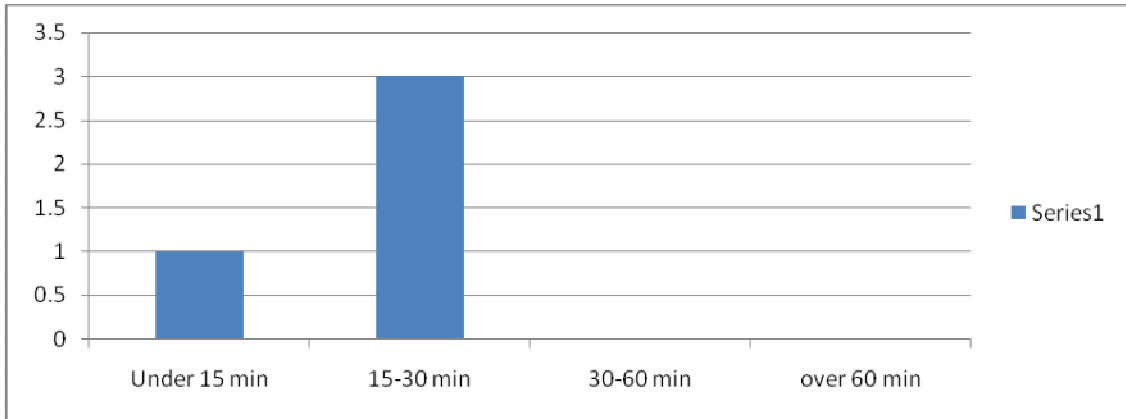
As you can see all 4 people spend under 15 minutes to get here.



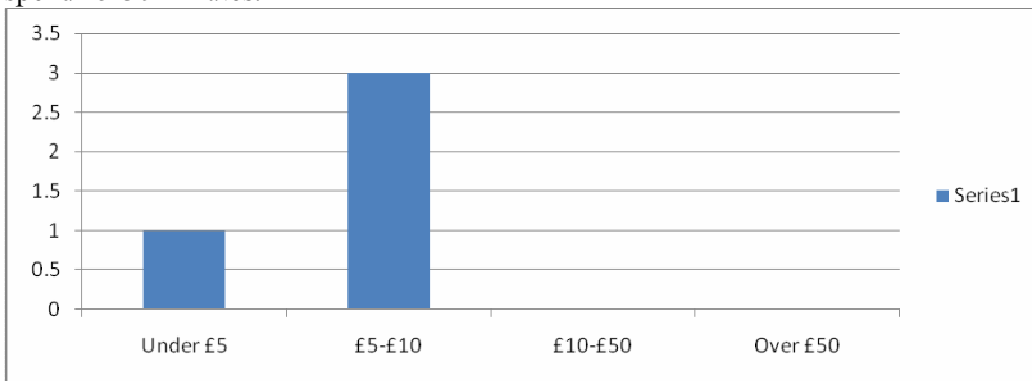
As you can see from this graph 1 person caught a bus to get here, and 3 people walked.



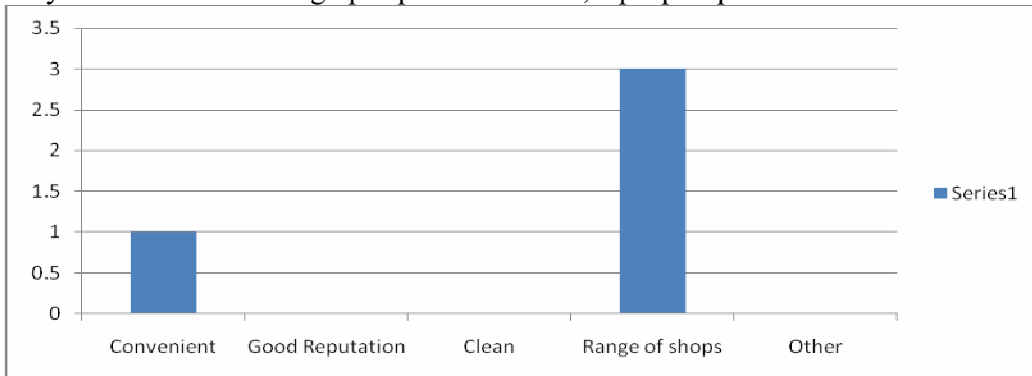
As you can see 1 person shops here daily, 1 person shops twice a week, and 2 people shop here weekly.



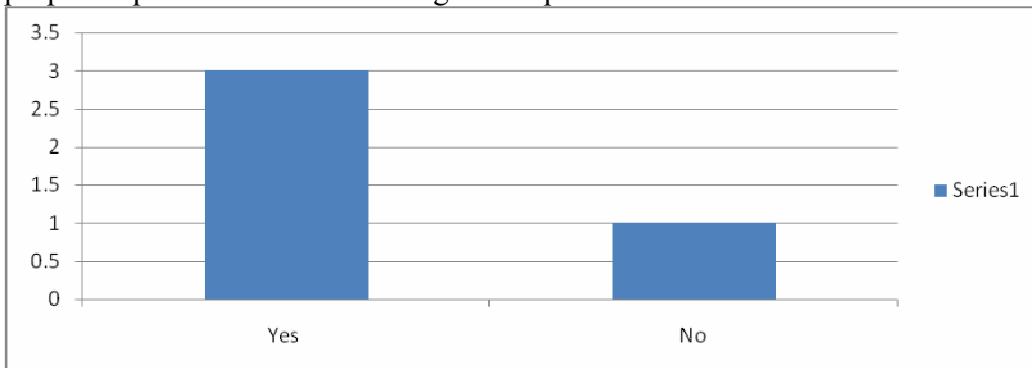
As you can see from this graph 1 person spends under 15 minutes here and 3 people spend 15-30 minutes.



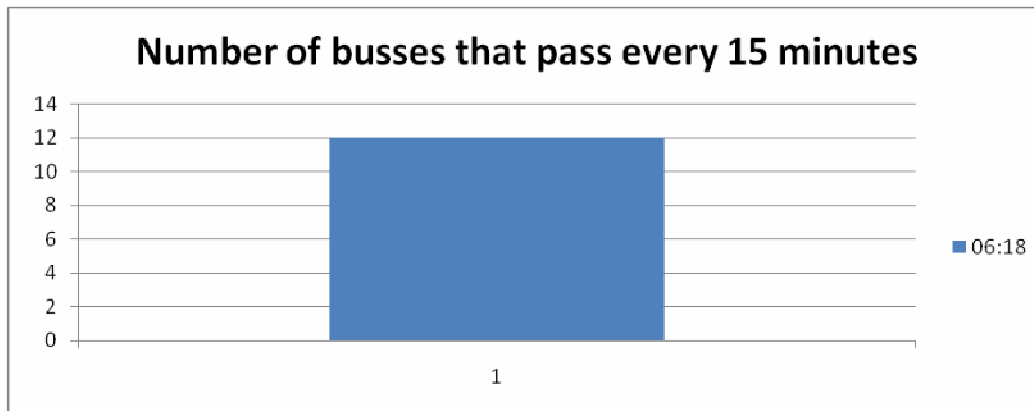
As you can see from this graph spends under £5, 3 people spend £5-£10.



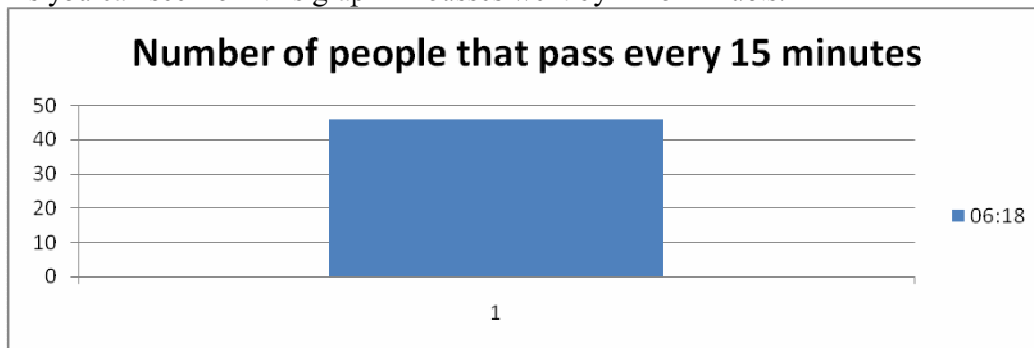
As you can see from this graph 1 person shops here because it is convinient and 3 people shop here because of the range of shops.



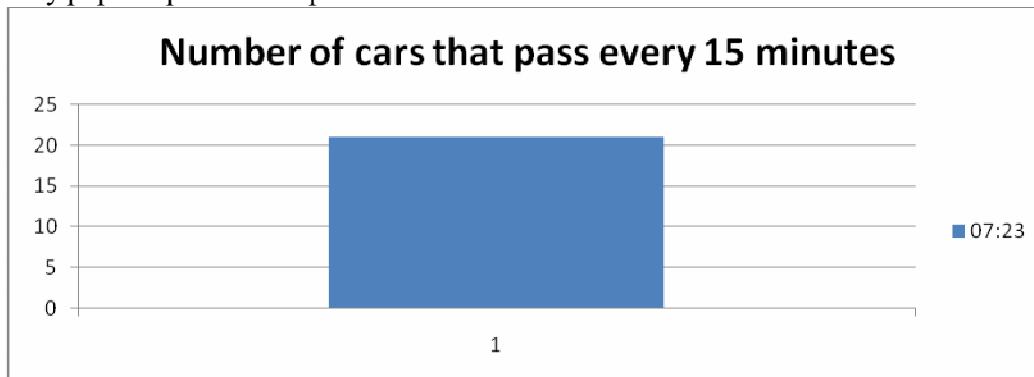
As you can see from this graph 3 people say that the shops are suitable and 1 person said no.



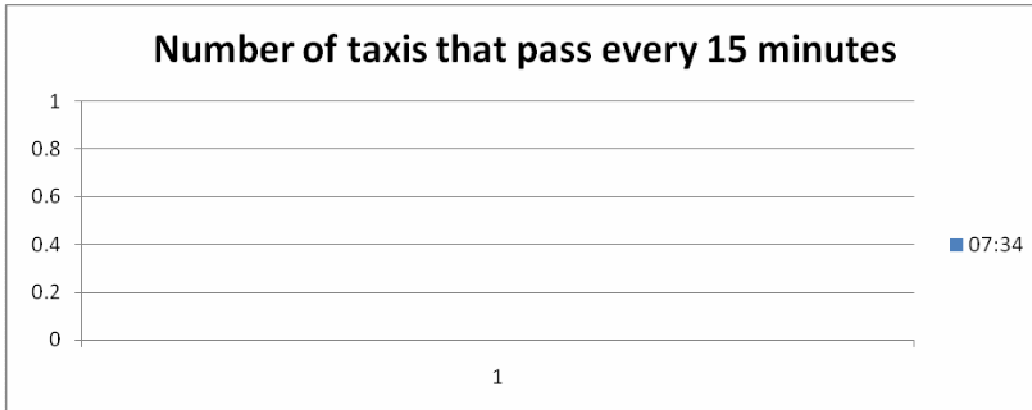
As you can see from this graph 12 busses went by in 15 minutes.



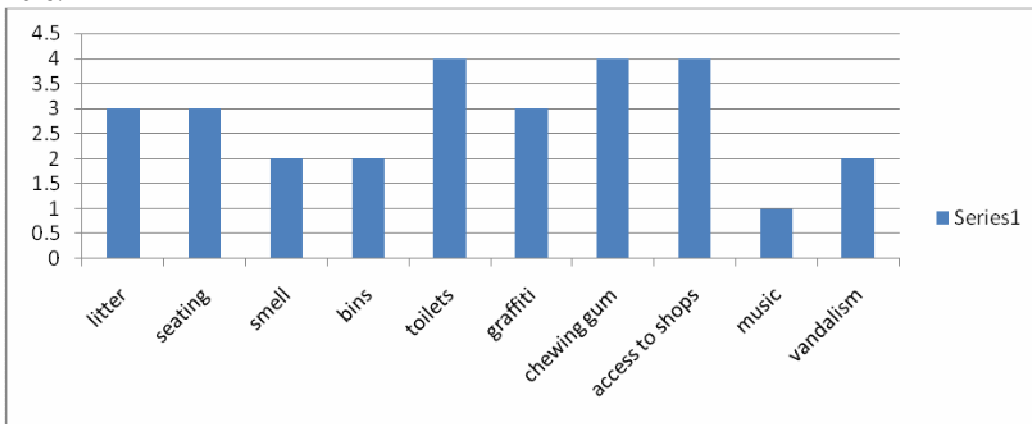
As you can see from this graph 46 people went by in 15 minutes. This means it is a very popular place to shop.



As you can see 21 cars went by in 15 minutes. This means a lot of people drive here.



As you can see no taxis went by. So people would not pay for a taxi to drive them here.



As you can see from this graph there are a few ups and downs. Its all balanced out, it is niether good nor bad. The litter is ok. Seating is ok. Smell is good. Bins are good. And so on. But chewing gum and access to shops are bad.

# Conclusion