

Geography GCSE year 10 Coursework

Shopping survey.

Our aim

Throughout our field trip we had numerous hypotheses to confirm.

1. Most people in York centre come from beyond the York Unitary Unit
2. Traffic in York is highly restricted
3. Most shops in York centre are comparison or services rather than convenience
4. Most people travelling towards the CBD (central business district)
5. The advantages of shopping in York outweigh the disadvantages.
6. Most people travel to York by car

We are investigating this topic because York is close by for us to use. York is for us easy to reach and it fits into the topic as a specification about settlements. One unique thing about York is that there are no rival centres, within roughly a twenty-mile radius. It is safe and non-threat.

To satisfy our aim we have to study and prove each of our hypotheses, through a variety of questionnaires and surveys. These were all specifically designed for maximum affect and will be described on later.

York is situated in the North east of England, in the county of Yorkshire; York specifically is in the northern part of Yorkshire called North Yorkshire. York is a fairly large city,

With many big businesses located here, they include GNER, Nestle, and Terry's Chocolate. York is a main rail centre and houses the National Rail Museum, and is probably the most important train station along the east coast mainline. York is rich in military history and today it holds the largest medical base in Britain. York is also typically dependent on tourists and boasts such attractions such as the Minster, Clifford's tower and the National Rail Museum. York is very touristic and historic which suits its infrastructure. All in all York is a very nice, well presented city with a lot of tourists.

The key words that I will be using in the essay will include CBD, which means central business district. This is where most of the shops of York are situated in. I will be also using the term's service, comparison and convenience shops. These are the different types of tertiary shops in any particular city. A service shop is a shop that is directly useful to you at any particular time, an example of a service shop is a café, bank or public house. These are things that when you are shopping could come in useful. A comparison shop is a shop that people use, but not daily, maybe people would use these types of shops once a month, or once a year. An example of a comparison shop is a toyshop, or a shop selling electrical goods. A convenience shop is a shop that people may use each day or every other day, these include newsagents, supermarkets and greengrocers.

We could count York as being in many regions but if we study them most seem unrealistic for this type of survey and from where people come. The most unlikely line to draw is that of people only go to York within a specific simple radius i.e. 50km. This is unlikely because it could depend on the type of transportation into York, people may come from far-off by train, and local people may not have suitable road access to

the city. All in all this is the most unlikely of the four possible regions.

The most simple of possibilities is to include York in the administrative region, North Yorkshire, or even the county Yorkshire. This is again not the best way to see where people travel from to York. This is because people 20 miles west of York may go to York or Leeds, but people 20 miles east have no real choice whether or not to come into York as there are no large shopping complex's in that area.

One of the major factors in the type of people that we get in York is that of how long people are willing to travel to come to York. We have defined a suitable time to one hour, and we have named some places within the time barrier from which people would travel to York. They included Leeds, Middlesbrough, Scunthorpe, Scarborough, Doncaster and Wakefield. Within that list there is places that are a substantial larger distance away from York for example Middlesbrough and Leeds. Leeds is closer to York with excellent transportation so we are going to see more people from Leeds rather than Middlesbrough. Middlesbrough doesn't have as good transport services to York and is situated at least 20 miles further out than Leeds. We call this the transport node.

There are then the people who live right in between two or even three different centres. In Yorkshire these may include Leeds and York. People may decide to go to Leeds rather than York because Leeds has a better transport network. Then people may decide to come into York because York is generally a nicer city than Leeds. These are called the push and pull factors, which means the factors that attract people to their regional shopping centre. This is probably the major factor of the different types of people travelling into York.

When we go to our road we need to collect a large amount of data they are.

- The types of shops down our road in a map and tally. - To collect this data we are splitting into two groups of two and one pair do the tally and the other the map. We will start at one end of the street, then turn around and do the other side.
- The pedestrian count. - We will have one of our pairs standing in a good position, away from lampposts and bus stops etc, then the pair will split so one is on either side of the street standing so they are facing the street. Then they will both count the pedestrians for a specified time, both people will count pedestrians going to their left.
- Traffic flow. - We will have one of our pairs standing in a good position, the pair will split so one is on either side of the street standing so they are facing the street. Then they will both count the traffic for a specified time, both people will count traffic going to their left.
- Environmental survey. - For the environmental survey we will come once again to be a group of four. We will walk the street twice then walk it once more whilst taking in our survey.
- Questionnaire. - For the questionnaire I will go to start them off then be joined by the rest of the group when they have finished their respective job. When we have completed them all I will keep them ready for the write up.