Greenwich is the focus of this coursework although other sites may be used to compare prices, transport links, traffic flow and pedestrian count.

In this coursework I am investigating the titles:

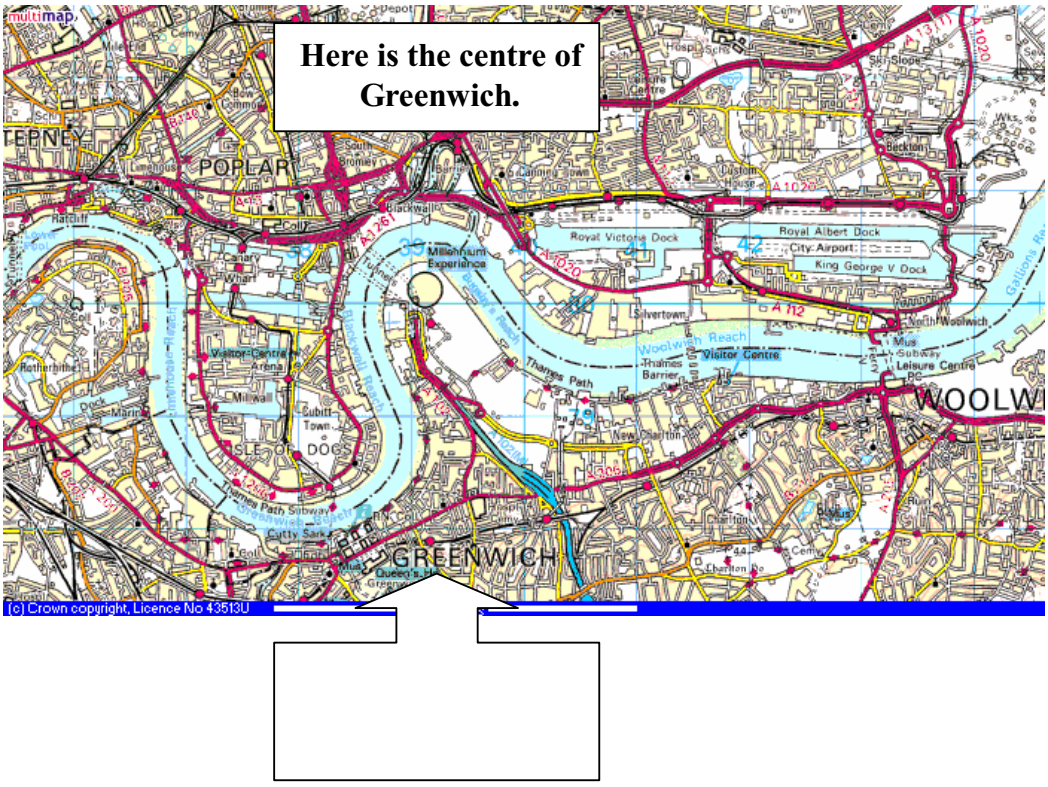
"The centre of Greenwich is a honeypot site for tourism"

This can be investigated in different ways, one way being transport links which is why I chose the following option as title:

"Access to Greenwich is difficult due to a poorly developed transport infrastructure"

I decided to focus on the particular option title above because I use public transport a great deal and could compare the different transport links. I think the transport links represent how popular Greenwich is, and how far people will travel to see the sights and visit. Therefore giving Greenwich the heading "honeypot site".

Greenwich is in SouthEast London alongside the River Thames. Which is another form of transport to the town (which will be discussed later).



When our class went to Greenwich it seemed busy although it was raining. There appeared to be a high traffic flow constantly around all area's which may have been because of the amount of road works taking place but, this I found out as a result of my questionnaires is the usual.

Tourism is a great part of the income in Greenwich, and wouldn't be the town it is now if tourists didn't visit and spend money on transport, souvenirs, food and shops.

A definition of tourism is:

The advantages of tourism are that the income of a town or a city (in this case Greenwich being the town) is increased and improvements to the attractions and the town itself can be improved, therefore attracting more people.

The disadvantages of tourism are that a town or a city can become dangerous because of the high traffic flow, the streets can become littered and dirty. A town can lose its original character because businesses are changing the ways of life around the area so there are more pull factors for tourists.

Methods:

Method 1
Pedestrian Count

The first experiment that we did was a pedestrian count.

Location A
Location A is near one or two shops, and it wasn't the busiest part of Greenwich that was seen. It was near rows of restaurants, there was a few shops around here as well.

Location B
Relatively busy part of Greenwich. The actual road we counted pedestrians on was Nelson road and the side on which we counted has 1 office, 2 shops and 4 restaurants, on the opposite side of the road there was 5 shops, 3 restaurants and 1 vacant building.

Location C
Someone who took a pedestrian count at site C described it as a busy location, surrounded by restaurants and rows of shops.

Location D
The site was very busy most of the time, there was a public house on the corner where you enter the market. A Burger King fast food restaurant was situated on the corner where the pedestrian count was taken. There is a large number of restaurants and shops around this area.

We did location C, at 12:00 o'clock. We counted 75 people in the space of 10 minutes. This was a pedestrian count on the side of the road next to the shops, walking both ways.

We stood on the corner of the road facing the shops and used a stopwatch to count 10 minutes.

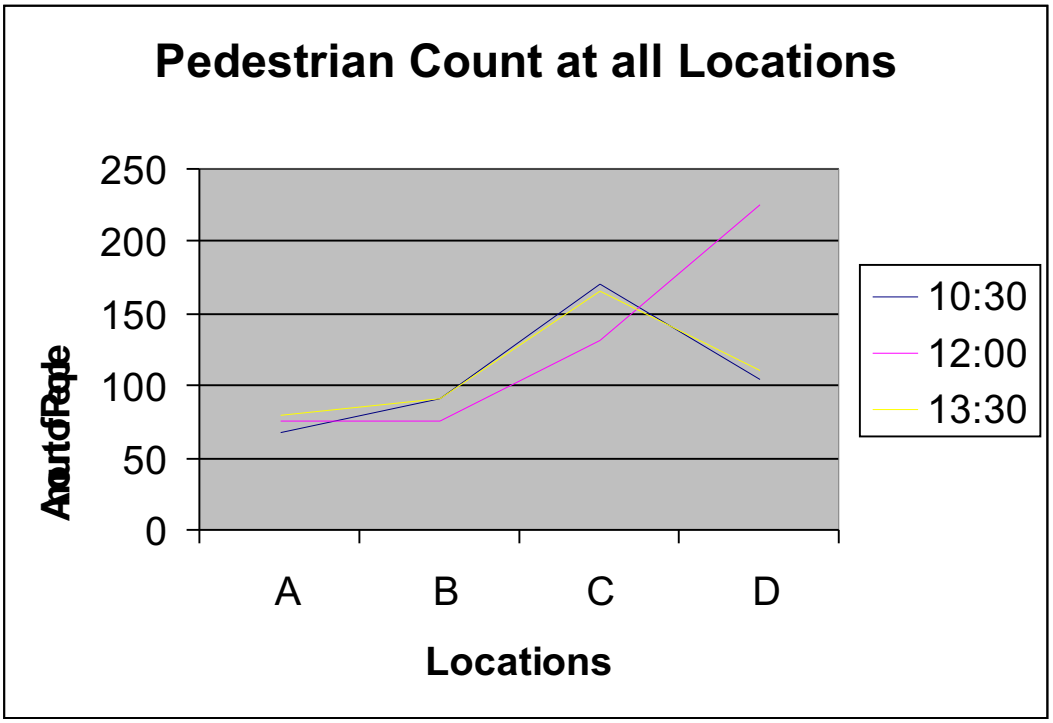
By using this method I am trying to find out the difference in pedestrians at the same place but at different times. I am trying to identify the busiest and quietest parts of Greenwich.

We could only count one side of the road because otherwise we would have collected wrong information as it would be too difficult and would have to

estimate, which wouldn't be accurate. At the time the weather was quite sunny but there was showers throughout the day which could have affected our results.

We collected the data as a group and filled in a table like the one below with all the essential information:

	Location A	Location B	Location C	Location D
10:30	68	91	171	104
12:00	75	75	131	225
13:30	79	91	166	111



Site A

This site is near the entrance of the market so maybe more people would be heading towards the market after lunch or at the end of their lunch breaks. The market place always becomes busier towards the end of the day.

Site B & C

At 12:00 at this point it rained and there was a decrease in the amount of people at this point. Maybe at these two sites there was no where near where people could shelter and at the sites A and D there was more places where shelter could be taken.

Site D

This site is near a lot restaurant and food shops, so people coming from work would go to the restaurants at 12:00 and be in work at 1:00 (so maybe we could have done a pedestrian count at one as well).

Method 2
Traffic Count

This was a traffic count at the same sites as we did the pedestrian count on as well.

We stood at the corner of Nelson Road and counted the cars going towards Greenwich high road.

The limitations of this were that when there was a high amount f cars going, as data collection could be wrong. Also we could only count traffic going in one direction therefore our data didn't include traffic flow through the location it was traffic flow in one direction through the location, whereas some other people may have counted traffic in both direction. This will be taken into consideration.

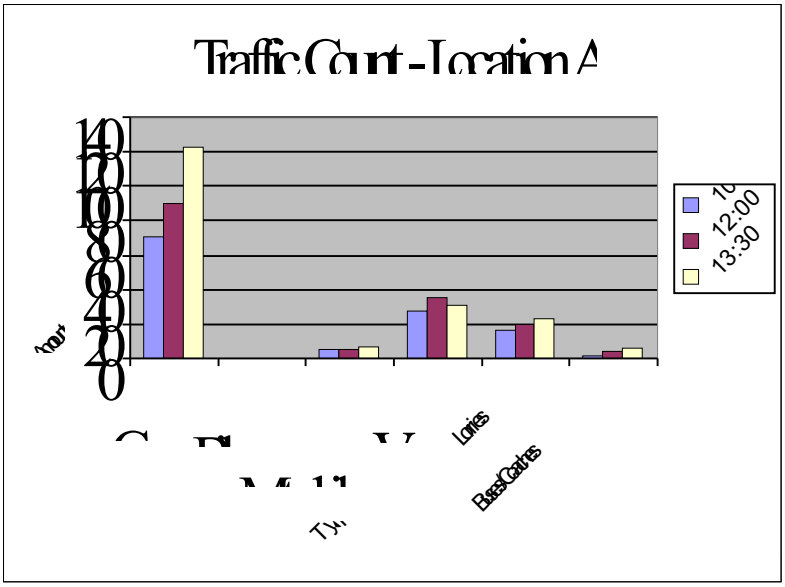
We did the traffic count to try and find out what transport people use to get around the centre of the town, and what the most popular form of transport is, around the 4 areas A, B, C, and D.

The forms of transport that we were counting are:

- **Cars**
- **Bikes**
- **Motor Bikes**
- **Vans**
- **Lorries**
- **Buses/Coaches**

Location A

	Cars	Bikes	Motorbikes	Vans	Lorries	Buses/Coaches
10:30	71	0	5	28	16	2
12:00	90	0	5	35	20	4
13:30	123	0	7	31	23	6

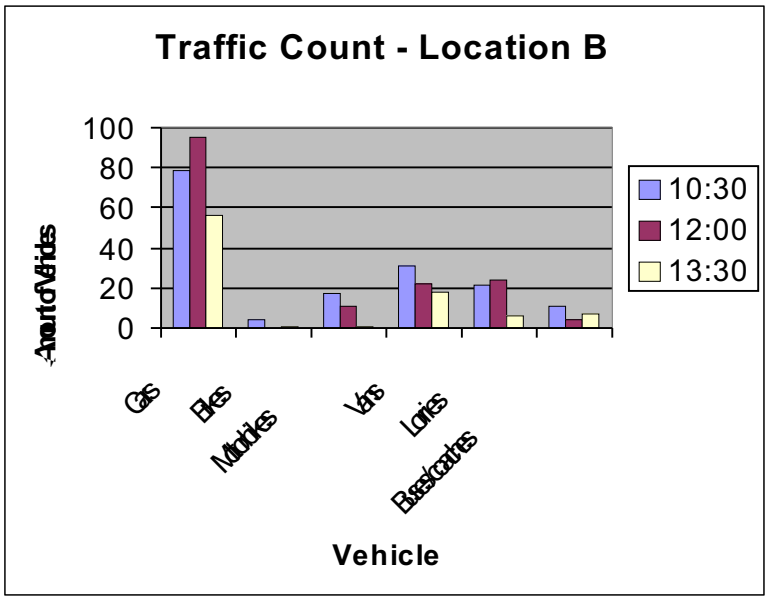


This graph shows that the amount of cars at all times was much higher than of the other vehicles. This is the case with all the other locations. The amount of Vans is second highest amount of data. This may be because there was a lot of building and road works going on in Greenwich on the day that we were there, maybe the reason why there were no Bicycles is because the pollution and danger imposed from the cars is too high.

alex 03/05/2007 6:20 AM

	Cars	Bikes	Motorbikes	Vans	Lorries	Buses/coaches
10:30	79	4	17	31	21	11
12:00	95	0	11	22	24	4
13:30	56	1	10	18	6	7

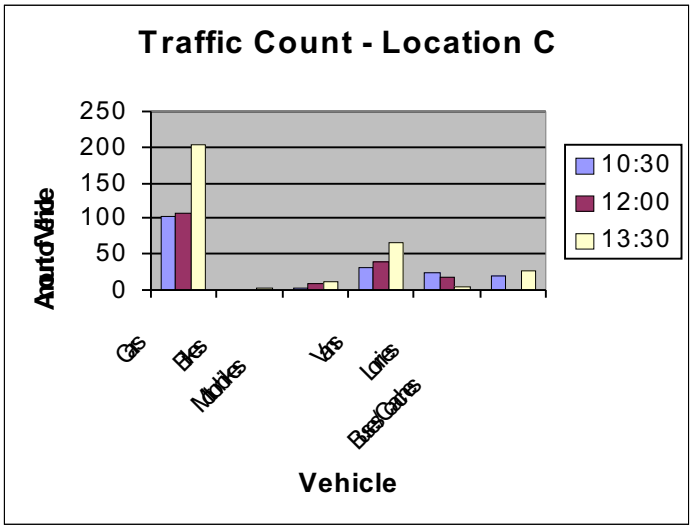
Location B



This graph shows that the amount of cars is greater at all times compared to other vehicles. Although the amount of cars counted at this location throughout was one of the least compared to all the other areas, this is also one of the location with the highest amount of Bikes used (the other being D). The vans and lorries were around the same amount whilst again the bikes and motorbikes are the vehicles used least. This may again be because of the pollution.

Location C

	Cars	Bikes	Motorbikes	Vans	Lorries	Buses/Coaches
10:30	104	1	2	31	24	20
12:00	108	1	8	39	17	1
13:00	205	2	12	66	5	26

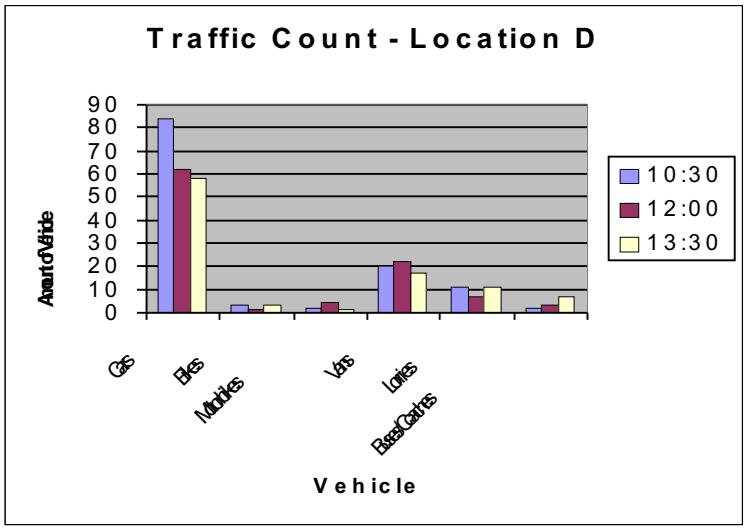


Again at this location there are more cars than any other vehicle. But compared to all the other locations there are many more vans. There were very few bikes at this location, probably because of the danger and pollution from the cars, at this location especially as the most cars were counted here throughout the day. At 12:00 there was a rapid decrease in the amount of buses and coaches. This may have been because there was a great deal of cars and the buses and coaches were stuck in the traffic. The coaches could have decided to take a different route around Greenwich, so we didn't see them at location C.

Location D

	Cars	Bikes	Motorbikes	Vans	Lorries	Buses/Coaches
10:30	84	3	2	20	11	2
12:00	62	1	4	22	7	3
13:30	58	3	1	17	11	7

Method 3



This location has one of the lowest amount of cars used compared to the other locations but one of the locations with the highest amount of Bikes used. The other location is B, probably for the same reasons, being danger and pollution. There was the least amount of vans here compared to other sites, maybe because there wasn't any building work taking place around this area.

We did a land use survey of the centre of Greenwich. It was to find out what the land in Greenwich is used for, and proof that Greenwich is designed for tourists. As you can see by looking at the land use survey there is a large number of restaurants and shops, most of them have been built for tourist's use and the shops have been.

The limitations of this method are that there wasn't enough time to survey other buildings around Greenwich. This meant only a few shops and restaurants could be identified and also other types of building that weren't shops and restaurants weren't found that easily.

Method 4

This method was a questionnaire. A partner and myself went around the centre of Greenwich asking random people questions, some of which were based on the transport links. Here is a copy of the questionnaire.

Are you a resident or a tourist?

What age group are you?
0-20
21-40
41-60
61-80

What region do you live in?

How did you travel here?

Would you say that the transport links in and around Greenwich are satisfactory for reliability?

Have you been to Greenwich before?

If so how many times?

Would you recommend Greenwich to a friend?

Why are you here?

Are you going to come back?

For what reason?

Do you think Greenwich has a pollution problem?

From what you have seen is there enough car parking around Greenwich?

Do you think that there are enough litterbins provided in Greenwich?

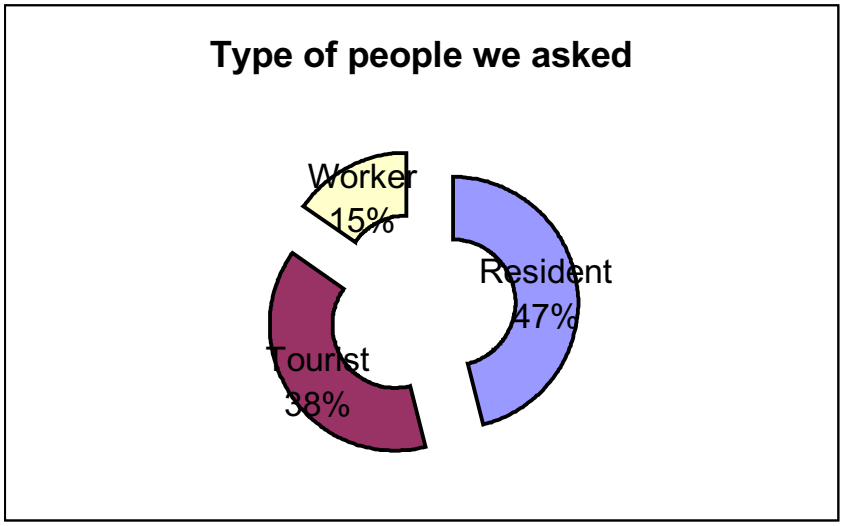
Do you think there are enough food outlets in Greenwich?

Asking people questions had a lot of limitations:

- **Some people didn't want to speak to us because they were busy**
- **Some people answered questions and if they didn't know an answer they made up an answer**
- **The weather was unpleasant so not many people were out and willing answer questions.**

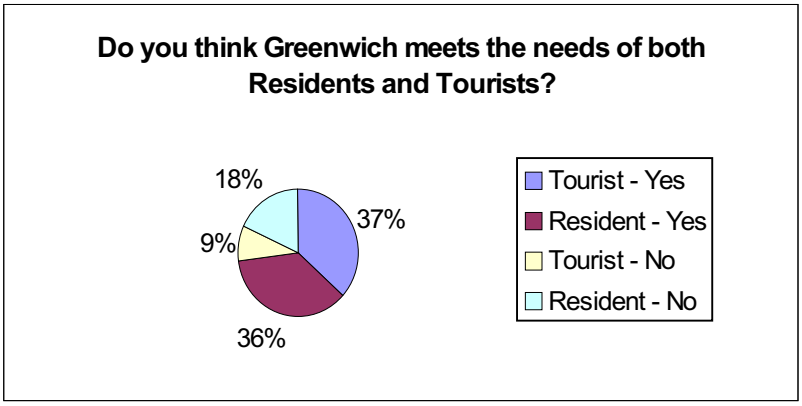
- **The time of day was when people were going to work**
- **It was quite early in the season, the weather wasn't attracting tourists**

We asked 13 people in total:
These people were residents, tourists and workers:



This shows that the majority of people we asked were residents, with 47% of people residents. 37% of people asked were tourists and 15% of people are workers.

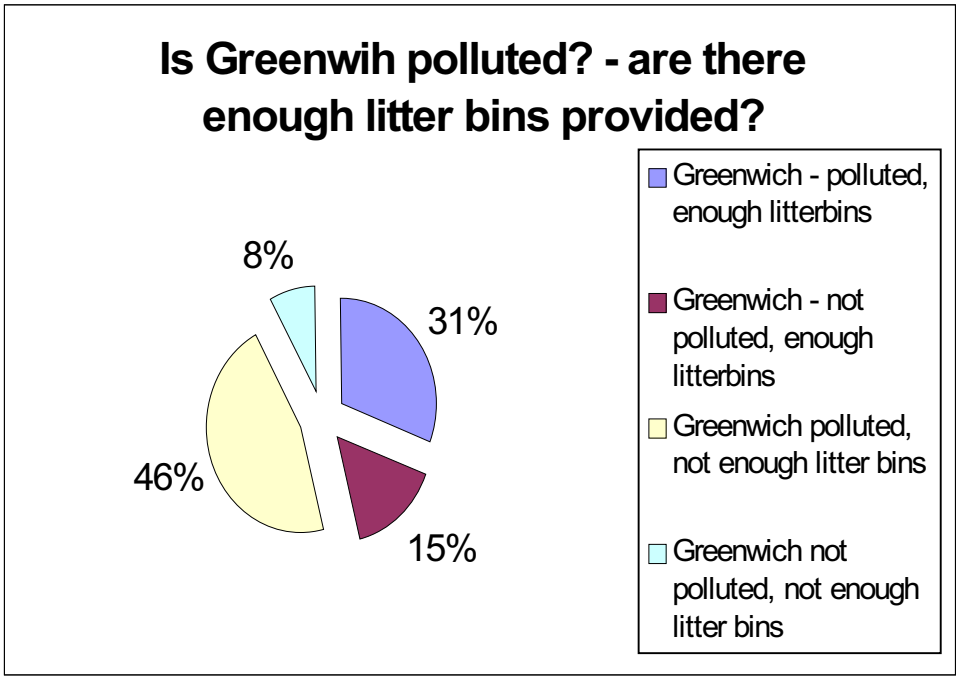
We asked some people: Do you think that Greenwich meets both Tourist and residents' needs?



This shows that the majority of tourists who were asked this thought Greenwich meets the needs of both Residents and Tourists, the majority of residents asked the same question also thought that Greenwich does.

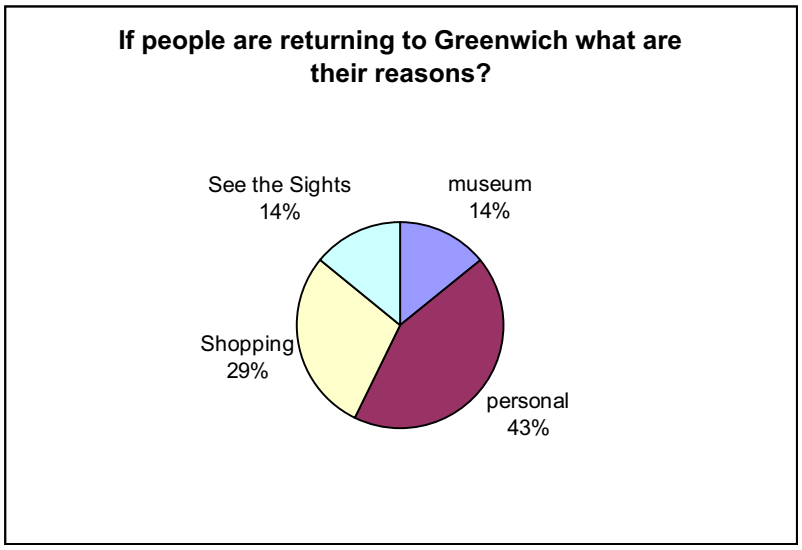
We also asked:
'Do you think that there are enough litterbins provided in Greenwich' and 'Do you think Greenwich has a pollution problem?'

We asked everyone this question, here are the results of the qu



This shows that most people thought that Greenwich was polluted and that there wasn't enough litter bins provided. Least people thought that Greenwich wasn't polluted but there wasn't enough litter bins, maybe they thought that pollution was air pollution and not to do with litter. 31% of people asked thought that Greenwich was polluted but there was enough litter bins, this shows that people don't think litter is a problem, it might be something to do with the traffic around the area and the air pollution.

We asked everyone the following question:



This shows that the majority of people come to Greenwich for personal reasons which could involve visiting family or friends. The second most popular reason for returning to Greenwich is shopping with museums and seeing the sights is the joint most unpopular reason.

Method 5

Bi – Polar Analysis

This is an analysis which shows whether pavements are wide or narrow, street furniture is maintained and attractive or damaged and badly kept, the frontages are well maintained or poorly maintained, the pavements are clean or not and whether the four different locations are crowded or not and on what scale they are on e.g. if the area of only a little bit crowded it will be +1 and if its desolate then it's –2 and if it's extremely crowded then it'll be +2. We hope to find out how each of these locations are kept. The limitations of this experiment are what part of the location that you identify.

KEY

+2 – Extremely
+1- Quite
0
-1- Quite
-2- Extremely

Location A

	+2	+1	0	-1	-2	
Wide Pavement		√				Narrow Pavement
Attractive and well maintained street furniture			√			Damaged or Badly kept street area
Well maintained frontage (shops/houses)		√				Poorly maintained frontage (shops/houses)
Clean Pavements			√			Unclean pavements
Uncrowded area			√			Crowded area

This is showing that the pavements are reasonably wide, the street furniture isn't especially clean or dirty, the frontage is quite well maintained, the pavements aren't clean or dirty and the area isn't busy nor is it empty,

Location B

	+2	+1	0	-1	-2	
Wide Pavement		√				Narrow Pavement
Attractive and well maintained street furniture	√					Damaged or Badly kept street area
Well maintained frontage (shops/houses)		√				Poorly maintained frontage (shops/houses)
Clean Pavements			√			Unclean pavements
Uncrowded area			√			Crowded area

This is showing that the pavements are reasonably wide, the street furniture is extremely clean, the frontage is quite well maintained, the pavements aren't clean or dirty and the area isn't busy nor is it empty

Location C

	+2	+1	0	-1	-2	
Wide Pavement	√					Narrow Pavement

Attractive and well maintained street furniture				√		**Damaged or Badly kept street area**
Well maintained frontage (shops/houses)			√			**Poorly maintained frontage (shops/houses)**
Clean Pavements			√			**Unclean pavements**
Uncrowded area			√			**Crowded area**

This is showing that the pavements are extremely wide, in relation to the pedestrian count this is the busiest location that we compared, to the council h ave obviously taken this into consideration and made the pavements wide at this area and this analysis has shown that this area isn't crowded so the pavements are wide; the street furniture is quite dirty, the frontage isn't well or not maintained, the pav ements aren't clean or dirty and the area isn't busy nor is it empty,

Location D

	+2	+1	0	-1	-2	
Wide Pavement		√				**Narrow Pavement**
Attractive and well maintained street furniture				√		**Damaged or Badly kept street area**
Well maintained frontage (shops/houses)		√				**Poorly maintained frontage (shops/houses)**
Clean Pavements			√			**Unclean pavements**
Uncrowded area			√			**Crowded area**

This is showing that the pavements are quite wide, the street furniture is quite dirty, the frontage is quite well maintained, the pavements aren't clean or dirty and the area isn't busy nor is it empty.

I think that the whole of Greenwich is generally busy but as the pavements have been made wide it doesn't appear to be crowded because the pavements have been well managed.

Method 6

This is an accurate method to compare the urban area of Greenwich, Bromley High Street and my own home street. 0 means positive to 8, which means negative for each of the criteria.

Criteria	Descriptions	Mark	Greenwich High Street	Bromley High Street	Home Street
Landscape Quality	**Lots of trees, well**	**0**	**6**	**8**	**1**

	maintained				
	No trees or grass	8			
Derelict Land	None Visible	0	0	3	0
	A large eye sore	8			
Litter	None visible	0	3	8	1
	Catches your attention	8			
Vandalism	None Visible	0	0	8	3
	Graffiti, damage visible	8			
Factory premises	All housing	0	1	8	0
	All factory units	8			
Traffic flow	Normal residential flow	0	7	7	0
	Heavy, industrial traffic	8			
Noise	Generally quiet	0	5	8	0
	Noise a regular interference	8			
Air pollution	No obvious smells	0	4	4	0
	Noticeable, constant smell	8			
Access to open space	Large space within 5 mins walk	0	1	0	0
	No open space within 5 mins walk	8			
Condition of footpaths	Level, solid, wheelchair access	0	1	8	0
	Cracked, uneven, high |kerbs	8			
Width of Pavements	More than adequate	0	4	0	3
	Crowded	8			
Cycle ways	Provision made for bicycles	0	4	4	4
	Bicycles share roads	8			
Pedestrianisation	Road totally pedestrians	0	6	2	0
	No pedestrianised	8			
Historic Quality	High level of presentation	0	0	8	4
	Signs of Decay	8			
	TOTAL:		42	76	15

The lower the number means the quieter the place you are assessing is. Greenwich is near the centre or a city, Bromley is a large shopping centre where people from all over the area come, and my home street is a close in a village. Looking quickly at the results I would say Bromley is high in vandalism and the presentation of pavements and roads etc. is poor compared to Greenwich because more people live there and visit so the council take great care to attract more tourists but Bromley isn't a tourists attraction it's a local shopping town and the shops attract customers not tourists, Greenwich does that. Restrictions of this method may be that if you don't live near Bromley high street you cant compare them, and if you take someone else's results they may view things in a certain way to how you do.

Method 7

This is a building survey comparing the buildings in Greenwich High Street, Bromley High Street and my home street. This is an analysis to compare the quality of the building work. Buildings in the richer area are most likely to be well maintained, while signs of decay are indications than an area is poorer. This may be difficult because you cant see the roofs of the houses to say whether they are rotting etc. and even if you could see the roofs then you may no0t know what rotting looks like. I did this method over a period of 3 days.

Below is a table that gives a scale of which to score each of the 8 criteria with different values.

This is a ranking of the physical conditions in my h ome street, Bromley high street and Greenwich high street compared.

Criteria	None	Little	Some	Much
Deterioration of walls	0	1	3	5
Paint peeling	0	1	2	3
Displaced roof material	0	1	5	9
Broken glass in windows	0	1	3	7
Broken gutters etc.	0	1	3	7
Structural damage e.g cracks	0	3	6	11
Rotting	0	2	4	8
Sagging roof	0	2	6	10

If what a stated above was correct about the richer the area then the more maintained the building would be. 4 is a very good mark for an area as large as Greenwich. My area is very small and maintained very well because of this, and the fact there are little buildings, therefore Greenwich being maintained in the way that it is with as many building it has is excellent.

Method 8: Cost Survey

This survey shows how different things cost various prices when sold in different places in London. I think that the price of things affect how they are set up for tourists and whether these products are aimed for tourists to buy. I think the

Criteria	Greenwich High Street	Bromley High Street	Home Street
Deterioration of walls	0	1	1
Paint peeling	1	5	0
Displaced roof material	0	1	0
Broken glass in windows	0	2	0
Broken gutters etc.	1	1	0
Structural damage e.g cracks	0	3	1
Rotting	2	0	0
Sagging roof	0	0	0
TOTAL SCORE:	4	13	2

more expensive things are the more they are likely to be sold in a high tourist area, because tourists are the main income of that particular area.

Item	Greenwich High Street	Bromley High Street	Home Street
Fuse – Chocolate Bar	35p	40p	40p
Cornetto Whippy Ice Cream	£1.20	£1.00	80p
Hot Chocolate	£1.20	£1.00	80p

This shows that 2 out of three things are more expensive in Greenwich than they are in a town or a village. The ice-cream and hot chocolate are both things that tourists are likely to but because they stop and see the sites whilst eating an ice-cream or drinking some hot chocolate, but you would usually say chocolate bars are the things that tourists would buy.

I carried out this method on the same day. The problems are that the shop I went into is a garage and usually these are slightly more expensive so maybe I could have gone o the same type of shop. Also thy may not have had the same quality product in the shops that I went into to collect the data.