# Final Essay: As Ambleside is a tourist honeypot the traffic in the summer will be higher and will create more problems for the residents such as noise, air pollution and parking.

The purpose of my final essay is to analyse the results produced by my diagrams, graphs, maps, sketches and photographs from my winter and summer visit.

*Tax Disc Survey*

As part of my winter study I performed a tax disc survey in two car parks (Waterhead and Hayes Garden Centre car parks). I studied and collected the results from 25 cars in each car park and recorded them on a catchments area map on the UK. My study showed me that most of the people that had vehicles parked in Ambleside local car parks were not from Ambleside but they were from the rest of the UK ( 60%).I recorded the results of my tax disc survey on two bar graphs and on a UK map. The results show me that most of the vehicles that are in Ambleside are all within a four hours journey time from Ambleside. From my results I was able to draw a catchment area circle on a UK map this shows where all of the vehicles that were in Ambleside have come from and the travelling range that they were each from i.e. 2hr and 4hr travelling time from Ambleside. Out of the 50 cars that were recorded only two of them came from places that were within 4 hours journey time from Ambleside and the rest were within 2 hours journey time i.e. day-trippers. This may be due to a few reasons, such as accessibility to Ambleside is very good. Ambleside is only six hours drive or five hours rail from London, less than two hours from Manchester or Liverpool, one hour from the Scottish border. It has great access provided by main roads (A591, A593) and also from rail. It is also connected to motorways such as M6, which is good as motorways have four lanes in them which reduces the journey time and means that more people are likely to visit. The location of Ambleside and its easy and available access means that day trips to Ambleside from places such as Scotland, Manchester and London are easily availab le and quite common. This has helped to build up Ambleside as a tourist honeypot and means that more tourists now travel and stay in ambleside (see catchment area map). The quick access means that people of all ages now can travel to Ambleside not just people with vehicles. These results affect my investigation as they were recorded in the winter and it does not provide that much information as to the amount of people that travel to Ambleside and the amount of people that are only tourists to Ambleside in the summer, it does however allow me to see that most of the vehicles in local Ambleside car parks are not just from Ambleside. It suggests that

there may be a traffic problem in Ambleside i.e. high levels of traffic even in winter season. The results are not very reliable as it does not show me how many tourist travel through Ambleside and do not stop.

*Building Survey*

Also as part of my winter visit to Ambleside I completed a building survey on three streets in Ambleside. Compston Rd (CBD), Lake Road south (Tourist Services Area) and Waterhead Road (Main Tourists Area.) For each building I recorded the name, use, height and quality. I used percentage squares (pg 21) and a table (pg 15 -20)to show the building use for each street, bar charts (pg 24) for the building height and star diagrams (pg 25,26) for the building quality. On Waterhead and Lake rd south most of the buildings were houses and hotels/ bed & breakfast's. ( Waterhead 32% houses, 12% hotels/bed & breakfast. Lake Rd South 56% houses and 19% hotels/bed and breakfast. On Waterhead there was also a majority of tourist services (23 %) this number of tourist services decreased to 0 as Waterhead joined on to Lake road south where the number of houses and hotels/ B & B's increased. This was because lake road south was a main road that led directly in to the CBD. The number of Hotels/ B&B's increased because it was a very busy and suitable place as it is located in between the lake and CBD. There was also a number of shops such as chain stores e.g. Boots, Millets and residential services such as newsagents and grocery shops e.g. Spar and a Village store which suggest that this street despite being in the tourist services area was mainly used by local residents. Compston Rd had a smaller number of houses and a larger number of Hotels/B&B's and shops. These shops were not just for local residents as many of them were chain stores, souvenir shops and sold outdoor clothing suitable for tourist going on hikes and outings around Lake Windermere. Also on Compston Rd the buildings were together in groups, e.g. all of the shops were together at the top while all of the houses and hotel/B&B's were at the lower end of the street. My results show me that most of the tourists were likely to stay in the CBD as it has much more room for them to stay and great access via Lake Rd south to the lake. It is also the busiest with many shops and services for mainly tourists but also for local residents. It also helps to show me that Ambleside is a tourist honey pot as most of the buildings in the CBD are tourist shops and B&B's, Closer to the lake there are many buildings that are tourist services i.e. tourist information kiosks and hire shops for bikes, hiking equipment and boats.

I also recorded and studied the results of building height and building quality in Ambleside. The building heights in Ambleside go up according to my results (pg24), the number of two and three story buildings increase as they get nearer to the CBD while the number of

single story buildings decreases (see building heights graph). E.g. the number of single story buildings on Waterhead is 9 and the number of three story buildings is 6 while the number of single story buildings on Compston road is 1 and three story is 22. This street consists of compact, more expensive land due to its demand and location, i.e. it is close to main roads that lead in and out of Ambleside (A591,A593).This is because in the CBD there is less space but more demand for services so the buildings need to be larger some with more than 1 use e.g. different uses on each floor. The building quality in Ambleside also changes quite a bit as shown in My radial graph (pg 25) and scatter diagram (pg26). The building quality is not very high on Waterhead with most of its building quality scoring below 6 (see key pg 26) where as on Lake Road south all of the buildings scoring above 6 (see key pg 26) this is because as the building get nearer to the CBD they get more compact, more expensive and newer this is why the quality is higher where as the buildings further away such as those on Waterhead are older, in poorer condition and spaced out more. This affects my results as the buildings in the town centre are newer and more built up for many reasons, for example most of the tourist go to the town centre as hotels, bed and breakfast, restaurants and souvenir shops.

*Traffic Survey*

As part of my winter and my summer visit I performed a traffic survey on Ambleside I recorded my results on a traffic flow line map and also on a table displaying my winter and summer results. My winter results (pg 8) show me that the busiest roads in Ambleside were Rydal road and Waterhead which was also the same for my summer results. Rydal road is at the north of Ambleside and Waterhead is at the south they are both main roads that lead in and out of Ambleside. My winter results show me that the busiest areas in Ambleside were on the two main roads entering and leaving Ambleside and in the town centre. This is also the same for my summer results (pg 9). The two main roads entering and leaving Ambleside are busier probably because it is mainly tourists that are entering and leaving Ambleside on day trips such as us. However this is a weakness in my investigation as I cannot tell which of the drivers are tourists and which are residents as my traffic survey does not give details of the drivers. My summer results show me that most of the traffic was in the town centre such as Rothay road (285 vehicles) and Wansfell road (165 vehicles) this is because CBD roads are busier than others and always have higher levels of traffic . Also that the number of vehicles in certain areas was higher than those in winter e.g. Lake rd north (202 vehicles in winter and 261 in summer) although in many of the areas the level of traffic was significantly lower than in the winter such as

Waterhead- to and from Ambleside (140 in winter 117 in summer). This may just be a slight error that could be resolved if both of the surveys were conducted for a longer period of time or if the summer investigation was performed on a different day. This disproves my hypothesis as overall the number of vehicles in Ambleside was not much higher in summer and probably did not cause any more problems in the summer as it did in the winter for local residents.

The weather on that day also affected my results and it rained for most of the day from early morning to late afternoon with low temperatures which meant that not as many tourist would be travelling to Ambleside therefore being one of the reasons that some of my results were lower than those in the winter, e.g. location 4 (Lake road south) and location 5 (Rothay Bridge) The survey was not as accurate as it could be, it did not tell me which of the drivers were tourist and did not provide enough results to produce a thorough investigation. There was also a major football game between England and Brazil, which meant a lot to many people, it stopped many people from travelling and even going to work that day. Also in the winter traffic survey many of my results were unreliable as Waterhead had road works at the time on the road, which would have affected our results because for most of the day on Waterhead there was only one side of traffic on the road, each lane had to wait to travel on the opposite lane due to road works and a separate traffic light which was there for that day only to divert traffic. These road works and delay might have also led to a number of vehicles using alternative routes and therefore not being recorded. The survey needed to be done for a longer period such as 1 hour to obtain more reliable results.

*Questionnaire*

As part of my summer visit I performed a questioner (pg36) to help me prove/disprove my hypothesis, I asked 60 people 8 multiple choice questions. I displayed my results as a table (pg 36) and individual graphs (pg 37-41) The general opinion of the people that I questioned in Ambleside is that traffic levels are higher in summer but that it does not really cause a problem for local residents neither does it in winter. My results show this: question 1 asked if people thought that there was too much traffic in Ambleside, 66% said yes 24% replied no and 10% were unsure. I displayed this question as a pie chart (pg 37) which clearly shows that more than half of the people questioned think that there is too much traffic in Ambleside this shows that there is too much traffic in Ambleside and suggests that there may be a traffic problem in Ambleside but does not prove that traffic is a problem. Question 2 asked whether traffic in Ambleside was higher in summer, winter, the same all year or unsure. This is displayed with question 1 as a pie chart (pg 37 ) which

clearly shows almost three quarters (73 %) of the people questioned believe that traffic is higher in the summer. This is shows me that the questionnaire is possibly not a reliable investigation as my traffic survey suggests that traffic in not necessarily higher in summer. For my third question I asked what the majority of vehicles that travel through Ambleside was, I displayed this as a bar chart (pg 38) and nearly all the people asked said cars (91%) this is not reliable as it does not tell me the driver of the vehicles are tourists or residents, it just shows me that almost all of the vehicles that travel through Ambleside are cars which could be mainly tourists or may not all be. For question 4 I asked people about the speed of the traffic in Ambleside, this is displayed with question 5 as percentage squares (pg39). Less than a quarter of the people asked (19%) said that the traffic in Ambleside moves too slow which is not enough to conclude that the speed of traffic is a problem. Over half (61%) of the people asked said that the speed of traffic in Ambleside is just fine where as a small minority less than a quarter (15%) of the people asked said that the traffic in Ambleside moves to fast. Question 5 asked people what they thought of the safety of traffic in Ambleside. Over half (67%) of the people asked said that they thought that the traffic was safe where as just less than a quarter (22%) of people asked said that the traffic in Ambleside was unsafe which suggests that even if there is a traffic problem in Ambleside then safety is not also one of the problems. Question 6 asked people if they thought there was enough car parks in Ambleside, this is displayed as a bar chart alongside question 7 (pg 41). Half of the people asked said that there was enough car parks in Ambleside which suggests that even if there is a traffic problem in Ambleside then parking may not also be a problem, however almost half of the people asked said that they do not think there is enough which may be as they could have been residents in Ambleside and were struggling to park due to tourist vehicles or possibly tourists that were also struggling to find places to park. Question 7 asked people if they thought that Ambleside needed a bypass, just over half (52%) of the people asked said that Ambleside does need a bypass which suggests that traffic may be causing problems for local residents but just under half (46%)of the people asked said that Ambleside does not need a bypass. My final question asked people what needs to be done to help pedestrians. This is displayed as a bar graph (pg40). Under half (35%) the people asked said that new pelican crossings need to be made and the same number said that wider pavements are needed. A very small number (1%) said that pedestrianisation was needed which suggests that safety is more of an issue than traffic problems to the people asked.

*Traffic Evaluation:*

As part of my summer visit I performed a traffic evaluation study. In this I performed a study of each of the ten sites that I performed my traffic survey in winter and in summer. I studied the following catoegories at each site: Congestion, Fumes (Air Pollution), Noise, Speed, Size of vehicals, Size of pavement, Pedestrian crossings and Pedestrian numbers. For each category at each site a gave a value from 0 to 7. 0 was the worst possible description ie Lots of fumes from vehicles causing smoke to be almost visible in air.. 7 was the best possible description ie clean air and no fumes or smells. I recorded all of my results on a table (pg 32) and then used that information to create frequency bar graphs for each category (pg 33,34). The bar graphs that I drew show the scores (0-7) for each category and how often they were given, I then used this information to work out the average score for each categories ie size of vehicles 5.2. 2 of my best categories were size of vehicles and pedestrian numbers. Size of vehicles was a fairly good category as the average was 5.2, this was a realatively high score as it was the second highest. This shows that overall throughout Ambleside the size of the vehicles travelling through and parked on roads is not much of a problem as the average score for this category was not too far (1.2) away from the best possible description. This shows me that the size of vehicles in Ambleside were not too big ie HGVs. The second of my best categories was